WE ARE PROTECTIVE of our community
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Dear Friends,

The past year was a time of excitement and celebration at Protective. On February 1, we closed our transaction with Dai-ichi Life Insurance Company, Limited, one of the most respected companies in Japan. Protective and Dai-ichi hosted several community functions to introduce Dai-ichi and to reassure Birmingham-area nonprofits that we remained steadfast to our commitment of engaged service and financial support. We announced, with the contribution and support of Dai-ichi, a joint commitment of $4.1 million in new charitable gifts and pledged to contribute $23 million to local nonprofits over the next five years.

As you will see in this report, the Foundation continued to support many incredible organizations that touch thousands of individuals and improve the overall quality of life for our citizens, communities and environment. Within each of the major sections – Arts & Culture; Civic, Community & Education; Health & Human Services – it was our pleasure to feature some of the remarkable and innovative nonprofits supported by the Foundation that are affecting such positive change and growth. We hope you enjoy the beautiful photos and brief explanations of each highlighted organization.

As we reflect on 2015, we remain steadfastly thankful for our many blessings, and we are confident that our future as a member of the Dai-ichi Life family will continue to be strong and productive, while remaining ever mindful of our philanthropic endeavors and commitments. In this spirit of gratitude and shared optimism, we are pleased to present this report of the Protective Life Foundation.

Respectfully submitted,

John D. Johns
Chairman & CEO
Protective Life Corporation

Kate H. Cotton
Executive Director
Protective Life Foundation
On February 1, 2015, Protective Life Corporation announced the completion of the acquisition of Protective by The Dai-ichi Life Insurance Company, Ltd., currently the second largest life insurance company in Japan and the 10th largest global life insurer. The union marked the coming together of two highly regarded companies, both with very rich legacies of serving others for more than one hundred years each.

Building on their combined commitment to their communities, Dai-ichi Life and Protective announced a $23 million pledge to Alabama nonprofits over the next five years. Included in the announcement were three signature gifts:

1. A $2 million gift to The University of Alabama to endow a professorship in the Culverhouse College of Commerce named the “Dai-ichi Life Teaching Chair in Actuarial Sciences and Risk Management” and to support the Insurance Hall of Fame, also a part of the Culverhouse College of Commerce.

2. A $2 million gift to UAB and Southern Research Institute’s partnership, the Alabama Drug Discovery Alliance, to support their efforts to expedite development of new treatments for diseases and to improve the quality of life for those suffering from those diseases.

3. $100,000 to the Birmingham Botanical Gardens to build a barrier-free boardwalk in the Japanese garden.
The Objectives of the Protective Life Foundation

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

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

3. To work in partnership with other organizations, corporations and individuals to find solutions for some of the difficult human and economic situations in our community
<table>
<thead>
<tr>
<th>Total Amount Contributed in 2015</th>
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<tr>
<td><strong>$5.25m</strong> Contributions</td>
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<tr>
<td><strong>364</strong> Grants</td>
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<tr>
<td><strong>247</strong> Supported Nonprofits &amp; PLF Scholars</td>
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21-Year Cumulative Contribution

$53.55 million
The Protective Life Foundation proudly supports the region’s cultural community and salutes the artistic and historic treasures that deeply enrich all of our lives.”
Arts & Culture
The Alabama Symphony Orchestra enhances the cultural offerings in the community by touching nearly 100,000 individuals each year through its concert series, youth programs and educational & community engagement efforts. All of these excellent venues serve its mission of changing lives through music.
The Alys Stephens Performing Arts Center offers a wide variety of events each year in every field of artistic endeavor, from classical music, to jazz and to theatre, hosting 250,000 people at more than 300 culturally diverse performances.
The Birmingham Civil Rights Institute is a cultural and educational research center that promotes a comprehensive understanding and appreciation of the struggles of the American Civil Rights Movement in the 1950s and 1960s, with special emphasis on those centered in Birmingham. Each year, the BCRI reaches more than 140,000 visitors, teachers and students.
The Birmingham Holocaust Education Center educates the community about the history of the Holocaust so that younger generations will apply its lessons to the construction of a more just, humane and tolerant future, thus promoting a moral and ethical response to prejudice, hatred and indifference.
Birmingham Museum of Art

The Birmingham Museum of Art houses a remarkable collection of more than 26,000 paintings, sculptures, prints, drawings and decorative arts dating from ancient to modern times and representing a diversity of cultures from around the world.
The Birmingham Zoo is Alabama’s must-see attraction, drawing more than 575,000 visitors annually. It is home to approximately 950 animals representing 230 species, and it is a national leader in the care and conservation of threatened African elephants.
The Lyric Theatre

The Lyric Theatre was built in 1914 during the Vaudeville Days, and it was one of the first venues in the South where blacks and whites could watch the same performance at the same time. After years of standing empty, a city-wide funding effort resulted in the complete restoration to its original majesty, and this historic landmark reopened to sold-out audiences.
Main Street Alabama

