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PEMCO: We're a lot like you.


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PEMCO

We're a lot like you.

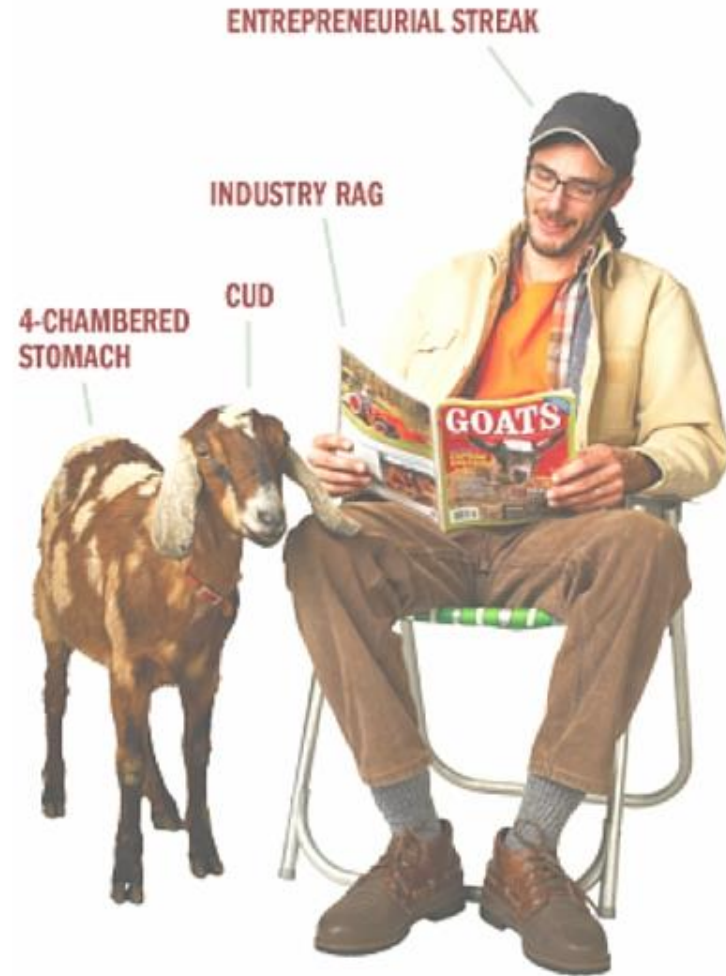


A LITTLE DIFFERENT

Integrity

Responsibility

Courage



PEMCO FOUNDATION

'Insuring' a better community



Current Issues

Community Passions

PEMCO
Committee

Spokane

Seattle

Lynnwood





WE'RE A LOT LIKE YOU

We care about the community



...a little different



'Insuring' a caring community



EMPLOYEE DRIVEN SERVICE

520 employees

3 days per year

12,480 service hours



POVERTY ALLEVIATION

Homeless shelters

Soup Kitchens

Youth Education Programs



PARTNER WITH NONPROFITS

Rotating board positions on PEMCO Committee



POTENTIAL LOCAL PARTNERS



SEATTLE PARKS
AND RECREATION



CHILDREN'S
HOME SOCIETY
of Washington



Childhaven™



WE'RE A LOT LIKE YOU

We care about the environment



...a little different



'Insuring' a sustainable earth



ENVIRONMENTAL DONATION

PEMCO Foundation will donate 2% of profit to
a current community environmental issue



CLEAN AIR

Filters 1 million cubic
feet of clean air / hour



CLEAN WATER

Preserve local sea life



POTENTIAL LOCAL PARTNERS



WASHINGTON
WATER TRUST

Working to restore our state's rivers and streams.

WASHINGTON
TOXICS
COALITION

Protecting Health
& the Environment



A person wearing a dark, patterned headscarf and dark clothing is sitting on a cobblestone sidewalk. They are leaning against a brick wall on the right and looking down. The background shows a light-colored wall and a window with dark shutters. The overall mood is somber and contemplative.

WE'RE A LOT LIKE YOU

We care about the underprivileged



...a little different



Insuring the underprivileged



THE PAIN

22% of People Live in Poverty



Competitors



PEMCO



Premium Costs

\$1,000

\$419

Percent of Income

10%

5%



IMPACT

12,000 new policy holders

50% discount

\$1M Gross Gain



EMAIL MARKETING

COMPOSE

PEMCO Policy Renewal Inbox x



Inbox

Starred

Sent Mail

Drafts

More ▾



Jared ▾



Pemco Foundation

to me ▾

9:46 PM (0 minutes ago) ☆



WE'RE A LOT LIKE YOU.
A LITTLE DIFFERENT.

