



Protective Life
Foundation
Annual Report

2018





Protective Life Foundation

As we look back, 2018 was a year of progress, growth, and accomplishment. Since becoming part of Dai-ichi Life Holdings, Inc. in 2015, Protective has deployed significant capital to grow our business and develop future capabilities, including \$1.9 billion invested in acquisition transactions. The result is that the Company is in an excellent position to continue enjoying the strength and financial stability we have experienced for many years.

As you'll see in this report, Protective has continued to embody a culture of involvement and generosity by supporting community initiatives through financial contributions and volunteerism. Our more than 3,000 employees have their sleeves rolled up, ready to serve with their talents, leadership, support, and sometimes "sweat equity."

We take a special pride in helping new initiatives fulfill their potential, while we celebrate those organizations that represent a longstanding mission to create health, hope, beauty, and opportunities year over year.

We remain perpetually grateful for our many blessings and the opportunity to share those blessings by investing in our community. In that spirit of gratitude, we present this report on the Protective Life Foundation's activities in 2018.

John D. Johns
Executive Chairman
Protective Life Corporation

Richard J. Bielen
President & CEO
Protective Life Corporation

Eva T. Robertson
Executive Director
Protective Life Foundation



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Our Objectives

- 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.





\$68.7M

24-year cumulative contribution.



\$4.5M

Total gifts in 2018.



1,000+

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



238

Organizations supported through
financial support, leadership, and
employee work hours.



“We help people one stride at a time.”

Special Equestrians

Kathleen Claybrook *Executive Director*

Special Equestrians, a therapeutic horseback riding program in Indian Springs, Alabama, helps people “one stride at a time” — and it’s a big stride. The program uses the unique qualities of horses — their physical movement, their personalities and nature — to help children with disabilities gain strength, confidence, and independence.

“Just by sitting on a horse and walking, they’re building strength, loosening up muscles that may be too tight, and gaining coordination,” said Executive Director Kathleen Claybrook. “The rhythm of the horse is beneficial to riders with Autism Spectrum Disorder. The steady, rhythmic stride of the horse helps them process and focus on incoming stimuli. For people who have difficulty with verbal communication, just a tug on the reins or a squeeze of their legs can tell the horse where they want to go.”

The children’s victories are often small and yet huge — a girl who was terrified of animals and can now feed a horse from the palm of her hand, a young boy who gains the independence to ride without a side-walker, a boy who is finally able to put a horse show trophy on the mantle next to his brother’s baseball trophies. “It’s mind-boggling to see that happen,” Claybrook said. “And it’s all because of our horses.”

Protective Life supports Special Equestrians through the program’s two largest annual fundraisers, which generate the majority of the program’s operating budget. “It’s great to have a company like Protective,” Claybrook said. “It’s really beneficial to have those relationships that support us year after year and give us security.”



“The word ‘hope’
is the key to
this work.”

The Hope Institute

Liz Huntley *President and CEO*

The Hope Institute is driven by the belief that education is about more than math and English. School is also a place to learn about character, ethics, resilience, and integrity. Founded in 2016 by Liz Huntley and Drayton Nabers — president and CEO of Protective Life from 1992 to 2001 — the institute works with schools to incorporate character education into their curriculum and culture.

The institute currently helps 43 schools through its Academy, which provides lectures, exercises, and resource materials as well as an on-site presence to support each school as it establishes a culture of character. “They’re already seeing successes in their schools,” said Huntley, the institute’s president and CEO. “Nobody’s teaching anything different. It’s the environment that’s motivating kids to learn, work hard, be goal-driven and have hope.”

Huntley calls herself “an attorney by trade and an advocate by triumph.” Her early childhood was defined by poverty, violence, and abuse, and she said education was her source of hope. “The word ‘hope’ is key to this work,” she said. “If you look up the definition, ‘hope’ is a desire for something right, or an expectation for something to happen.”

Protective Life’s relationship with the Hope Institute has extended beyond the founder — its three-year commitment sponsors the Academy entirely, providing stability while the institute works to grow. “That was the gift Protective gave us — they gave us the sustainability to be able to prove the work,” Huntley said.



“Without Protective’s support,
we couldn’t do this.”

