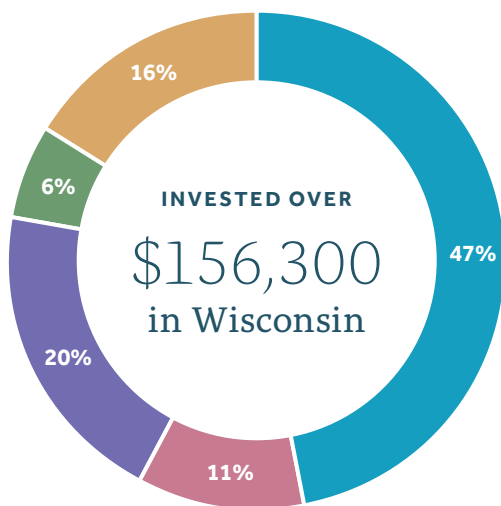




2020 STATE REPORT

OUR PHILANTHROPIC INVESTMENTS IN WISCONSIN

# New York Life Foundation and our corporate giving



Strategic, Legacy & Social Justice Grants	\$73,500
Volunteer Grants	\$16,912
Workforce Donations	\$30,977
Other Workforce-Driven Grants	\$10,000
Matching Gifts	\$24,975

IN ADDITION TO SUPPORTING NATIONAL NONPROFITS WITH A PRESENCE IN WISCONSIN, OUR EFFORTS EXTENDED LOCALLY TO:

**84** Local Organizations

### 2020 — IN IT TOGETHER

The New York Life Foundation began 2020 with the goal of “love taking action” to celebrate New York Life’s 175<sup>th</sup> anniversary and to honor our commitment to helping people build better futures for themselves and the ones they love. Our responses to the challenges faced throughout the year demonstrated our dedication to putting our love into action to help and protect our community.

- **Love Takes Action Day:** in April, New York Life agents and employees commemorated our 175<sup>th</sup> anniversary by performing acts of kindness for their neighbors and community members. The response was so enthusiastic, we continued acts of kindness all year.
- **Love Takes Action Awards:** in celebration of our 175<sup>th</sup> anniversary, the New York Life Foundation honored 35 local heroes who went above and beyond in their COVID-19 response by donating \$50,000 to a non-profit of their choice, resulting in \$1.75 million in total support.
- **Brave of Heart Fund:** in partnership with the Cigna Foundation and e4e Relief, the New York Life Foundation honored healthcare heroes who died of COVID-19 by creating this Fund to provide financial support to their families to cover funeral expenses and their families’ longer-term living expenses.
- **Kai’s Journey:** a book and video series on navigating loss. For each download of *The Golden Sweater*, *The Girl with the Locket*, or *The Fishless Lake* the New York Life Foundation donated \$1 to a bereavement organization.

### LEARN MORE & RESOURCES

[www.newyorklifefoundation.org](http://www.newyorklifefoundation.org)  
[www.achildgrief.com](http://www.achildgrief.com)  
[www.braveofheartfund.com](http://www.braveofheartfund.com)

### SELECT PARTNERS IN YOUR STATE

