



CORPORATE SOCIAL INVESTMENT

IMPACT REPORT

A photograph of a man from behind, wearing a maroon shirt, lifting a young child with curly hair into the air. The child is wearing a red polo shirt and dark pants, and is smiling. They are standing in front of a light-colored brick wall. The text 'PROTECT WHAT MATTERS MOST' is overlaid in large white letters on the left side of the image.

PROTECT WHAT MATTERS MOST

ABOUT GIBSON

At Gibson, we are advisors and consultants, not just insurance brokers. What's the difference? Insurance is a component of risk management, not the only solution to risk. We provide counsel and advice on complex business and people issues that go far beyond the scope of an insurance policy. This approach provides value and sophisticated protection.

Our technical development and strategic deployment of comprehensive solutions for local, national, and international corporations is unrivalled. We are dedicated to protecting what matters most. We provide tools, resources, and services with excellence and unsurpassed ethics.



TABLE OF CONTENTS

CHAIRMAN'S MESSAGE.....	4
Core Values.....	5
Our Story.....	6
OUR PEOPLE.....	7
Employment Impact.....	8
Women in Leadership.....	9
Career Development.....	10
Gibson Time Off.....	11
OUR COMMUNITY.....	12
Community Investment Strategy.....	13
FY 2018 Financial Contributions.....	14
Food Security.....	15
Youth Education.....	16
Strengthening Families.....	17
Quality of Life.....	18
Economic Development.....	19
Nonprofit Partners Listing.....	20
FY 2018 Volunteer Service.....	21
Volunteer Honor Roll.....	22
REAL Services.....	23
Family & Children's Center.....	24
Volunteer Projects Listing.....	25
2020 PLAN.....	26
ABOUT THIS REPORT.....	27

A MESSAGE FROM OUR CEO



TIM LEMAN
CHAIRMAN / CEO

It's an honor to write a few words here about our incredible team. Every day I have the opportunity to work alongside some amazing human beings. I love them as co-workers. I admire them as parents, spouses, and siblings. And I'm in awe of their dedication to their communities and fellow citizens.

Our purpose as an organization is to Protect What Matters Most. We're the folks behind the scenes working hard to prevent bad things from happening. We help our clients maintain safe workplaces for their employees and customers. We support our clients as they work to improve the overall wellbeing of their workforce. And when things don't go as planned or the unexpected happens, we're there to help them repair and rebuild. And that's just our "day jobs."

Throughout the week our Gibson employee-owners in Indiana and Michigan pour themselves into their respective communities, as they give what matters most to those in need. There is a spirit of servant leadership that's been present at Gibson since we started our journey in 1933. In fact our founder Dan Gibson brought a group of business leaders together in Plymouth, Indiana, in 1950 to form the Marshall County Community Chest, a precursor to today's United Way of Marshall County.

We are blessed, grateful, and indebted to our communities.





CORE VALUES



- **CREATE A GREAT EXPERIENCE**
- **DO THE RIGHT THING**
- **FOSTER COLLABORATION**
- **PURSUE GROWTH**
- **OWN YOUR FUTURE**

Our Gibson culture is filled with dynamic, client-focused professionals who can confidently share their ideas, contribute to client growth, and work passionately to define their own future. We live by our core values every day. It's what sets us apart.

OUR HISTORY

- 1933** Gibson Insurance Agency founded by Dan A. Gibson in Plymouth, Indiana
- 1950** Dan Gibson started Community Chest, which later became a United Way
- 1965** Dan's son, Dave Gibson joined the agency
- 1978** Dave Gibson became President
- 1978** First non-family equity partner named
- 1986** Opened new office in South Bend
- 1996** Risk management services expands to offer safety
- 1994** First recognized as a National Best Practices Agency
- 2000** Greg Downes became President
- 2005** Tim Leman joined Gibson and redefined the Employee Benefits practice area
- 2007** Opened new office in Indianapolis
- 2009** Tim Leman became President
- 2010** Hired first Fort Wayne based client team
- 2014** Awarded Principal National 10 Best Companies For Employee Financial Security
- 2015** Named to the Inc. 5000 list
- 2015** Opened physical location in Fort Wayne
- 2016** Best Places To Work In Indiana 4 years in a row
- 2017** Insurance Journal Best Agencies To Work For 2 years in a row
- 2018** Opened new office in Michigan



