Dear Friends,

2012 was another good year for Protective. Our team worked hard, stuck to our plans, served our customers and delivered record operating earnings for the year.

At the same time, we did not lose focus on our company’s long-standing commitment to improving the health, welfare and quality of life of our local communities. To that end, during 2012, Protective and our Foundation contributed more than $2.7 million to 175 charitable, civic, educational and philanthropic organizations, which in turn provided support, assistance and a helping hand to the many thousands of people served by those organizations.

One of our corporate-wide focal projects this year was launching a food initiative: “Protective’s Passion – Feeding the Future.” Food and cash were donated by our people and the company to a variety of organizations, including local food banks, homeless shelters and programs targeted specifically on the needs of children, all in an effort to do our part to assist the millions of Americans whose households are classified as “food insecure.”

We also continued to actively and enthusiastically support the United Way in many of the communities in which we maintain offices. This year our employee pledges alone totaled more than $500,000, reflecting the incredible generosity of our people. And, we directly touched more than 2,000 people through our hands-on involvement in onsite, United Way agency work projects.

We are ever thankful for our many blessings, and it is our honor and pleasure to be able to express that gratitude through our support of so many worthwhile initiatives and nonprofit organizations. As you will see in this report of the Protective Life Foundation, our commitment to serving people and doing the right thing is strong and enduring.

Respectfully submitted,

John D. Johns
Chairman, President & CEO
Protective Life Corporation

Kate H. Cotton
Executive Director
Protective Life Foundation
The Objectives of the Protective Life Foundation

To contribute to the welfare and quality of life of the local community;

To be a corporate leader and a pacesetter in giving; and,

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.
## Protective Life Foundation and Corporate Giving

