

In this
together

Causes We Care About

2021 Impact Report

Newfront
Formerly ABD 





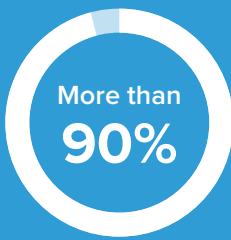
Newfront Giving:

A Culture of Passion for Service

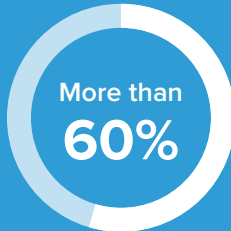
Newfront has a passion for providing unmatched service. It's a passion that extends to serving our communities, not just where we live and work, but across the country. On both a corporate and an individual level, Newfront is about giving – and giving back – to make our communities better, stronger, and healthier. We believe that as responsible corporate citizens, we have an obligation to take an active role in supporting our communities. Just as important, we believe that embracing giving and service to the community aligns with our passion to serve our clients. Incorporating that into our corporate culture and ethos of Work, Love, and Play creates a stronger, more responsive, and more inclusive company.

As a company, Newfront actively supports a range of nonprofit organizations and causes in three key areas: [Education](#), [Citizenship](#), and [Health and Wellness](#). Through partnerships and sponsored events, and thanks to volunteers from our team, Newfront provides opportunity for students to explore future STEM careers; combats hunger and homelessness; and supports advanced research into treatments for serious diseases like Alzheimer's, cancer, and diabetes.

These company-directed actions are matched by the generosity of over 400 individual team members, whose donations and volunteer efforts support nearly 150 organizations and causes, including dozens of local groups addressing the needs of our neighbors and neighborhoods. Over the past year, in response to growing incidents of racism, the people of Newfront have increased efforts in support of anti-racist groups and organizations promoting diversity.



of our team members contribute financially to causes and organizations that are important to them.



of our team members devote some of their own time to causes that matter every month.

More than 90% of our team members contribute financially to causes and organizations that are important to them. More than 60% of our team members devote their own time to causes that matter every month – from charitable walks to being active in church and school groups – adding up to thousands of volunteer hours every year. Many team members hold leadership positions for fundraising events or sit on the boards of nonprofit groups.

We are proud to present this report summarizing the breadth and depth of Newfront's commitment to giving, especially that of our team members, along with some of their personal stories. We hope it provides you with an understanding of how our company embodies its ethos of Work, Love, and Play to make a difference in the lives of our people, our customers, and for all each and every day.



The Newfront Giving Pillars:

Education, Citizenship, Health and Wellness



90%

Newfronters involved in charity or community organizations



40+

Sponsored community events annually



\$475K+

Raised for the American Cancer Society



1,600

Kids and students served in the Bay Area



32

Field trips with Learning Without Limits



1,050+

Holiday gifts and backpacks and \$27K+ for families in need



150+

Organizations benefit from Newfronters time



\$64K

Donated to social justice organizations

Newfront’s corporate giving is aligned with three pillars we believe build better communities: **Education, Citizenship, and Health and Wellness.**



Education is a vital part of our communities, economies, and future. It represents opportunity for a better and more fulfilling life, which is why it’s important that education is available to all – especially our youth. In the Bay Area, Newfront maintains a long standing partnerships and active involvement with the Golden State Warriors’ “[Learning Without Limits Program](#)” and [Peninsula Family Services](#) to promote education in the community.

In our 8th year of Learning Without Limits, Newfront has brought together NBA players with over 1,600 students from Bay Area schools for fun, immersive, STEM-related educational experiences in the community.



Citizenship supports communities at every level – from the neighborhood to the nation. By fostering a genuine sense of belonging, along with a shared responsibility for our communities, we can make ourselves stronger, more resilient, and work together to solve common problems. Each year, Newfront supports [National Rebuilding Day](#), where our people trade keyboards and screens for hammers and screwdrivers to help repair homes for vulnerable families. We advocate for an end to hunger and support local food banks in the [Rise Against Hunger](#) program; and donate school supplies and holiday gifts to needy families through a partnership with [Family Giving Tree](#).



