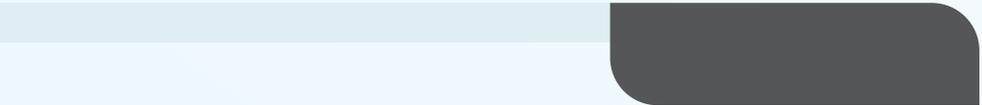


JACKSON®



2020 CORPORATE PHILANTHROPY REPORT

INVESTING IN COMMUNITIES



OUR SPOTLIGHT ACTIVITIES

Jackson associates give their time, skills, and donations to play an important role in helping communities and nonprofits thrive.



Thinking holistically about social constructs is the ideal way to create sustained change. The *Impact Series* reminded me of how easy it is to take simple conveniences for granted, like access to a car or mentors, and more importantly, the advantage these types of access give me."

Toni Klus
Vice President, Organizational Transformation, Jackson

+ LANSING SPOTLIGHT

FOOD BANK

In June, Jackson announced a \$750,000 capital campaign investment with the **Greater Lansing Food Bank** to underwrite the Jackson Volunteer Center at the food bank's expanded warehouse. With a lead gift of \$525,000, 438 Jackson associates personally donated the remaining \$225,000, leveraging Jackson's two-to-one donation match, in just two weeks. Doubled in size, the new warehouse increases overall food distribution capacity to 18 million meals by 2025 and increases daily volunteers by 100%, processing nearly 9,000 pounds of food per day.

FOOD BANK GROUNDBREAKING



+ CHICAGO SPOTLIGHT

POLAR PLUNGE

On March 1, Jackson was the presenting sponsor for the 20th Anniversary of the **Special Olympics Chicago Polar Plunge**. More than 75 associates gathered with 4,500 other participants at North Avenue Beach to dash into the 37-degree water to directly benefit 6,800+ Special Olympics Chicago athletes. For the third consecutive year, Jackson was the top fundraiser. Associates' donations, alongside Jackson's two-to-one match and presenting sponsorship, amounted to more than \$233,000 for **Special Olympics Chicago**. The event overall raised \$2.2 million.

POLAR PLUNGE PARTICIPANTS



+ NASHVILLE SPOTLIGHT

TORNADO RELIEF

On March 3, tornadoes devastated communities across Nashville, leaving 25 dead, hundreds injured, and destroying many homes and businesses. Jackson associates stepped up to collect supplies, volunteer, and use Jackson's two-to-one match for monetary donations to the **Community Foundation of Middle Tennessee's** (CFMT) Emergency Response Fund. In total, associates contributed \$19,620 with the match and volunteered 181 hours toward relief efforts.

+ EQUITY SPOTLIGHT

SOCIAL JUSTICE

In June, as highly publicized acts of police violence against Black Americans generated protests on a global scale, Jackson made public statements against racism and committed \$450,000 to three trusted nonprofits addressing racial disparities across our major office locations. This investment signaled the company's venture into equity-based philanthropy and complemented Jackson's focus on involving employees in Business Resource Associate Groups (BRAGS) and the four-part educational **Impact Series** in support of diversity and inclusion.

OUR

COVID-19 RESPONSE

In March 2020, Jackson's corporate philanthropy program pivoted toward community needs in the wake of COVID-19.

+ COMMUNITY GRANTS

In April, we worked with nonprofits facing increased demand and reduced fundraising revenue to apply for grant funding. Ultimately, Jackson issued \$652,500 specifically to pandemic-related needs through our community grants and special 2020 grants programs.

+ COMMUNITY SPONSORSHIPS

For 80 nonprofits facing event cancellations, Jackson provided flexibility to use sponsorship funding as general operating support should the nonprofit have to cancel in-person events.

+ SHARING RESOURCES

Jackson sought optimal use of its resources in a partnership with the [Nashville Food Project](#) by preparing 6,075 meals for at-risk youth and seniors in our otherwise underused corporate dining center.