Policy Number: PEMWA5300951

Your Policy Renewal

Dear Jared Tate,

Your car insurance policy will automatically renew at your current coverage levels on 06/09/2016.

Jessica Thanks You

Jessica is one of **12,000** low-income, high-risk individuals who have been insured by PEMCO Foundation. Jessica and the other 22% of poverty-level community members would typically have to pay \$1,000+ premium rates. This can amount to more than 10% of her household income! You along with the other 400,000 PEMCO policy holders give her the safety and security provided by insurance.



”

No recent chats

[Start a new one](#)

PEMCO FOUNDATION

'Insuring' a better community



A large Ferris wheel is the central focus, positioned on a pier over a body of water. The sun is setting on the horizon to the left, casting a golden glow across the sky and reflecting on the water's surface. The sky is filled with dramatic, dark clouds. The Ferris wheel's structure is a complex lattice of metal, with several passenger cars visible. In the background, a city skyline is visible under the twilight sky. The word "QUESTIONS?" is written in a large, white, sans-serif font across the middle of the image, partially overlapping the Ferris wheel's structure.

QUESTIONS?

APPENDIX

Committee Organizations

Financials Summary

Financials Calculations

CSR and Sustainable Development

Role of Business in Society

Plastic Ocean Pollution

Air Emissions

Importance of CSR to Employees

CSR Best Practices

Employee Engagement

COMMITTEE ORGANIZATIONS

PEMCO COMMITTEE

Rotating Board
Members

Community Relations Manager



Office Representatives

400k Existing Policies



12,000 Discounted
Policies

Total Gains (Loss) ~\$1M

Assumption:

Discounted premiums would go non-
existing customers

Sources:

<http://www.iii.org/fact-statistic/auto-insurance>

http://www.ofm.wa.gov/reports/income_wealth_report.pdf

REVENUE PER POLICY

Avg Premium \$838.30

Discount %50



COST PER POLICY

Property Claim Cost \$189.60
Percentage Claimed 6%
Avg Claim \$3,160

Injury Claim Cost \$144.70
Percentage Claimed 0.87%
Avg Claim \$16,640

Discounted Price \$419.15

⊖ Claim Costs \$334.37

Gains Per Policy \$84.78



**COMMUNITY
INVOLVEMENT**

**CORPORATE SOCIAL
RESPONSIBILITY
& SUSTAINABLE
DEVELOPMENT**

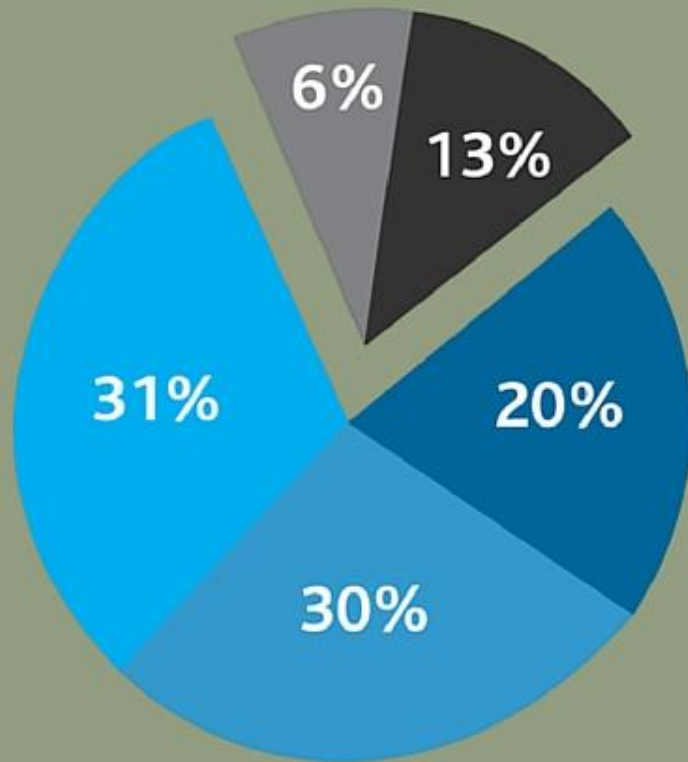


**ENVIRONMENTAL
ACTION**



**ECONOMIC
GROWTH**

BELIEF ABOUT ROLE OF BUSINESS IN SOCIETY:



31% Change the way they operate to align with greater social and environmental needs