Health and Wellness is central to the quality of life for every individual. Our communities and families, businesses, and economy thrive when people live in healthy ways and have access to medical care when they need it – especially when they face a life-threatening disease. For more than a dozen years, Newfront has supported groundbreaking cancer research and community outreach efforts through the [Newfront Golf Tournament](#), which has cumulatively raised over \$475,000 for the [American Cancer Society](#).



Newfront Employees Share Giving Goals

 **8 in 10**
employees

Make donations,
volunteer their time,
or provide leadership
to nonprofit groups

 **150+**
organizations

Were impacted
directly by Newfront
employees

The giving culture at Newfront only begins with our corporate efforts. Our employees have embraced that spirit, as demonstrated in our annual Philanthropy Survey. One of the most notable results of that survey is the sheer scope of giving by Newfront employees. The survey showed that eight in ten employees make donations, volunteer their time, or provide leadership to nonprofit groups. Setting the bar higher than the roughly 70 percent of the overall US population who actively support charitable causes.

Not only are our employees passionate donors and volunteers, many of them actively support multiple organizations and causes. In 2020, employees responding to our survey gave to over 150 different organizations, from national organizations such as the United Way, the Sierra Club, and the March of Dimes to local causes like Austin Pets Alive, Feeding San Diego, Oakland Promise, Peninsula Family Services, and Seattle Children's Hospital. We're proud that so many of our people actively demonstrate their commitment to one of Newfront's core principles in their personal lives as well.

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A Diverse Organization Supporting Diverse Causes



Newfront employee giving supports not only traditional causes, but also those whose importance has been elevated by national events over the past few years. Just as they do for our clients, our employees maintain a keen awareness of the changing needs of our communities, and ensure they are directing their support to match those needs.

According to our 2020 survey, Newfront employees plan to expand their support in 2021, to more than 30 new causes and organizations. They include a range of organizations dedicated to Newfront’s three giving pillars: **Education, Citizenship, and Health and Wellness**. In Education, Newfront employees are extending their support to organizations like the Girls Opportunity Alliance, which seeks to ensure educational opportunities for adolescent girls. In Citizenship, employee support for diversity, equality, and inclusion is increasing with support for organizations fighting violence and racism against the Asian-American and Pacific Islander community (AAPI) as well as those seeking to increase voter registration and protection of voting rights, and Black Lives Matter helping to bring justice, healing, and freedom to Black people across the globe. In Health and Wellness, the survey shows increased support not only for major disease research in areas like cancer and Alzheimer’s disease, but also events aimed at fostering healthier lifestyles to prevent disease.

At Newfront, we’re proud of the support our people provide to diverse causes, as well as in the increased focus toward diversity and inclusion in our society. In aligning their giving with our three pillars, Newfront employees are helping to create stronger, healthier, and more engaged communities.

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The Importance of Local Impact

Living Our Ethos: Work, Love, and Play!

Newfront believes that a vibrant and productive society begins with vibrant and productive communities. That’s why we support our employees in their choices to donate to local organizations where they work and live. Their support for community organizations, in alignment with our corporate giving pillars, address the unique needs that matter on the ground in neighborhoods and cities across every region where Newfront operates.

Education Oakland Promise



Created to support youth education and college opportunity for low-income residents of Oakland, California, which had historically seen fewer than 500 of its yearly public high school graduates finish college. Since its founding in 2016, Oakland Promise has helped more than 400 students a year with scholarships and mentoring to help them succeed toward graduation.



Sarah Schwartz

“Oakland Promise affords me the opportunity to directly connect with youth in the community and support them through their post-secondary career journeys.”

Citizenship Austin Pets Alive



A different kind of animal shelter, Austin Pets Alive was founded in 1997 when the euthanasia rate for vulnerable, homeless pets in Austin was 85%. Over the last 25 years, the shelter has worked steadily to reduce euthanasia and increase adoption rates. Today, 98% of the pets that come to Austin Pets Alive are adopted or fostered, far exceeding the city’s official goal of 90%.



