



Sentry Insurance Foundation

FOCUSED GIVING

At Sentry®, we're committed to our communities, providing resources, attention, and time to the efforts that contribute to quality of life. The Sentry Insurance Foundation is our company's charitable giving organization.

Building relationships is vital to what we do. We talk with community leaders to identify areas of need that align with our giving goals, focusing on education, workforce development, United Way, and, of course, the Maui community and annual Sentry Tournament of Champions.

EDUCATION

We have a long history of supporting education at multiple levels, reaching students of all ages:

- Helping schools in our company's hometown purchase and maintain computers and information technology resources
- Providing scholarships to students majoring in mathematics, actuarial science, business, and information technology at 17 public and private colleges throughout Wisconsin
- Building two information technology co-operative programs working alongside Sentry associates on real-world projects
- Giving \$4 million to the University of Wisconsin–Stevens Point to develop a data analytics program, endowing two new faculty positions and helping create a new major in data analytics
- Donating \$2 million to the Medical College of Wisconsin to establish the Sentry Deanship and expand training programs for medical students at the MCW-Central Wisconsin campus in Wausau
- Through our matching gift program, contributing about \$500,000 to educational institutions—in addition to our associates' donations of about \$500,000—each year

UNITED WAY

One of our marquee fundraising events at Sentry involves United Way. In 2019, we raised \$1.517 million across the company, with \$1.215 million of that going directly to support United Way of Portage County, our home base in Wisconsin.

Around 90 percent of all Sentry employees participated in our campaign by donating a portion of their income directly to local United Ways. Each year, during our special two-week campaign, we raise money for United Way, with company-wide efforts that include:

- Special events fundraising
- Associate pledges
- Sentry Insurance Foundation associate donation matching

SENTRY TOURNAMENT OF CHAMPIONS

In 2018, our first year as the title sponsor of the PGA TOUR Sentry Tournament of Champions, we gained a new platform for giving back on Maui through:

- **Scholarships:** We designed our scholarship program on Maui to benefit community college students and four-year college students. Each year, we award two scholarships to students pursuing a two-year degree and two students earning a four-year degree. When the program is fully established, 12 students will receive a Sentry scholarship each year.
- **Maui United Way:** We extended our commitment to the island with a \$25,000 donation to Maui United Way after the 2019 tournament.
- **Donations to Maui-based organizations:** Together with the PGA TOUR, we donate funds raised through the Sentry Tournament of Champions to local charities on the island. In 2019, the tournament donated more than \$345,000, and we look forward to increasing this number each year.

Here are some new initiatives for the 2020 tournament:

- **Ohana Day:** This family day is the Wednesday before the tournament begins. Students from local schools will visit the course. The Sentry Insurance Foundation will make additional donations to their schools based on turnout.
- **Aloha Friday:** On this special day, players are encouraged to wear Hawaiian gear. For each player who does, we'll donate \$1,500 to a Maui charity on their behalf.