30% Support larger issues with donations and time AND advocate for change

20% Support larger issues with donations and time

13% Play limited role in community

6% Just make money



46,000

pieces of

plastic



are floating on every

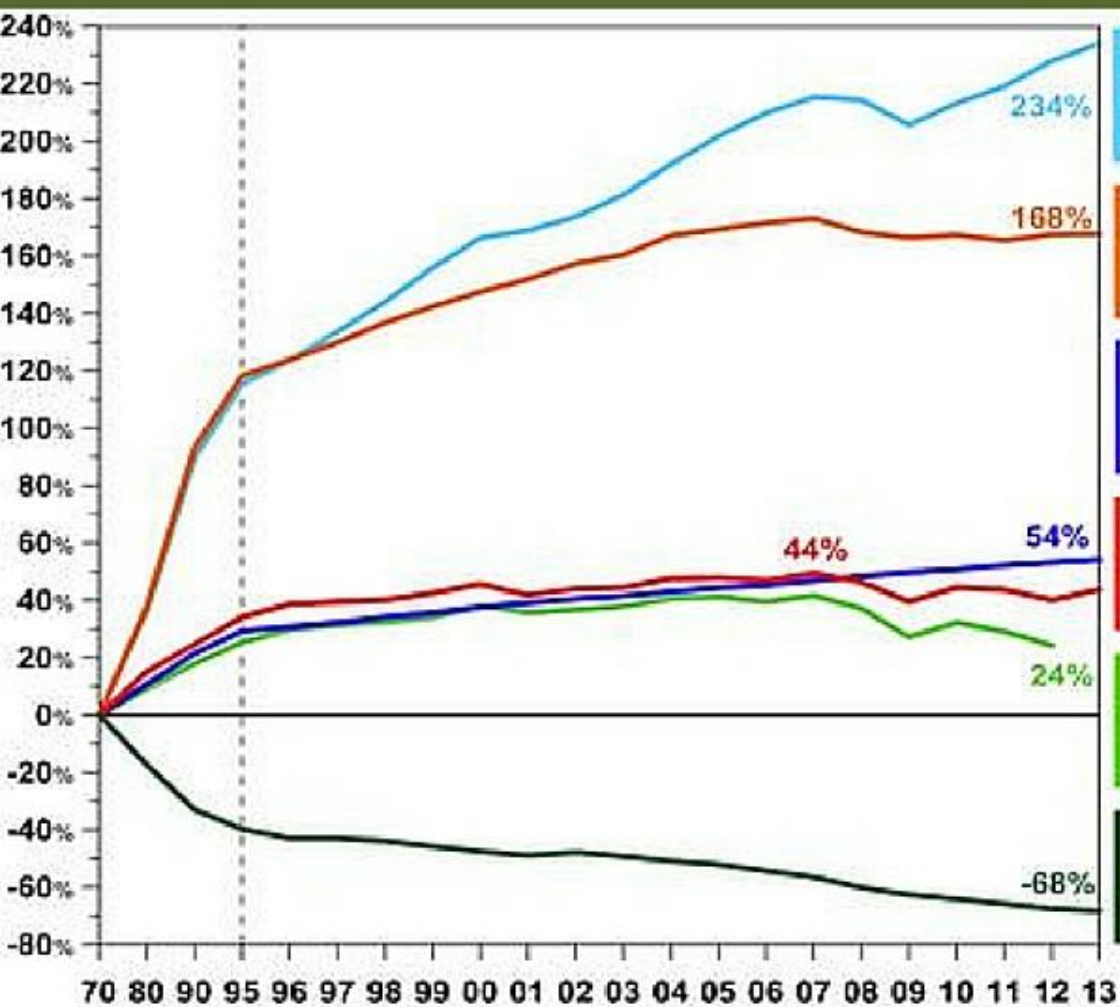
square mile

of ocean

Thought-provoking discussion from the
Royal Geographical Society (with IBG)

www.21stcenturychallenges.org

Source: United Nations Environment Programme, 2006



Gross Domestic Product



Vehicle Miles Traveled



Population



Energy Consumption



CO₂ Emissions



Aggregate Emissions
(Six Common Pollutants)

Air emissions have dropped steadily since 1970 thanks to the Clean Air Act. As the economy continues to grow after the recession, emissions that contribute to the most widespread pollutants continue to drop. (Source: U.S. EPA. [Air Quality Trends](#). 2015.)

All Other Things
Being Equal,
I Would Take a
15% Paycut...