Sean Riley

“It is one way of supporting Texas and I highly encourage you to support them for the life-saving work and innovative programs they offer pets.”

Health and Wellness Second Harvest SF - Marin Food Bank



With a mission is to end hunger, the Bank envisions a community where everyone can obtain enough nutritious food to support the health and well-being of themselves and their families. The pandemic doubled the number of households needing food, including over 8,000 seniors sheltering at home without access to food pantries. Shifts that were once in the warehouse have transitioned to masking up and loading groceries, delivering bags to individuals around the city.



Jane Paolucci

“Second Harvest has been part of my family’s regular giving activities for the last six years. I value Newfront’s support to carve out time to help our community alongside team members who share a passion for giving back and receiving joy in return.”

Team Member’s Local Impact



Nicolette Lujan
Big Brothers, Big Sisters

“The Big Brothers, Big Sisters organization is important to me because it allows our most vulnerable population, children, to have a mentor show them that life can be a lot bigger than what their parents expose them to. This program opens doors that may not be otherwise possible. I first started with Big Brothers, Big Sisters when I was in college and my mentee just graduated college herself last year – the first in her entire family to do so. I taught her that it was possible for her and that she could live the life she wanted for herself.”



Libby Wohlmuth
Brown Paper Bag

“I became involved with Brown Paper Bag after the unexpected death of one of my friends who used to give out bag lunches to the homeless and provide essential items, socks, and other basic necessities during the holiday months. We continue to do it in honor of him to extend his heart of gold. You never know the difference the smallest act can make in someone’s life.”



April Rowe
Dravet Syndrome Foundation

“My nephew, Ryker, has Dravet Syndrome. He was diagnosed with the syndrome, a rare, catastrophic, lifelong form of epilepsy, at 8 months old after having seizures starting at 5 months old. Our family has brought a lot of awareness to Dravet Syndrome with our fundraising efforts through #choosejoy. Ryker has helped us #choosejoy in the three years he has been on this earth and I think he has inspired our community, and the communities around us, to do the same. It has been overwhelming and inspiring to see people close to us, and people not as close to us, rally together to help us raise funds.”



Eric Alburger
Housing Industry Foundation

“When I was growing up in the Bay Area, housing was much different than it is now. Teachers, police, hospital workers, etc. could live in the community and be ‘neighbors’, but now they can’t afford to live in the area they work and many struggle to stay in the area. Housing Industry Fund (HIF) helps families live where they work and stay in the homes they live in. I began working with HIF at the end of 2020, when COVID caused huge issues for families struggling to make ends meet or who lost their jobs as a result of the shutdowns, and I’m proud to work with an organization that helps a minimum of 500 families stay in their homes every year.”

Team Member's Local Impact



Robin Hedden
Pancreatic Cancer Action Network via *PurpleStride*

“My mom is a 16-year survivor of pancreatic cancer, so supporting her and the Pancreatic Cancer Action Network via fundraising, advocacy, and community awareness means the world to me. Thousands of people are touched by this disease every year and spreading awareness and advocating for more federal funding for pancreatic cancer research can yield real progress. And, just knowing that people care and are fighting for loved ones makes a difference to those touched by this disease.”



Christina Johnson
Rotary

“I started supporting Rotary with a friend who had been a Rotarian for over 14 years. I would often attend events and volunteer whenever she needed me. We stood in the rain handing out Christmas treats and hosted celebrations of cultures from around the world. When she stepped away from her club to start a new one, I raised my hand to be one of the first new members – and when she suggested the Youth Service Chair...well, she never finished that sentence because I was already begging to run for the office.”



Cheryl MacPherson
Special Olympics

“The Special Olympics motto says it all for me:
Let me win. But if I cannot win, let me be brave in the attempt.”

I had a very dear friend, Allison, who I learned a million things from about life. She had different abilities and didn’t let ANYTHING stop her. Most of all, she taught me joy! When I have the opportunity to give myself and my time, I feel her close in my heart. She is, and will always be, my inspiration.”