### Organizations Supported in 2012

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<th>Birmingham Education Foundation</th>
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<td>A.G. Gaston Boys &amp; Girls Club</td>
<td>Birmingham Historical Society</td>
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<td>Addiction Coalition</td>
<td>Birmingham International Center</td>
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<td>Alabama Appleseed Center for Law &amp; Justice, Inc.</td>
<td>Birmingham Kiwanis Foundation</td>
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<td>Alabama Archives and History Foundation</td>
<td>Birmingham Museum of Art</td>
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<td>Alabama Ballet</td>
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<td>Alabama Ear Institute</td>
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<td>Alabama Governor’s Emergency Relief Fund</td>
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<td>Alabama Law Enforcement Summit Fund</td>
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<td>Alabama Poverty Project</td>
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<td>Alabama School of Fine Arts Foundation</td>
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<td>Alabama Shakespeare Festival</td>
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<td>Alabama Sports Hall of Fame and Museum</td>
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<td>Alabama Women’s Commission Revolving Fund</td>
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<td>Aldridge Gardens</td>
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<td>The ALS Association – Alabama Chapter</td>
<td>College Admissions Made Possible</td>
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<td>Alys Stephens Performing Arts Center</td>
<td>Community Food Bank of Central Alabama</td>
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<td>American Baseball Foundation</td>
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<td>American Cancer Society</td>
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<td>American Diabetes Association</td>
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<td>American Enterprise Institute for Public Policy Research</td>
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<td>American Red Cross, Birmingham Area Chapter</td>
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<td>American Society for Metabolic and Bariatric Surgery Foundation</td>
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<td>Arthritis Foundation</td>
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<td>Associated Builders &amp; Contractors of Alabama</td>
<td>The Foundry Rescue Mission and Recovery Center</td>
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<td>Associates for Breast and Prostate Cancer Studies</td>
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<td>100 Black Men of Greater Mobile</td>
<td>Glenwood, Autism &amp; Behavioral Health Center</td>
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<td>Bethel Baptist Church</td>
<td>Greater Alabama Council – Boy Scouts of America</td>
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<td>Better Basics</td>
<td>Greater Birmingham Friends’ Chapter of AMBUCS</td>
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<td>Big Brothers Big Sisters of Greater Birmingham</td>
<td>Greater Birmingham Ministries</td>
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<td>Birmingham Athletic Partnership</td>
<td>Hands On Birmingham</td>
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<td>Birmingham Bar Foundation</td>
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<td>Birmingham Botanical Gardens</td>
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<td>Hospice of Upstate</td>
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<td>Impact Alabama: A Student Service Initiative</td>
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<td>Jefferson State Community College</td>
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<td>The Jimmie Hale Mission</td>
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<td>Jones Valley Teaching Farm</td>
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<td>Junior Achievement of Greater Birmingham</td>
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<td>Juvenile Diabetes Research Foundation</td>
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<td>King’s Home</td>
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<td>Laura Crandall Brown Ovarian Cancer Foundation</td>
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<td>Leadership Alabama</td>
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<td>Manhattan Institute for Policy Research</td>
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<td>March of Dimes, Alabama Chapter</td>
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<td>Maynard Community Chest</td>
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<td>The McWane Science Center</td>
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<td>The NAILBA Charitable Foundation</td>
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<td>The Nature Conservancy of Alabama</td>
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<td>Oxford City Schools Education Foundation</td>
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<td>Parkinson Association of Alabama, Inc.</td>
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<td>Partners in Neighborhood Growth (PING)</td>
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<td>Project Horseshoe Farm</td>
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<td>Protective Life Foundation Scholarship &amp; Academic Awards Program - 39 recipients</td>
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<td>Proud American Kids</td>
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<td>Robert E. Reed Gastrointestinal Oncology Research Foundation</td>
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<td>Ronald McDonald House Charities of Alabama</td>
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<td>The Rotaract Club of Birmingham</td>
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<td>The Salvation Army</td>
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<td>Shelby County Distinguished Young Women Program</td>
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<td>South Region Minority Supplier Development Council</td>
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<td>UAB Comprehensive Cancer Center</td>
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<td>The University of Alabama Libraries</td>
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<td>The University of Alabama School of Law</td>
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<td>The University of South Alabama Mitchell Cancer Institute</td>
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<td>Urban Ministry</td>
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<td>The Virginia Samford Theatre</td>
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<td>Washington Legal Foundation</td>
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<td>Woodlawn Foundation</td>
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<td>Workshops, Inc.</td>
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<td>Wounded Warrior Project</td>
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<td>YouthServe</td>
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<td>YWCA Central Alabama</td>
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### Total Contributions

- Total contributions: $2,722,638
- Total number of supported organizations: 175
The mission of the Alabama Governor’s School (AGS) is to provide academic, creative and leadership experiences for a limited number of rising high school seniors who have demonstrated exceptional ability and achievement in their studies and have shown high intellectual and creative potential.

The mission of the Alabama Symphony Orchestra (ASO) is to change lives through music.

Protective hosted a reception for the Alabama Governor’s School in celebration of its 25th anniversary and in honor of the memory and generosity of the late William R. Ireland, Sr. and the Fay & Bill Ireland Endowment Fund. The event saluted more than 200 donors who have supported the AGS endowment since it was established in 2000.

Protective was honored to support the Alabama Symphony Orchestra’s debut performance at Carnegie Hall in New York City. Beyond the artistic value of the performance in NYC, the ASO brought world-wide attention to the creative environment in Birmingham, Alabama.

Protective supported the AHA’s “Go Red for Women” initiative through encouraging employees to wear red on the national “Wear Red Day,” scheduling a Lunch & Learn with a respected cardiologist and sponsoring the annual fundraising luncheon.

The American Heart Association’s (AHA) mission is to build healthier lives, free of cardiovascular diseases and stroke.

The mission of the American Heart Association (AHA) is to build healthier lives, free of cardiovascular diseases and stroke.
Better Basics’ mission is to provide literacy intervention, enrichment programs and educational opportunities for elementary and middle school students throughout Alabama.
The Birmingham Civil Rights Institute’s (BCRI) mission is to promote civil and human rights worldwide through education.