35%

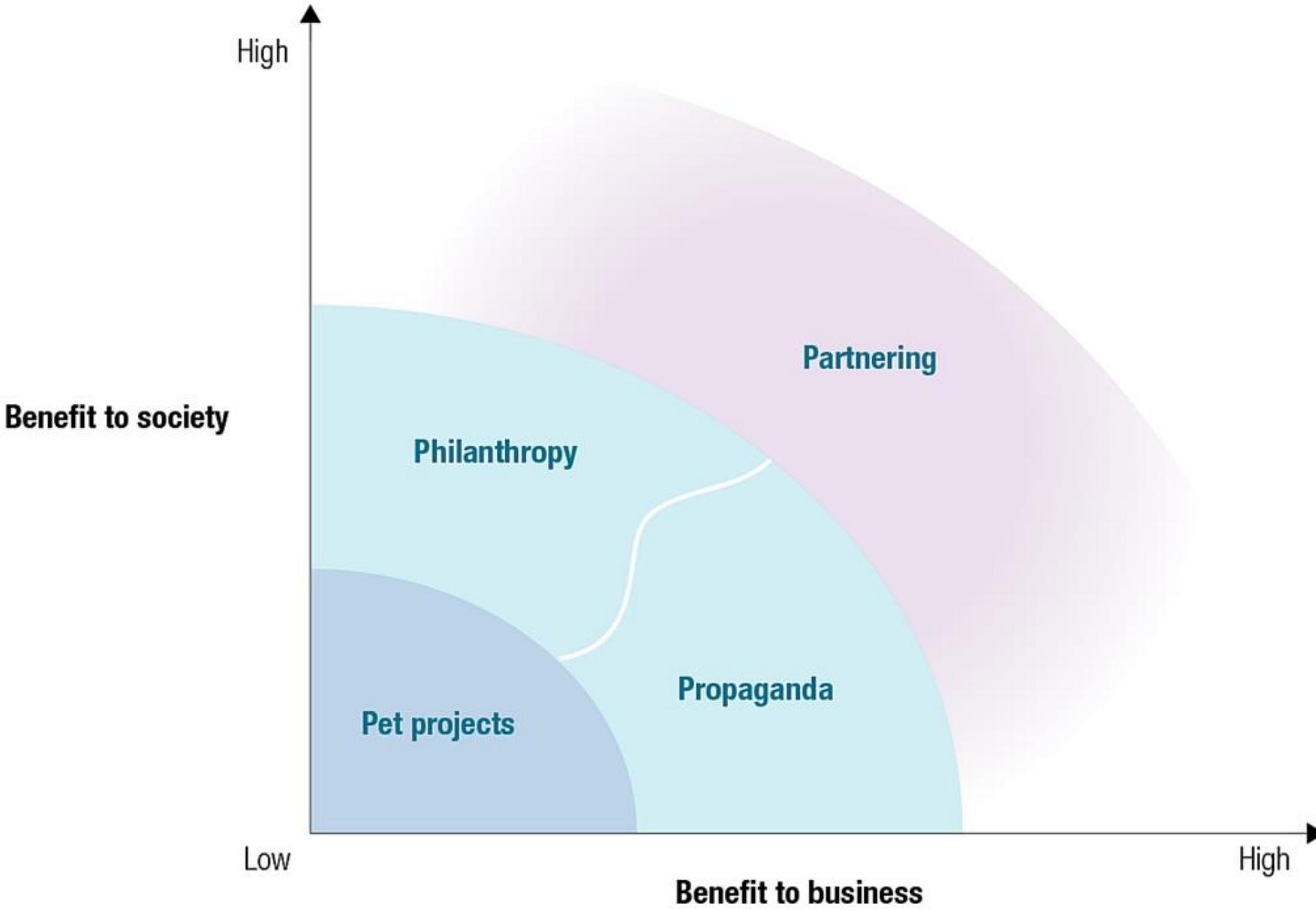
...to work for a company
committed to CSR

45%

...for a job that makes a social
or environmental impact

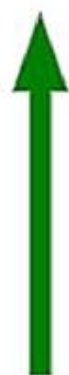
58%

...to work for an organization
with values like my own



CSR & Engagement Matter

Two Sides of the Same Coin—Business Cases for CSR & Engagement are Interdependent



Benefits of High Engagement

- Attraction
- Retention
- Productivity
- Business Results



Benefits of CSR

- Reputation
- Customer Engagement
- Recruiting/Retention
- Growth/Innovation



Risks of Low Engagement

- Customer Dissatisfaction
- Turnover
- Absenteeism
- Dissent



Risks of Ignoring CSR

- Costs
- Business Risk
- Regulatory pressure
- Competition