During the pandemic, my family, friends, and I decided to fundraise to help others and stay connected. Our \$17,000 in donations, with support from Jackson's match, supported seven local nonprofits—several of which I learned about through Jackson's philanthropy and volunteerism."

Vivek Amin

Director, Transfer Agent & Separate Accounts Operations, Jackson National Asset Management, LLC®

+ COVID-19 RELIEF FUND

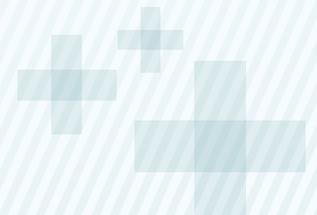
In May, Jackson awarded \$150,000 in corporate COVID-19 relief funds: \$50,000 to [Communities in Schools](#) in Chicago, [Cristo Rey Community Center](#) in Lansing, and [Conexión Américas](#) in Nashville. These grants coupled direct financial assistance with long-term financial coaching and education for individuals and families impacted by the pandemic.

+ "ZOOM FOR FOOD"

With social distancing prohibiting Jackson's representatives from hosting in-person events, Jackson sought ways to gather support for meeting the rising needs among the most vulnerable. Since April, Jackson representatives conducted "Zoom for Food" webinars. For each financial professional who attends, a donation is made to their local community [Feeding America](#) Food Bank. In 2020, \$350,100 was donated to 111 food banks nationwide. Every dollar contributed helps secure and distribute 10 meals to people facing hunger; this means Jackson has made possible 3.5 million meals.

+ SPECIAL HOLIDAY DONATIONS

During a holiday season with so much need in our communities, Jackson made three philanthropic capital investments totaling \$340,000 to provide long-term support to children in foster care in Lansing, Chicago, and Nashville. The three nonprofits—[Child and Family Charities](#), [Little City](#), and [Youth Villages](#)—have been annual beneficiaries of Jackson's holiday giving programs, which also includes holiday gifts for children.



OUR

INVOLVEMENT BY THE NUMBERS



Our digital financial literacy program, Cha-Ching, saw record use in 2020. We are committed to supporting parents and educators in the classroom and at home."

Aimee DeCamillo

Chair of the Board of Directors, Jackson Charitable Foundation; Chief Commercial Officer, Jackson; President, Jackson National Life

VOLUNTEERISM

- + NASHVILLE: 4,386
- + CHICAGO: 4,847
- + LANSING: 18,339
- + NATIONAL: 1,541



TOTAL HOURS: 29,113

22% of associates engaged in Jackson in Action

**137 organizations served;
132 projects**

COMMUNITY GRANTS

56 ORGANIZATIONS SUPPORTED



- **\$652,500** for COVID efforts
- **\$542,500** for economic opportunity
- **\$947,500** for strong families

\$450,000 — NASHVILLE
\$320,000 — CHICAGO
\$720,000 — LANSING

**\$25,690 average size;
\$1,490,000 awarded**

MATCHING GIFTS

1,063 ASSOCIATES



\$888,049 DONATED

MATCHED = \$1,608,204

**Total to nonprofits
\$2,496,253**

JACKSON CHARITABLE FOUNDATION

**CHA-CHING™
MONEY
SMART KIDS!**

3.5 million students were reached in 2020 in partnership with Junior Achievement USA and Discovery Education.

SPONSORED
500
HIGH SCHOOL
CLASSES

Ramsey Education's program, Foundations in Personal Finance, reached 40,000 students in the 2020-21 school year.

GETTING INVOLVED, GIVING BACK

At Jackson, we believe our products, culture, and associates should all contribute to the greater good of society. Locally, Jackson engages in the community by investing in nonprofits that support strong families and create economic opportunities. Nationally, the Jackson Charitable Foundation aims to increase Americans' financial knowledge.

BE A PART OF THE ACTION!

FOLLOW THE JACKSON CHARITABLE FOUNDATION AT:

 Jacksoncharitablefoundation.org

 [@JacksonFdn](https://twitter.com/JacksonFdn)

For more information, contact CorporatePhilanthropy@jackson.com.



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