More than 70 corporate and community leaders attended the grand opening reception for “Vision and Voice: Freedom and Future,” the Birmingham Civil Rights Institute’s 20th anniversary exhibition underwritten by Protective. Hosts Johnny Johns, Chairman, CEO & President of Protective Life Corporation, and Dr. Lawrence J. Pijeaux, Jr., CEO of the BCRI, introduced former Mayor Richard Arrington, Jr. and Odessa Woolfolk, who spoke about their roles in establishing the BCRI.
Childcare Resources

The mission of Childcare Resources is to make quality care and education of children happen by providing information, education and assistance to families, providers of child care and the community.

Protective was the lead sponsor of Childcare Resources’ annual fundraising event, the Fairy Tale Ball, and Johnny Johns served as the honorary chair.

Children’s of Alabama

The mission of Children’s of Alabama is to provide the finest pediatric health services to all children in an environment that fosters excellence in research and medical education.

Protective has supported Children’s of Alabama in various ways for many years, and it is thrilled to have been the presenting sponsor of the annual gala, The Illuminations Ball, for the past ten years.

Lance Poole, a member of Birmingham’s Top 40 Under 40, represented Protective on Children’s “Committee for the Future.” The purpose of the committee is to give emerging community leaders the opportunity to experience Children’s mission firsthand.

Protect tomorrow. Embrace today.”

At Protective, we are committed to tearing down the barriers that prevent people from enjoying life to its fullest – helping people take care of their financial needs and the needs of those who depend on them.

Proud sponsors of Childcare Resources’ 6th Annual Fairy Tale Ball

2012 Honorary Chair - John D. Johns
Chairman, President & CEO
Protective Life Corporation

Protect tomorrow. Go ahead and embrace it.

Lance Poole personifies Protective’s culture of taking on challenges both in the office and in the community. He enlisted Protective to be the financial sponsor of the treatment for one of Birmingham’s Top 40 Under 40 leaders.

Today is your day. Go ahead and embrace it.
Company-Wide Food Drive  
“Protective’s Passion…Feeding the Future”

Protective’s company-wide food initiative, “Protective’s Passion...Feeding the Future,” was a huge success thanks to the tremendous outpouring of generosity and enthusiasm exhibited by the Protective offices throughout the country. Food and cash were donated to a variety of organizations – from local food banks to homeless shelters to programs targeted specifically for children – all in an effort to assist the millions of Americans whose households are classified as “food insecure.” These households are those that struggle to put food on the table at some point during the year.

BANNOCKBURN, IL  
Greater Chicago Food Depository

BIRMINGHAM, AL  
Community Food Bank of Central Alabama

BIRMINGHAM, AL – FIRST PROTECTIVE  
Firehouse Shelter  
The Lovelady Center

BRENTWOOD, TN  
Second Harvest Food Bank  
Nashville Rescue Mission

CALABASAS, CA  
West Valley Food Pantry

CINCINNATI, OH  
Society of St. Vincent De Paul

EDINA, MN  
Emergency Foodshelf Network

ELGIN, IL  
Northern Illinois Food Bank

GREENVILLE, SC  
Miracle Hill Ministries

MOBILE, AL  
Bay Area Food Bank

OMAHA, NE  
Food Bank for the Heartland

ST. LOUIS, MO  
Operation Food Search

Bannockburn, IL

The Bannockburn office collected 600+ items for the Wheeling Food Pantry, an agency of the Greater Chicago Food Depository.

Birmingham, First Protective

First Protective chose to support two agencies dedicated to serving the homeless and hungry, The Firehouse Shelter and The Lovelady Center.

Brentwood, TN

The Brentwood office collected 127 pounds of food for the Second Harvest Food Bank and the Nashville Rescue Mission.