Main Street Alabama is focused on the economic development and revitalization of Alabama’s historic downtowns and neighborhoods, resulting in the resurgence of jobs, dollars and people. It helps communities to organize themselves for success, to improve the design of their neighborhoods, to promote their districts and to enhance their economic base.
The McWane Science Center’s mission is to change lives through science, and this is accomplished through its interactive and stimulating focus on science, technology, engineering and mathematics. This innovative museum has welcomed millions of visitors since opening in 1998, and it has been the cornerstone of Birmingham’s downtown revitalization initiatives.
The Nature Conservancy of Alabama’s “For the Love of Alabama” campaign is dedicated to increasing our ability to protect and preserve Alabama’s incredible eco diversity, from its stunning mountain ridges, to its bountiful forests, abundant rivers & streams and sugar-white sandy beaches. The guiding vision is to build a state in which the economy, people and nature can thrive simultaneously.
Railroad Park

Railroad Park is a nationally recognized, 19-acre green space in downtown Birmingham that celebrates the city’s industrial and artistic heritage. It provides a historically rich venue for local recreation, family activities, concerts and cultural events, while “connecting” the downtown area with Southside and the University of Alabama at Birmingham’s campus.
Red Mountain Park

Red Mountain Park, with its 14+ miles of walking trails, encompasses 1,500 acres along the Red Mountain Ridge in central Alabama. It is key to Birmingham and the surrounding communities for expanding the region’s footprint in sustainable, family-friendly green spaces.
Red Mountain Theatre

Red Mountain Theatre produces Broadway-caliber performances through a high-quality collaboration of professional artists, business & civic leaders, parents & educators, and hundreds of young performers. For the past 30 years, it has served the greater Birmingham area, introducing the arts and arts education to youth of all ages in all communities.
REV Birmingham revitalizes places and energizes businesses to create vibrancy in Birmingham. It is an economic development organization that stimulates business growth and improves the quality of life in the city center and neighborhood commercial centers.
Vulcan Park

Vulcan Park is nestled atop Birmingham’s Red Mountain, and it is a tribute and home to the historic statue of Vulcan that was created for the 1904 World’s Fair by the internationally renowned sculptor, Giuseppe Moretti. It is a symbol of the raw materials that gave birth to the city of Birmingham – coal, iron ore and limestone – thus becoming the “Magic City” due to its rapid industrial growth.
The Protective Life Foundation supports a wide range of initiatives and organizations, including those that rebuild lives, provide outstanding educational opportunities and strengthen the underserved. We are steadfast to our commitment of investing in our community’s welfare and quality of life.”
A.G. Gaston Boys & Girls Club

A.G. Gaston Boys & Girls Club focuses on health and nutrition, character and leadership skills, education and career development, art, music, sports and recreation. It enables young people, especially those with the greatest need, to realize and reach their full potential as productive, responsible and caring citizens.
American Red Cross

The American Red Cross prevents and alleviates human suffering in the face of emergencies by mobilizing the power of its strong network of volunteers and the incredible generosity of its donors.
Birmingham Athletic Partnership

BAP provides critical support for Birmingham City Schools’ middle and high school athletic, cheerleading and band programs. By doing so, it assures that students will have various opportunities to excel in competitive sports and extra-curricular activities.
The BEF dedicates its resources and talent to increasing the number of students in the Birmingham City Schools who are on a path to college, a career and life readiness. It was founded on the belief that all children deserve the same levels of opportunity, and it is committed to maintaining a high degree of awareness about their capacities to achieve what is possible.
The BBCF is transforming the Black Belt region of Alabama by coordinating community organizations, donors and volunteers for creating a collective stream of financial and personnel support. The Foundation focuses its efforts on community economic development, education, and health and wellness.
Breakthrough Birmingham addresses the factors that contribute to poor academic achievement among high-achieving, underserved students by providing academic instruction through a six-week, intensive summer program for three consecutive summers. The program is taught by outstanding college students from schools throughout the country, and many choose teaching as a career as a result of this experience.
Cornerstone School

Cornerstone School inspires and develops compassionate young people in a Christ-centered community committed to academic excellence and character development, while striving to empower lifelong learners to be responsible and productive citizens of the world. The school teaches approximately 440 children in a supportive environment focused on student achievement.
The Boy Scouts Council prepares young men to make ethical and moral choices during their lifetimes by instilling the values of service and honor. Leadership is developed through opportunities to lead, and Scouting offers those opportunities in abundance.
Impact Alabama: A Student Service Initiative

Impact Alabama engages students and recent college graduates to address community needs by empowering them to promote change in their communities through volunteering in four terrific programs: CollegeFirst, FocusFirst, SaveFirst and SpeakFirst.
Jones Valley Teaching Farm

JVTF teaches students in the Birmingham City Schools about healthy eating and lifestyles, while incorporating mathematical, social and business skills through the selling of produce grown on the participating schools’ “Farm Labs.” JVTF strives to make our community and its residents healthier, happier and engaged.
Operation Hope, the global leader for financial dignity, and the HOPE Inside Birmingham program provide complimentary financial education and empowerment programs that are designed to improve the economic quality of life for underserved individuals, families and businesses.
PreSchool Partners provides a highly structured learning environment for preschool age children of families at risk with the skills necessary to achieve school readiness. Acceptance to this excellent school requires a parent or legal guardian’s weekly involvement with the program, and 300 individuals (students and parents) are annually impacted by its positive, supportive mission.
Selma to Montgomery March

The 50th anniversary of the Selma to Montgomery March and the Voting Rights Act of 1965 was commemorated in 2015. The annual Bridge Crossing Jubilee promoted education and awareness and honored the historic march, a pivotal event of the American Civil Rights Movement.