PreSchool Partners

Lella Carl Hamiter *Executive Director*

PreSchool Partners is about to celebrate its 25th year helping underserved children — and families — get a strong start to their educational journey. Children ages two to four get a full school day of structured education in small classes with dedicated, highly qualified teachers. And parents get an education, too — weekly classes on subjects ranging from family literacy to time management to help them create a home environment in which their child can thrive.

“Every child is built with the capability and capacity to learn,” said Director of Development Stephanie Pressley, “but lack of exposure to language, to quality childcare, to peer modeling, can get in the way. We help bridge the opportunity gap.”

PreSchool Partners serves 204 people — 102 students and 102 parents. But the benefits of the program go further than that. “We knew this would be good for the kids. We didn’t even think about the benefits to the community,” Pressley said. Parents share their newfound knowledge with friends, and the relationships they build among themselves can be life-changing. And the children enter school with the academic and emotional foundation they’ll need to succeed. “We can show positive long-term results,” said Executive Director Lella Carl Hamiter. “You can see it in the faces of the children.”

“Without Protective’s support, we couldn’t do this,” Hamiter said. Protective’s support allows PreSchool Partners to charge parents just \$100 per month — about \$600 less than the cost of the program. Long-term investors like Protective are key to our success,” Pressley said.



“True vocation is connecting talent to purpose.”

Magic City Woodworks

Lawrence Sheffield *Founder*

Magic City Woodworks produces beautifully crafted products from furniture to cutting boards in a bustling workshop in downtown Birmingham. But that metal and wood is “just a medium,” said founder Lawrence Sheffield. “Our success is to help young men find their future.”

Sheffield knows what it's like to feel aimless and without a purpose in life. An enthusiastic entrepreneur but a poor student, he graduated from high school with a 1.9 GPA, no plans for college and no real career mentor to help him find direction. He worked as a firefighter, but “I was always drawn back to the ‘1.9 guys,’” he said. Spending time in the community, he encountered young men who couldn't find jobs and didn't really have expectations of success. Sheffield started the program in his garage in 2013. Since then, it has served dozens of men, offering a paid apprenticeship, education, and mentoring.

“I started Magic City Woodworks to help men bridge the gap between unemployment and meaningful employment,” Sheffield said. Alumni of the program have gone on to careers ranging from woodworking to software development. “True vocation is connecting talent to purpose,” he said. “Our success is helping young men find their future.”

Protective Life has supported Magic City Woodworks in two ways: making an investment to improve its 12,000-square-foot workshop and lumber yard, and contracting with Sheffield's team to build tables and shelves for the redesigned company cafeteria space.



“The difference we’re making is permanent.”

