



# Associate giving to United Way

When we became the title sponsor of the PGA TOUR's Sentry Tournament of Champions starting with the 2018 competition, we saw an opportunity to expand our community connections—to engage the Maui community year-round and develop relationships on the island. We see the Sentry Tournament of Champions not only as a celebration of excellence, but as a celebration of community-mindedness. We're proud to have the opportunity to connect with the Maui community as we do wherever we have a strong physical presence, including in our home community of Stevens Point, Wisconsin.

Sentry® is a company that embraces a culture of philanthropy with an emphasis on supporting communities. We support Maui United Way because they follow a United Way methodology we trust. They understand local issues and have knowledge of local non-profit organizations working to improve opportunities in education, income, and health on Maui, among other goals. These priorities align with our own philanthropic focus, which includes support for workforce development, community-based human services, and quality-of-life initiatives.

Though we began making annual \$25,000 contributions to Maui United Way in 2019, our relationship with United Way dates back much further. United Way of Portage County serves the community where our home office is located. Between 1999 and 2019, we raised more than \$17.5 million for United Way of Portage County. A large part of this total is the direct result of two-week giving campaigns we've held annually each fall since 2000.

"Each year, our associates pour their energy and enthusiasm into the United Way campaign," said Sentry Chairman of the Board, President, and CEO Pete McPartland.

Our 2019 United Way campaign executive sponsor Nick Saeger echoed this sentiment, saying, "These results are a direct reflection of the hard work and planning of our executive team, plus all the United Way volunteers. It's amazing to see the creative ways we all come together in a short period of time to do so much good for the community."

Associates lead the way in our fall campaign, hosting fundraising events at Sentry offices around the country. More than 90 percent of our associates contribute to the campaign. The money raised supports programs that help people in need all year long.

Being the title sponsor of the Sentry Tournament of Champions is a similar opportunity—though on a different scale. It's a way to support and call attention to organizations making an impact on Maui long after the tournament is over for another year. The way our associates make each local part of our United Way campaign on the mainland a success reflects our commitment to making meaningful contributions to Maui United Way. As a company and as individuals, we're excited to help.