Cincinnati, OH

Protective’s Cincinnati office developed a contest and hosted “Jeans Day” to encourage employees to donate. Everyone contributed, and eight, large donation bins were filled for St. Vincent De Paul – more than 2,400 pounds of food. And, it also donated $270 to the free pharmacy, resulting in the most successful corporate food drive that St. Vincent had experienced in the past ten years.
Edina, MN

The employees at the Edina office filled two, large barrels of food for the Emergency Foodshelf Network.

Elgin, IL

The Elgin office collected 130 food items and raised $820 to support the Northern Illinois Food Bank.

St. Louis, MO

St. Louis was thrilled to fill four barrels of food and to raise $485 for Operation Food Search.

Greenville, SC

The Greenville office collected food for Miracle Hill Ministries and its outreach programs to the upstate South Carolina area.

Birmingham, AL

The Birmingham office spearheaded a food and money drive for the Community Food Bank of Central Alabama’s “Weekenders Backpack Program” specifically benefiting K–5 students at Minor Elementary School in Ensley.

In addition to the cash and food donations, employees volunteered to put the donated items into backpacks. In turn, these were stored at the Community Food Bank in order to supply Minor’s students throughout the 2012-2013 academic year.

Protective’s Passion...Feeding the Future

Supporting the Community Food Bank of Central Alabama’s “Weekenders Backpack Program” for Minor Elementary School

Monday, August 13, through Friday, August 24

Protective
Birmingham Food Drive

Kevin Sullivan, Karleen Dietrich
Elena Michael, Mark Cyphert
Jan Summey

Erica Brown, Angelia Taylor
Steve Walker
Michele Winters
Rich Beilen

Beth Ziaontz
David Loper
(L to R) Kimberly Lavender, Aldrich Collins, Eva Robertson

John Puckett
Frank Sottosanti
Carolyn Johnson
Barbara Arond

Wayne Stuenkel

(L to R) Will Satterfield, Robert Beeman, Ben Ingram, Cheryl Cooper, Aldrich Collins, Kimberly Lavender, Holly Brown, Sherri Swickard, AK Hardeman

Frank Dudley
The results were impressive...

$36,143 — Cash donations

2,304 — Number of individual food packets assembled in only 60 minutes

288 — Number of cases of completed packets being stored at the Food Bank

200 — Number of participants who volunteered to assemble food
Impact Alabama’s mission is to collaborate with colleges, universities and communities throughout the state to develop and implement substantive service-learning projects designed to engage students in addressing human and community needs and enhance students’ senses of social and civic responsibility.

Protective was the state sponsor of “Alabama’s Brightest Company Charitable Trivia Competition,” which involved more than 150 teams from local companies and organizations. Each team played on behalf of a chosen nonprofit, and the winning teams were honored with a $10,000 contribution to their supported nonprofits.

Jones Valley Teaching Farm’s (JVTF) mission is to make the community a healthier place. Its focus is empowering future generations with an education to eat smarter, think healthier and live better.

Jones Valley Teaching Farm announced its online campaign to raise $100,000 by the end of 2012, and Protective Life Corporation, as the title sponsor, pledged to match donations up to $50,000. The effort was a success, resulting in 226 contributors donating $55,000 through the online fundraising initiative.

“Supporting Jones Valley Teaching Farm is a natural for us. Jones Valley’s innovative focus on how important smart eating choices are to good health and wellness aligns very well with our mission to encourage people to protect their tomorrow so they can embrace and enjoy their today,” said Protective Chairman and CEO, John D. Johns. “We are delighted to be an enthusiastic supporter of this important community organization.”
The mission of Minor Elementary School is to ensure that each student maximizes his or her potential, masters a challenging, technology-rich curriculum in a safe, disciplined, clean and positive educational environment and receives effective instruction delivered by a highly qualified staff.

Minor Elementary School has been Protective’s Partner-in-Education for the past 20 years. In addition to providing annual financial support, Protective continues to support many initiatives that directly benefit the students, including providing volunteers through the Big Brothers Big Sisters school program, underwriting Minor’s annual field trip to the McWane Science Center and involving the school in the Community Food Bank of Central Alabama’s “Weekenders Backpack Program.”