Freshwater Land Trust

Elizabeth Sims *Conservation Director*
Jeffrey Drummond *Stewardship Director*

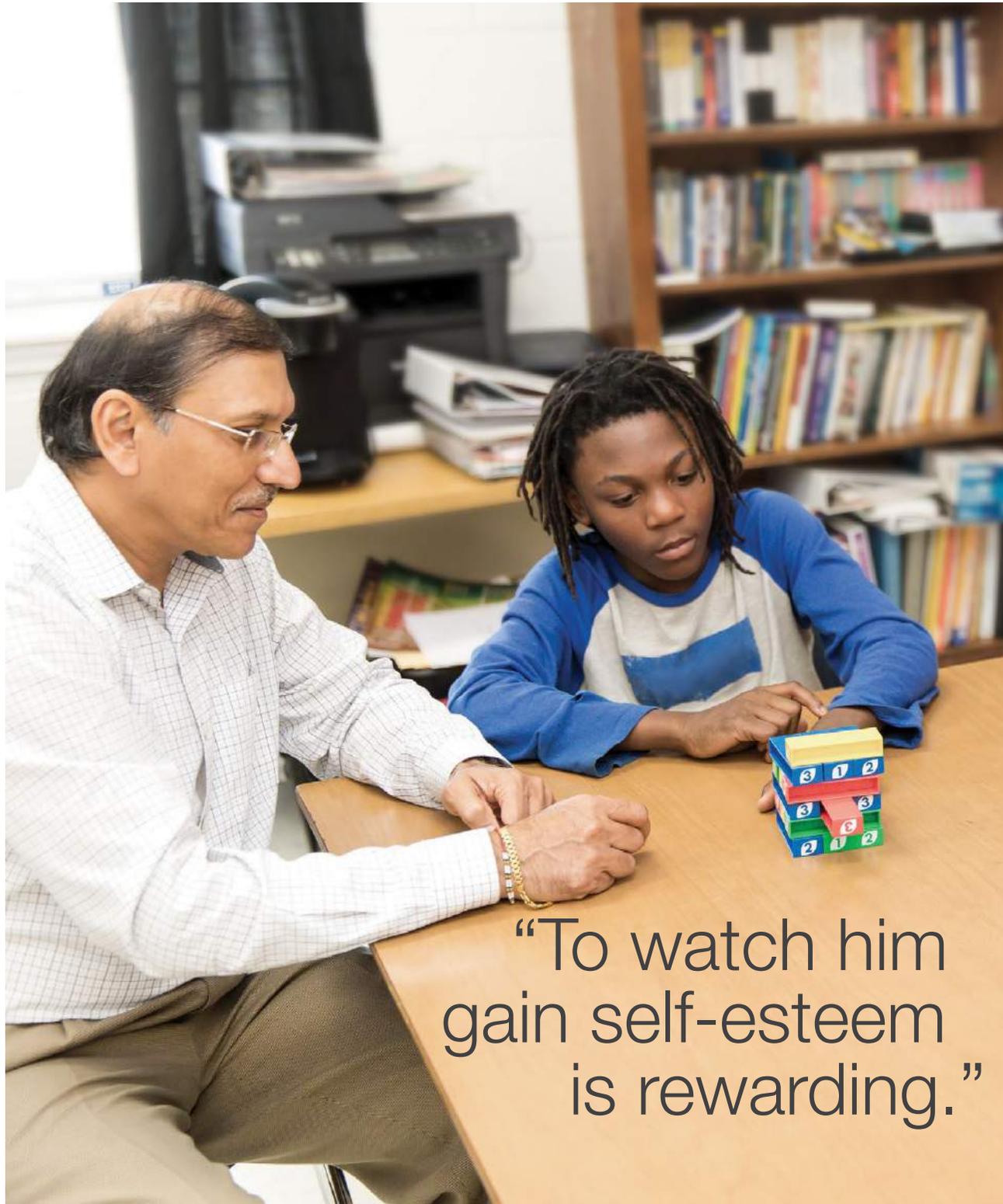
Cleaning up habitats and advocating for environmentally friendly policies is part of what the Freshwater Land Trust does — but it’s only part. As a private land trust, the organization works with landowners to see natural lands preserved and maintained. Since 1996, the trust has protected more than 12,000 acres, promoting clean water, healthy ecosystems and natural beauty.

That work is particularly important in Alabama, where there are limited public dollars available for land conservation. “It’s important to have private conservation as part of our toolkit as a community, to preserve places that matter for people and to keep the integrity of the area,” said Conservation Director Elizabeth Sims.

“Alabama is fourth in the country for diversity of wildlife,” said Stewardship Director Jeffrey Drummond. “And people look at Alabama and see that about 80 percent is forested land, but they don’t realize a lot of it is unhealthy forested land.” Even sustainable timber harvesting can contribute to keeping forests healthy, he said, which is where education and conservation come into play.

“When you conserve land through the Freshwater Land Trust, it’s held in perpetuity, and those conservation values will be maintained through good stewardship and management,” Sims said. “The difference we’re making is permanent.”

Protective Life’s long relationship with the Freshwater Land Trust has included financial support, representation on the trust’s board of directors and even volunteer work. “We rely so much on that partnership to provide us the opportunity to plan, have available funding, and go after our greatest needs,” Sims said.



“To watch him gain self-esteem is rewarding.”



Big Brothers Big Sisters

Rajen Shah *Business Systems Analyst*
Sherrie Thomas-Jones *Tax Director*

Protective Life has been a longtime financial supporter of Big Brothers Big Sisters of Greater Birmingham, but it also offers something even more valuable than money: time. Since 2009, Protective's partnership with the program has paired up employees ("Bigs") with local middle-school students ("Littles") who could benefit from their support and guidance.

"I love it every time I see my Little," said business systems analyst Rajen Shah, who's been participating in the program for six years now. They "talk about school, and things that bother him," Shah said, and he's gotten to watch the boy grow and mature. "To talk with him, to watch him gain self-esteem and self-worth, that's rewarding to see."

