Objectives of the Foundation

1. To contribute to the welfare and quality of life of the local community.

2. To be a corporate leader and pacesetter in giving.

3. To collaborate with organizations, corporations, and individuals to find solutions for some of the difficult human and economic situations in our community.
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2017 Highlights

$5.32M  Total 2017 gifts

233  Organizations supported with financial support, leadership, and employee work hours

1,000+  Employee work group hours out in the community impacting health, wellness, families, education, our culture, and the arts

$64.2M  23-year cumulative contribution
Dear Friends,

2017 was another active and productive year at Protective. We delivered financial results that exceeded our plans, even before taking into consideration the impact of the very favorable one-time tax benefit from the recent tax reform, and made progress on many of the goals we have set to prepare our company to be a strong competitor in the future. Our business and our workforce are growing. As part of Dai-ichi Life Holdings, today we are part of one of the largest global life insurance groups in the world.

The year was also a good one for our Foundation. With support from our dedicated employees and Dai-ichi Life, we continued our investment in and partnerships with a wide spectrum of nonprofits and community initiatives. Our steadfast aspiration is to improve the overall quality of life in our local communities by focusing on opportunities to improve and advance the quality of education, public health, community wellness, the creative arts, and the environment.

As always, we are grateful for our many blessings, and it is our pleasure to be able to share our continued success through our investments in our communities. In that spirit of gratitude, we present this report on the Protective Life Foundation’s activities in 2017.

Respectfully submitted,

John D. Johns
Executive Chairman
Protective Life Corporation

Richard J. Bielen
CEO & President
Protective Life Corporation

Eva T. Robertson
Executive Director
Protective Life Corporation
Community Involvement
Working together to remove barriers.
Working together to clear paths.
Working together to improve and strengthen.
Working together with nonprofit partners.

Jones Valley Teaching Farm