Protective initiated a food drive for Minor’s students, which was funded by the Protective Life Foundation. In addition to the outpouring of donated food, Protective’s employees assembled 8,100 food packets for delivery on a biweekly basis to each student at Minor during the 2012 – 2013 school year.
The mission of The Nature Conservancy is to conserve the lands and waters on which all life depends.

For the past sixteen years, Protective has proudly supported The Nature Conservancy and its mission of conserving the incredible natural resources and the longleaf pine system throughout Alabama. On October 15, Protective associates and community supporters gathered at Protective’s headquarters for a cocktail reception and book signing of “Longleaf, Far as the Eye Can See, A New Vision of North America’s Richest Forest” by Bill Finch, John C. Hall, Rhett Johnson and Beth Maynor Young.
The mission of PreSchool Partners is to equip families of at-risk preschool age children with the skills necessary to achieve school readiness. Protective was the presenting sponsor of the first annual PreSchool Partners’ Young Partners board event, “Food Truck Round Up,” and the attendance was remarkable – 800 people enjoyed the festivities and delicious food, all while contributing to the mission of serving children from disadvantaged circumstances.

PreSchool Partners volunteer

Protective Life Foundation Workshops, Inc.’s 2012 Philanthropic Partner of the Year

L to R) Susan Crow of Workshops, Robert Beeman, Barbara Simans of Workshops
The fourth annual Protective Life IT Charity Golf Tournament involving 145 golfers was held on Thursday, June 21, at Robert Trent Jones Oxmoor Valley Golf Club. The event raised $15,000, which was matched by the Protective Life Foundation, resulting in a grand total of $30,000. The money was evenly distributed to First Light Women’s Shelter and the Firehouse Shelter for Men.

Mark Huffman, Brad Pickering

Frank Soffossanti

Debbie Bishop

(L to R) Mike Rech, Allen Thompson, Bill Harrington, Andrew Caltarello

(L to R) Jeff Jones, Sam Paschka, David Johnson, Jay Alexander

Mark Cyphert

(L to R) Mark Cyphert, Deborah Everson of First Light, Alan Resha, Ruth Crosby of First Light, Charlotte Jones
Protective Life Foundation
Scholarship & Academic Award Program

Award Recipients for the 2012 – 2013 Academic Year

Average ACT score: 27.5
Average GPA: 3.995

Since the PLF Scholarship & Academic Award Program was revised in 2004, it has granted 134 children of full-time Protective employees with financial awards towards their college education. There have been 14 sets of siblings, and the recipients have been represented at 65 very diverse colleges and universities. Each year, the Foundation hosts a scholarship luncheon for those in the Birmingham metro area, and all honorees, regardless of their location, receive a gift and keepsake certificate from the Foundation.

Elizabeth A. Hartley
Stephen D. Ingram and his parents
Elizabeth C. Isner
Jason S. Jerkins and his mother
April M. Kaemmerer and her mother
Sean C. Koster
Karli M. Kurschardt
Evan M. McCarty
Veronica I. O’Connor and her mother
Matt R. Ostrowski

Robin A. Anderson and her parents
Austin L. Barr and his parents
Jamie A. Baumgarten
Kelly J. Brackway
Jason C. Gardner and his family

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Award Recipients for the 2012 – 2013 Academic Year

Robin A. Anderson  
Daughter of Julie Anderson, LAD  
University of Alabama – Tuscaloosa, AL

Austin L. Barr  
Son of Charrii Barr, LAD  
Auburn University – Auburn, AL

Jamie A. Baumgarten  
Daughter of Dan Baumgarten, APD  
Brigham Young University – Provo, UT

Kelly J. Brockway  
Daughter of Janet Brockway, LAD – Elgin  
University of Iowa – Iowa City, IA

Christian T. Coston  
Son of Cindy Coston, LAD  
Faulkner University – Montgomery, AL