Shah has always been involved in the community and committed to volunteerism, and when he first learned about Protective's dedication to service, "I was jubilant," Shah said. "I was so excited to find an opportunity to do more." In 2018, Protective launched a program that brings 14 Littles to the Protective offices once a month, sometimes for a group activity but more often for one-on-one time between Bigs and Littles.

For tax director Sherrie Thomas-Jones, the program is an opportunity to give back in a way she hadn't been able to before, with work and family obligations not leaving her a lot of free time. "With this, Protective gives me the time to help someone on a personal level," she said. She is able to be her Little's confidant, mentor, and friend. "I love taking a break in my day in corporate America to spend an hour with my Little in her world," she said.

Protective's support with Big Brothers Big Sisters goes back 25 years. The employees have always had the heart to share their lives with these students; initiating the worksite-based program just made it easier.

2019 Foundation Executive Review Committee



John D. Johns
Executive Chairman
Protective Life Corporation



Steven G. Walker
Executive Vice President and Chief
Financial Officer



Michael G. Temple
Executive Vice Chairman
Finance and Risk



Richard J. Bielen
President and CEO
Protective Life Corporation



Eva T. Robertson
Executive Director
Protective Life Foundation



Mark Drew
Executive Vice President
& General Counsel

2019 Strategic Alliance Council

Eva T. Robertson | Foundation
Lori A. Dixon | Foundation
Mike Rebholz | Contact Center Operations
Kevin Sullivan | Corporate Compliance
Rachel Hamm | Consumer Communications

Casey Hardeman | Corporate Accounting
Raja Chakarvorty | Risk Based Analytics
Sarah Slay | Project Management
Sandy Littleford | Human Resources
David Perry | Corporate Strategy

2019 Service Council

Patti Cobb | Cash Management
Cheryl Cooper | Insurance Administration
Ash Quakenbush | IT Application Development
Jason Rhodes | Insurance Administration

Kyndle Sevier | Internal Audit
Cliff Wilson | Life Customer Service
Lori Woods | Corporate Accounting

