Insurance Industry Charitable Foundation’s New Philadelphia Chapter Raises $15,000 for Cradles to Crayons at Inaugural Fundraiser

PHILADELPHIA, April 4, 2017 – The Philadelphia Chapter of the Insurance Industry Charitable Foundation (IICF)’s Northeast Division raised $15,000 at its inaugural trivia night fundraiser on Thursday, March 30. Representatives of Cradles to Crayons were on hand at the event, with approximately 200 other attendees, to thank IICF for this first community grant awarded by the Philadelphia Chapter.

“Those of us working in and with the insurance industry believe it is our responsibility to give back to our community. Thursday night’s fundraiser showed we can do so with enthusiasm and thoughtfulness, while having a great evening together,” said Bernd G. Heinze, Esq., IICF Philadelphia board chair and president of King of Prussia-based Accolade Management. “We were so pleased to meet the young volunteers and staffers from Cradles to Crayons who joined us at trivia night. Their appreciation demonstrated to everyone how meaningful the work of IICF can be.”

The Philadelphia Chapter of Cradles to Crayons collects and distributes new and gently used childhood essentials such as clothing, baby safety equipment, toys, books and school supplies for children up to age 12 who are living in homeless or low-income situations.

“This was our new Philadelphia Chapter’s very first fundraiser after organizing at the end of 2016, and we could not be happier with the results,” explained Betsy Myatt, executive director of IICF’s Northeast Division. “The men and women of the Philadelphia insurance community came out in force to enjoy a night of trivia and to support a worthy, community-based cause. We exceeded our goals, and look forward to announcing our next fundraiser soon.”

Like the IICF Northeast Division of which it is a part, the IICF Philadelphia Chapter’s mission focuses on at-risk children, education, the environment and disaster preparedness. With more than 20 boards in the U.S. and UK, IICF brings together insurance industry professionals to give back to their local communities through grants, volunteer service and leadership.

For additional information about IICF, fundraising or sponsorship opportunities, please contact Betsy Myatt at emyatt@iicf.com.

About the Insurance Industry Charitable Foundation
The Insurance Industry Charitable Foundation (IICF) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF has contributed $25.3 million in community grants, along with more than 240,500 volunteer hours, to hundreds of charities and community nonprofit organizations, reinvesting in local communities where funds are raised. IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at www.iicf.org.