Anna N. Donze  
Daughter of Cathy Donze, LAD  
Auburn University – Auburn, AL

Jason C. Gardner  
Son of Deborah Gardner, LAD  
Point University – East Point, GA

Elizabeth A. Hartley  
Daughter of Roy Hartley, ProEquities  
Auburn University – Auburn, AL

Stephen D. Ingram  
Son of Tom Ingram, LAD  
University of Montevallo – Montevallo, AL

Elizabeth C. Isner  
Daughter of Jim Isner, LAD  
University of Miami – Miami, FL

Jason S. Jerkins  
Son of Vickie Jerkins, LAD  
Jefferson State Community College – Birmingham, AL

April M. Kaemmerer  
Daughter of Colleen Kaemmerer, LAD  
University of Alabama at Birmingham – Birmingham, AL

Sean C. Koster  
Son of Bill Koster, APD – St. Louis  
University of Oklahoma – Norman, OK

Kari M. Kurschardt  
Daughter of Kim Kurschardt, LAD – Elgin  
Illinois State University – Normal, IL

Evan M. McCarty  
Son of Bill McCarty, Legal  
Northwestern University – Chicago, IL

Veronica I. O’Connor  
Daughter of Melissa Bending, LAD – Elgin  
University of Minnesota – Minneapolis, MN

Matt R. Ostrowski  
Son of Richard Ostrowski, APD – Chicago  
Purdue University – West Lafayette, IN

Ryan J. Swain  
Son of Lola Smith, LAD  
Howard University – Washington, D. C.

Maureen Y. Taquino  
Daughter of Maurice Taquino, LAD  
University of Alabama – Tuscaloosa, AL

Chynna J. Williams  
Daughter of Patrice Williams, LAD  
Point University – East Point, GA
Protective’s United Way Campaign

Protective’s United Way campaign continued with the strategy introduced in 2011 of visiting local agencies and engaging in an activity or work project at each one. Seven sites were selected, and 350 volunteers performed tasks at each, whether packing backpacks with food or building bird houses. The results were impressive, both in terms of human capital and financial capital – the total employee contribution to the United Way of Central Alabama was $512,000!

Protective’s 2012 United Way Campaign
United Way Agency Work Projects
Community Food Bank of Central Alabama

Assembled 8,100 individual packets of food from that donated by the company food drive for the Weekenders Backpack Program benefiting the students at Minor Elementary School.

Project:

Protective volunteers

(L to R) Judy Wilson, Ellen Michael, Kevin Sullivan

(L to R) Emily Amberson, Larry Logan of the Food Bank, Jamie Shuford

(L to R) Terry Wallace, Ash Quakenbush, Brian Screws, Adrienne Broadnax

Rebecca Horsley, Paige Mashburn
United Way Agency Work Projects
A.G. Gaston Boys & Girls Club
SouthSide Homes Club & South Park Club

Projects: Supplied materials and painted the teen center room at each location.
Projects:

Purchased materials for building bird houses and for assisting with Christmas crafts for resale/fundraising.
United Way Agency Work Projects

Children’s of Alabama

Projects: Toured the new hospital and assembled Halloween bags for the patients who were not able to leave their rooms for the annual Halloween parade.
United Way Agency Work Projects
Glenwood, Autism & Behavioral Health Center

Projects: Hosted Halloween parties for each of the three on-site facilities located on the Glenwood campus.
United Way Agency Work Projects

American Red Cross

Project: "Holiday Mail for Heroes" – signed holiday cards for active service members stationed overseas and for their families at home.

Sunni Speigle of the American Red Cross

Robert Robinson

Will Satterfield

(Two rows, L to R) Tina Coats, Mary Thomas, Lori Gulledge, Sarah Slay

(Front Row, L to R) Heather Hillman, Darlene Carter, Debra Lawson, David Merkle

Scott Adams, John Puckett

Matt Kohler
SWEET SUCCESS
Celebrate Protective’s 2012 United Way Campaign
CAKES & CREAM

Friday, November 2
1:00 p.m. – 2:00 p.m.
(Grand Bay Conference & Dining Rooms)

Lively music, sweet treats & an exciting raffle for great prizes!