Employee Nonprofit Leadership

Scott Adams | Executive

Barbara Aland | Actuarial

Libet Anderson | ProEquities

Mahmoud Barati | Actuarial

Lee Bartlett | Corporate Accounting

Rob Bedwell | Mortgage Loans

Rich Bielen | Executive

Lance Black | Finance & Risk

Kevin Borie | Actuarial

John Breckenridge | Corporate Accounting

Will Browder | Corporate Accounting

Vee Richetti Bryant | Customer Service

Andy Buck | Legal

Kenneth Byrd | New Business Operations

Ed Caldwell | Acquisitions

Steve Callaway | Legal

Pete Chrisos | National Account Manager

Vincent Cirulli | Finance & Risk

Patty Cobb | Cash Management

Rusty Collins | Internal Audit

Steve Cramer | Risk Management

Ashley Crawford | Human Resources

Tony Crocker | ProEquities

Mark Cyphert | Executive

Mark Delton | Annuity Sales

Lori Dixon | Foundation

Alana Dominick | Information Technology

John Domnanovich | Reinsurance

Mark Drew | Executive

Charles Evers | Corporate Accounting

Wendy Evesque | Executive

Alicja Foksinska | Internal Audit

Brad Gabel | Underwriting

Troy Gambriel | Investments

Mary Grahovac | Account Management

Ben Greer | Asset Liability Management

Alisha Griffin | Benefits

Lindsay Hackney | New Business

Terri Hawkins | Internal Audit

Derry Herring | Internal Audit

Sherri Hickman | Asset Liability
Management

Beth Hinson | Asset Liability Management

Ben Ingram | Information Technology

Johnny Johns | Executive

Nancy Kane | Executive

Scott Karchunas | Executive

Katie Kimbrell | ProEquities

Matt Kohler | Information Technology

Jessica Kubat | Legal

Jamie Lane | Investments

Frank Lassiter | Acquisitions

Sandy Littleford | Human Resources

David Loper | Legal

Laura McDonald | Senior Housing

Bill McMullen | Corporate Accounting

Anne McSorley | Customer Relationship

Lydia Messina | Government Affairs

Michelle Moloney | Risk Management

Rebecca Moore | First Protective

Jason Ogletree | Asset Liability
Management

Lori Oswald | Corporate Accounting

Stephen Owens | Human Resources

Zach Palamara | Investments

Philip Passafiume | Investments

David Perry | Corporate Strategy

Eva Robertson | Foundation

Melany Russell | Corporate Accounting

Amy Savoie | Legal

John Sawyer | Executive

Aaron Seurkamp | Executive

Kyndle Sevier | Internal Audit

Lisa Sharp | Market Intelligence

Jamie Shuford | Mortgage Loans

Mary Simmons | Actuarial

Kristi Smith | Human Resources

Barrie Stokes | Government Affairs

Mike Temple | Executive

Carl Thigpen | Executive

Katherine Tierney | Insurance

Administration

Bart Trench | Benefits

Steve Walker | Executive

Paul Wells | Corporate Accounting

Kristina Wilburn | ProEquities

Cissy Williams | Customer Experience

Will Wright | Digital and Innovation

Employee Volunteerism

Freshwater Land Trust Wildflower Preserve



Jones Valley Teaching Farm Spring Workday



Cornerstone Schools Service Day



YMCA Thingamajig Invention Convention



Vulcan Park Intern Workday



Children's of Alabama Halloween Party



Supported Nonprofits in 2018

#

100 Black Men of Greater Mobile, Inc.

A

A.G. Gaston Boys & Girls Club

A+ Education Partnership

Addiction Prevention Coalition

Alabama 4-H Club Foundation, Inc.

Alabama Appleseed Center

for Law & Justice, Inc.

Alabama Archives and History Foundation

Alabama Ballet

Alabama Bicentennial

Commission Foundation

Alabama CASA Network

Alabama Childhood Food Solutions

Alabama Giving

Alabama Heritage

Alabama Humanities Foundation

Alabama Insurance and Risk

Management Education Foundation

Alabama Kidney Foundation

Alabama Policy Institute

Alabama Possible

Alabama School of Fine Arts Foundation

Alabama School Readiness Alliance

Alabama Symphony Orchestra

Alabama Veterans Memorial

Foundation, Inc.

Alabama Wildlife Federation

Alabama Women's Commission

Alys Stephens Performing Arts Center

American Academy of Achievement

American Academy of Insurance Medicine

American Baseball Foundation

American Cancer Society

American Council of Life Insurance Inc.

American Enterprise Institute

American Heart Association

American Red Cross – Alabama Region

Anderson Animal Shelter

Arthritis Foundation

aTeam Ministries

B

Bell Center for Early Intervention Programs

Better Basics

Big Brothers Big Sisters of

Greater Birmingham

Birmingham AIDS Outreach

Birmingham Athletic Partnership

Birmingham Audubon Society

Birmingham Botanical Gardens

Birmingham Boys Choir

Birmingham Children's Theatre

Birmingham Civil Rights Institute

Birmingham Education Foundation

Birmingham Holocaust Education Center

Birmingham Kiwanis Foundation

Birmingham Landmarks

Birmingham Museum of Art

Birmingham Zoo

Boy Scouts of America

Breakthrough Birmingham

Breast Cancer Research

Foundation of Alabama

Brother Bryan Mission of Birmingham

C

Cahaba River Society

Cahaba Valley Health Care

Catholic Charities of the

Archdiocese of Chicago

Cedarworks, Inc.

Childcare Resources

Children's Art Guild

Children's Harbor Family Center

Children's of Alabama

Clear Path for Veterans

Collat Jewish Family Services

College Admissions Made Possible

Community Grief Support Service

Concepts for Adaptive Learning

Conservation Fund

Cornerstone Schools of Alabama

Create Birmingham

Crimson Tide Foundation —

The University of Alabama

Crisis Center

Crohn's and Colitis Foundation

Cystic Fibrosis (CF) Foundation

— Georgia Chapter

D

Dannon Project

Desert Island Supply Company

E

Easter Seals of the Birmingham Area

Economic Development

Partnership of Alabama

Episcopal Place

Exceptional Foundation

F

Fellowship of Christian Athletes

Firehouse Ministries

First Light

FOCUS on Recovery

Foundations Early Learning & Family Center

Foundry Ministries

Freshwater Land Trust

G

Georgia State University —

Risk Management Foundation

Girl Scouts of North-Central Alabama

Girls on the Run Birmingham

Glenwood, Inc.