Cris Christensen
Young Survival Coalition via *the Tour de Pink Bike Ride*

“Seven years ago, I lost my mother to breast cancer, and have lost other friends to it as well. I’ve experienced the fear, the anxiety, and the frustration over the treatment options and side effects. A good friend began riding her bicycle in support of this amazing organization supporting women with this disease, and I learned of the organization through her dedication. It really does take a village, and every bit of time someone can offer, and every little bit of financial support to the right organization, can make a huge difference. I’m proud to support Young Survival Coalition – young women facing breast cancer need loving, kind, educated support – and that is what this organization provides.”



Our Reach

Over 150 additional organizations supported!

100 Women Charitable Foundation	Concern for Neighbors Food Bank	JDRF	Peninsula Family Service	Sonoma County Conservation Alliance
AAPI	Contra Costa Interfaith & Scouting	Junior Achievement	Pits for Patriots	Southern Poverty Law Center
ACLU		K-Love Radio	Planned Parenthood	SPACA Monterey County
ALS Organization	Convoy of Hope	Life Moves	Project Open Hand	Special Olympics
AMJ Adopt Dogs	Dana Farber Cancer Institute	Lions	Race for the Rescue	St. Charles Church
Amnesty International	David Sheldrick Wildlife Trust	MACC Fund - Midwest Athletes Against Childhood Cancer	Redwood Empire Food Bank	St. Gabriel Church (SF)
Angel Island Immigration Station Foundation	DESC	March of Dimes	Restaurant Employee Relief Fund	St. Jude Children's Hospital
AnswerALS	Dravet Syndrome Foundation	Marin Community Foundation	Road Dogs	St. Matthew Catholic School
Arthritis Foundation	EcoSLO	Marin Humane	Rohnert Park Animal Services	St. Simon Children Faith Formation
ASPCA	Elephant Listening Project	Marine Corps Scholarship Foundation	Ronald McDonald Charities	St. Vincent De Paul
Austin Pets Alive	Emergency Food Network	Maui Food Bank	Rotary Tacoma 8	The Bay Church
B8 Theater Group	Equal Justice Initiative	Meals on Wheels	RSPCA	The Big C Society
Belize Book Worms	Evans Scholars Foundation	Mountain View Community Services	Salvation Army	The Castaneda Kids Foundation
Berkeley Humane	Faith Baptist Church	MS Society	San Francisco AIDs Foundation	Together Rising
Black Lives Matter	Feeding America	NAACP	San Francisco Alumnae Chapter of DST	Tournament of Roses Foundation
Boy Scouts	Feeding San Diego	NAMI	San Francisco Ballet	Tri Counties Blue Star Mothers of America
Boys and Girls Club	First Tee SF	Napa Wildlife Rescue	San Francisco Court Appointed Special Advocate	Trinity Center
Boys Team Charity	Forget Me Not Farm	National Pancreatic Foundation	Save the Children	Union Gospel
Boys Town	Foundation for the Junior Blind	National Public Radio	Seattle Chamber	United Way
Café Nordo Theater	Frameline	Nature Conservancy	Seattle Children's Hospital	Villa Siena Retirement
Caminar for Mental Health	Grace Cathedral	NF Foundation	Seattle Fisherman's Memorial	Vote Forward
Centers for Equity and Success (Success Centers)	Greenpeace	No Kid Hungry	Seattle Humane Society	WEAVE Sacramento
Charity: Water	Habitat for Humanity	Norcal Cocker Rescue	Second Harvest Food Bank	Woodminster Theater
Cherry Street Mission (Toledo, OH)	Hispanics in Philanthropy	Oakland Athletic Rowing Society	SERV	Wounded Warriors
Children International	Honor the Earth	Oakland Promise	SFGMC	Xi Zeta Zeta Education Foundation
Children's Hospital LA	Hope Services	Obama Foundation	SF Marin Food Bank	Young Men's Service League
Children's Hunger Farm	Horizons Foundation	Old Dog Haven	SF Parks Conservancy	Young Parkinsons
Chinese Historical Society	Housing Industry Foundation	Oregon Zoo	Shelter to Soldier	Young Survival Coalition
Choose to Do, Inc.	How Women Lead	Pancreatic Action Network	Sierra Club	Ziggy's Rescue Farm
Coalition of Black Excellence	HRC	Paralyzed Veterans	SJUSD	
COCA Art Gallery	IN Tech Foundation	PAWS		
	Italian Community Services Agency			



Nonprofit Clients

Newfront helps nonprofits advance their missions by providing unique insights, risk management, and employee benefits.