United Way agencies will be present with ongoing volunteer opportunities.

We are Protective

Our mission is in our name. We are going to tear down the barriers that block people from protecting their tomorrow so they can embrace today. This will change lives. This is our purpose. This will be our legacy.

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Our mission is in our name. We are going to tear down the barriers that block people from protecting their tomorrow so they can embrace today. This will change lives. This is our purpose. This will be our legacy.
Fatherhood. Few things connect to the heart of our company’s mission as closely as good parenting.

We are Protective. And we, like the fathers being recognized by the American Diabetes Association, are committed to protecting the future of those who depend on us. We provide peace of mind and security so all families can embrace their todays and enjoy their tomorrows.

Today is your day. Go ahead and embrace it.

Protective salutes the 2012 Heart Ball Honoree
Mr. James T. McManus II
Chairman & CEO, Energen Corporation
and congratulates the
American Heart Association
on 25 “stellar” years.

Celebrating today the gift of preserving more tomorrows.

Sponsorship Ads
Today is your day. Go ahead and embrace it.

Each day is a gift. Enjoying our days amidst the amazing beauty of nature is a luxury. This is why Protective is proud to support the Birmingham Botanical Gardens and the joy it provides our community.

At Protective, we are committed to tearing down the barriers that prevent people from enjoying life to its fullest. Helping people take care of their financial needs and the needs of those who depend on them is what we do. We are Protective. We enable more people to confidently protect their tomorrow so that they can freely embrace their today.

Protect Tomorrow. Embrace Today.

Protective salutes Anne and Mike Warren and First Light

We are Protective. We are committed to tearing down the barriers that prevent so many people from enjoying the peace of mind and satisfaction that come from taking care of their future financial needs and the needs of those who depend on them.

In the same spirit, we are committed to supporting those who protect and strengthen our community.
Each day is a gift. Enjoying the ones we love and the theater of life can be one of our greatest pleasures. This is why Protective is proud to support the Red Mountain Theatre Company and the joy it provides our community.

At Protective, we are committed to tearing down the barriers that prevent people from enjoying life to its fullest. Helping people take care of their financial needs and the needs of those who depend on them is what we do. We are Protective. We enable more people to confidently protect their tomorrow so that they can freely embrace their today.

Protect Tomorrow. Embrace Today.
Sponsorship Ads

Today is all we have. Embrace it.

We are Protective.
We are committed to tearing down the barriers that prevent so many people from enjoying the peace of mind and satisfaction that come from taking care of their future financial needs and the needs of those who depend on them. This is our purpose. This is our heritage.

Our community is no exception. Protective is honored to support the YWCA’s Purse & Passion Luncheon and its efforts to assist the displaced, hurt and abused. By enabling more people to protect their tomorrow, we provide an opportunity to embrace their today.

Employee Volunteerism

Each year, Protective employees devote thousands of hours to community service in support of many civic and philanthropic endeavors. No doubt, Protective’s greatest strength is its people, and they are applauded and congratulated for all they do to enrich and assist their local communities.

Arthritis Foundation

Team “Joint Venture,” led by Kevin Sullivan of Legal, participated in the Arthritis Foundation’s “Jingle Bell Run/Walk for Arthritis” in December. More than 35 employees participated, raising $3,935 to assist in the research to fight arthritis.
Employee Volunteerism

Asset Protection Division’s (APD) Christmas Projects

APD employees throughout the country embraced Protective’s value of “Serving People” by donating gifts to several nonprofits. The Bannockburn office supported Lake County Cares, a local organization that coordinates volunteer services for several nonprofits, by purchasing gifts for children as requested on the “Wish Mittens” list. It also fulfilled wishes for the Heartland Animal Shelter, a no-kill animal shelter.