Grace House Ministries

H

Hand in Paw

HEAL (Healthy Eating Active Living)

Heart Gallery of Alabama

Helena Miracle League

Holy Family Cristo Rey Catholic High School

Hope Institute

I

Impact Alabama: A Student Service Initiative

Innovation Depot
Is-Able Center

J

Jones Valley Teaching Farm
Junior Achievement of Greater
Birmingham, Inc.
Junior League of Birmingham
Juvenile Diabetes Research
Foundation — NY

K

King's Home

L

Lakeshore Foundation
Laura Crandall Brown Ovarian
Cancer Foundation
Leadership Alabama
Leadership Birmingham
Lean On: Alabama
Leukemia & Lymphoma Society
Liberty Learning Foundation
Lifeline Children's Services
Liny Heflin Unit
Literacy Council

M

Magic City Woodworks
Magic Moments
Make-A-Wish Foundation of Alabama
March of Dimes, Alabama Chapter
McWane Science Center
Mentone Area Preservation Association
Metro Changers, Inc.
Mike Slive Foundation
MOMENTUM
Mountain Brook YMCA
M-POWER Ministries
Muscular Dystrophy Association

N

National Alliance on Mental Health
National Multiple Sclerosis Society
National Veterans Day
Nature Conservancy of Alabama
Newcomen Society of Alabama
NobleBank Foundation

O

Oak Mountain Missions Ministries, Inc.
Oasis Counseling for Women and Children

One-Way-2-Play Drug Free
Opera Birmingham
Operation Hope

P

Parkinson Association of Alabama, Inc.
PreSchool Partners
Project Corporate Leadership
Project Horseshoe Farm
Project Management Institute
Central Alabama
Public Affairs Research
Council of Alabama

R

Railroad Park Foundation
Raleigh's Place
Red Mountain Grace
Red Mountain Park
Red Mountain Theatre Company
Redemptive Cycles
Restoration Academy
REV Birmingham
ROAR
Robert E. Reed Gastrointestinal
Oncology Research Foundation
Ronald McDonald House
Charities of Alabama, Inc.
Ronald McDonald House
Charities of St. Louis
Rotaract Club of Birmingham

S

Salvation Army
Sickle Cell Disease Association of
America — Central Alabama Chapter
Sidewalk Film Center and Cinema
Sight Savers America
Smile-A-Mile
Society of St. Vincent de Paul
Southern Environmental Center
Special Equestrians, Inc.
Spring Valley School
St. Baldrick's Foundation
STAIR (Start the Adventure in
Reading) of Birmingham
STAR Academy

T

Teach for America — Alabama
Tech Birmingham

TechBridge, Inc.
Tredyffyn & Easttown Care
Triumph Services

U

UAB Athletics Foundation
UAB Collat School of Business
UAB Comprehensive Cancer Center
UAB Educational Foundation
UAB School of Nursing
UNCF
United Ability
United Way of Central Alabama
United Way of Metropolitan Nashville
University of Alabama
University of Alabama —
Blackburn Institute
University of Alabama Adaptive
Athletics Facility
University of Alabama International Center
University of Montevallo
University of South Alabama
Mitchell Cancer Institute
Urban Ministry, Inc.