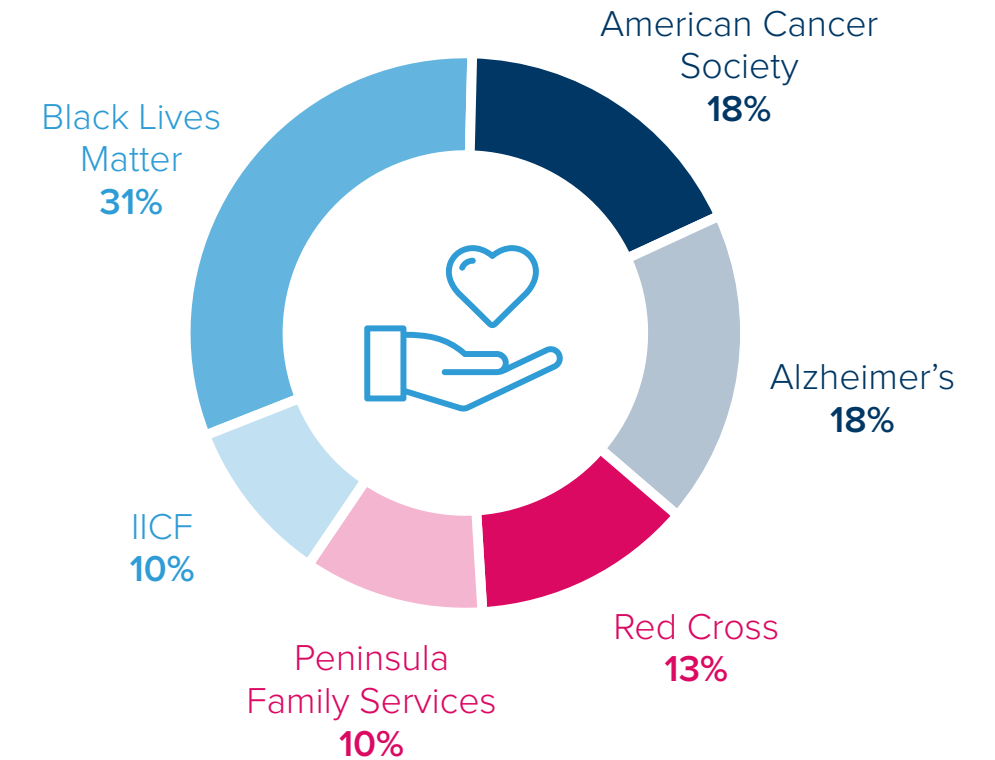


A New Approach to Holiday Giving

The pandemic, social injustice, and natural disasters impacted everyone, including team members and communities in 2020.

As a result, we shifted our approach for our annual client gift giving to focus on giving back. Recognizing the needs of our communities increased this year, we offered clients the opportunity on our behalf, to donate to a select charity or organization helping restore social justice, battle disease, or wildfire displacement.

We were overwhelmed and overcome with joy with the response from clients – many selecting the option to donate to one of the causes we at Newfront care about including Newfront client Black Lives Matter, as the most selected organization.



“What a wonderful idea to offer a giving option in your holiday gifting this year. This thoughtful gesture is absolutely aligned with my experience of Newfront over the years and my understanding of and appreciation for your company’s values. I feel very proud of our continued partnership!”



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About Newfront. Newfront is transforming the delivery of risk management, employee experiences, insurance, and retirement solutions through a modern insurance platform. Transparent data delivered in real-time, translates into a lower total cost of risk and greater insights. Newfront is here to make insurance work for you.