The St. Louis office supported St. Martha’s Hall, an organization that provides shelter for abused women and their children. Employees donated clothes, toys and other essential items that the residents requested.

The Calabasas office selected Five Acres, which provides family-centered support services on campus and through outreach programs in homes, at schools and at off-site offices. Toys, clothing and gift cards were donated for children up to 18 years old.

The Edina office chose the Twin Cities Toys for Tots campaign, a nationally recognized initiative launched by the U.S. Marine Corps that directly benefits local children in need.

Cincinnati’s Christmas Projects

The Cincinnati office of Protective Life Insurance Company, a subsidiary of Protective Life Corporation, partnered with two local nonprofits, Holly Hill Children’s Services and St. Vincent De Paul, to provide assistance to those in need during the holiday season. The funding was raised by collecting donations from the employees and by conducting office raffles for super prizes. Additionally, the Protective Life Foundation contributed a matching gift, and each organization was presented with a check in excess of $5,400.

Athletes Committed to Educating Students (ACES)

Protective, at the request of Don Sullivan in the Edina, MN office, was the presenting sponsor of “Races 4 Aces” in November.

The Exceptional Foundation

Once again, Birmingham’s Team Protective created an outstanding chili concoction in support of the annual Chili Cook-Off, a fun event that raises money for the important programs offered by The Exceptional Foundation.
Employee Volunteerism

Camp Smile-A-Mile

A team of Protective employees from the Birmingham office ran in the annual Monkey C Monkey Run 5K to raise money for Camp Smile-A-Mile, a camp for children with cancer.

First Light, a Center for Homeless Women and Children

Protective’s Internal Audit team in the Birmingham office continued its annual tradition of purchasing, preparing and serving a Christmas lunch to the residents of First Light.

Junior Achievement

Each year, ProEquities, Protective’s in-house broker-dealer, enters a team in Junior Achievement’s Winter Bowling Classic to help support its educational programs and classroom career mentoring.

Insurance Administration in Birmingham raised money all year for the continued support of Camp Smile-A-Mile. It received a match from the Protective Life Foundation, thus donating $14,000 and making it possible for children with cancer and their families to have a meaningful camping experience during the summer.
Employee Volunteerism

The Pioneer Center for Human Services

During the past four years, Brian Schuch in the Elgin, IL office has spearheaded a fundraising event to support the good work of The Pioneer Center, raising more than $15,000 through the annual bowl-a-thon event.

Ronald McDonald House Charities of Alabama

Led by Eva Robertson of Investor Relations, a team of Protective employees purchased, prepared and served an evening meal each month throughout the year to the residents of Birmingham’s Ronald McDonald House. The Protective Life Foundation underwrote the cost of the food for this initiative.

Team of bowlers

[L to R] Mary Gravovac, Jim Robertson, Rita Fulton, Vin Cirulli, Eva Robertson
Employee Volunteerism

United Cerebral Palsy of Greater Birmingham (UCP)

The Legal Department conducted a raffle for a HUGE teddy bear in order to raise funds for its Christmas project with United Cerebral Palsy. Due to the support of so many, coupled with the Protective Life Foundation’s matching gift, it raised $3,100. The money was used to purchase toys and clothing for 12 children and to support the programming of the adult center, as well.

Wounded Warrior Project

A Protective team from Birmingham traveled to Auburn, AL to participate in the Amphibious Warrior Mud Run, and the Foundation contributed a gift in honor of their involvement.
Protective Life Foundation
Executive Review Committee

Mr. Richard J. Bielen
Ms. Kate H. Cotton
Mr. John D. Johns
Ms. Carolyn M. Johnson
Ms. Deborah J. Long

(Seated, L to R) Sherri Swickard, Patty Cobb, Holly Brown, Kimberly Lavender
(Standing, L to R) Kevin Sullivan, Aldrich Callins, Rita Fulton, Ellen Michael, Will Satterfield, Robert Beeman
(Not shown) Sallie Bryant, Ben Ingram