V

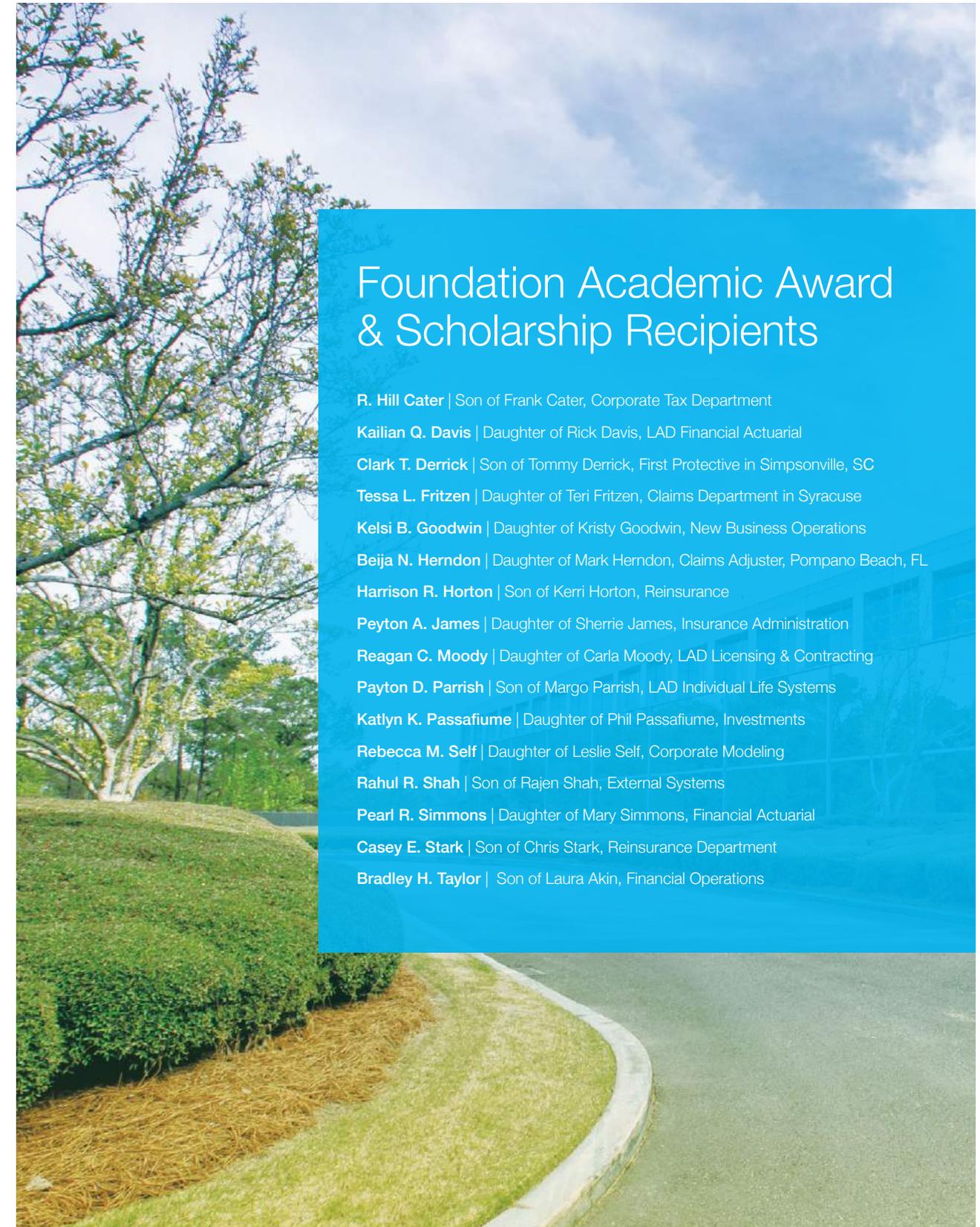
Vanderbilt University Medical Center
Vestavia Hills City Schools Foundation
Virginia Samford Theatre and
The Metropolitan Arts Center
Vulcan Park and Museum

W

Washington Legal Foundation
WBHM
WellHouse
Woodlawn Foundation
Workshops, Inc.
Wreaths Across America

Y

Yellowhammer Multimedia
YMCA of Greater Birmingham
YouthServe, Inc.
YWCA Central Alabama



Foundation Academic Award & Scholarship Recipients

R. Hill Cater | Son of Frank Cater, Corporate Tax Department

Kailian Q. Davis | Daughter of Rick Davis, LAD Financial Actuarial

Clark T. Derrick | Son of Tommy Derrick, First Protective in Simpsonville, SC

Tessa L. Fritzen | Daughter of Teri Fritzen, Claims Department in Syracuse

Kelsi B. Goodwin | Daughter of Kristy Goodwin, New Business Operations

Beija N. Herndon | Daughter of Mark Herndon, Claims Adjuster, Pompano Beach, FL

Harrison R. Horton | Son of Kerri Horton, Reinsurance

Peyton A. James | Daughter of Sherrie James, Insurance Administration

Reagan C. Moody | Daughter of Carla Moody, LAD Licensing & Contracting

Payton D. Parrish | Son of Margo Parrish, LAD Individual Life Systems

Katlyn K. Passafiume | Daughter of Phil Passafiume, Investments

Rebecca M. Self | Daughter of Leslie Self, Corporate Modeling

Rahul R. Shah | Son of Rajen Shah, External Systems

Pearl R. Simmons | Daughter of Mary Simmons, Financial Actuarial

Casey E. Stark | Son of Chris Stark, Reinsurance Department

Bradley H. Taylor | Son of Laura Akin, Financial Operations