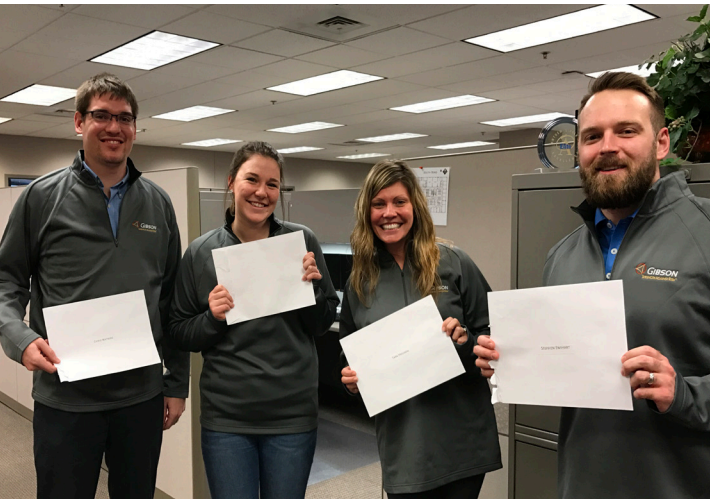
WE'RE ONLY GETTING STARTED.



OUR PEOPLE

Gibson's strong, positive culture attracts the finest talent in the key areas we serve. It's a place where everyone can share their ideas and every day is interesting. We work hard to maintain an environment conducive to support and collaboration, which may be the number one reason we have one of the lowest turnover rates in the industry. We are incredibly committed to providing the most generous compensation and benefits package possible including all major insurances, Employee Stock Ownership Program, dependent care accounts, unlimited time off, and wellness sponsorships.

EMPLOYMENT IMPACT



With a benefits program investment of nearly \$14,000 per employee-owner, we feel it's clear we're fully committed to every member of our team. The cornerstone of our operation is the fact that our company is employee-owned. Each team member is automatically enrolled in the Gibson Employee Stock Ownership Plan (GESOP) after six months of service.

141 EMPLOYEE OWNERS

corporate-wide, 94% of the workforce is full-time and permanent. The average team member has worked at Gibson 7+ years.

FIVE LOCATIONS

spanning across Indiana and Michigan. The corporate headquarters in South Bend recently opened a brand new facility where 100 employee owners work daily. 100% have an option to work remotely.

70% FEMALE WORKFORCE

The Gibson team enjoys flex-time scheduling that makes it possible to meet both professional and family obligations without undue burden.

\$16+ MINIMUM WAGE

Gibson is committed to creating a healthy, satisfied workforce with competitive compensation, comprehensive benefits and career development. In fact, the Gibson minimum wage is 55% higher than the federal minimum wage.

GIBSON IS EMPLOYEE-OWNED.



**54% OF
MANAGEMENT
POSITIONS ARE
HELD BY WOMEN.**

In 2018 fourteen employee-owners took parental leave, and a full 100% returned to work full-time after their period of leave. In addition to paid leave, we offer each Gibson team member a chance to claim up to \$5,150 in pre-tax payroll deductions to help offset costs of childcare expenses each year. We know being an innovative, client-focused business will only be possible by respecting and supporting our high performing team members.

PURSUE GROWTH WITH CONTINUOUS LEARNING OPPORTUNITIES

Gibson coordinates side-by-side with employee-owners to create a roadmap to reach career goals and aspirations. Leaders at all levels help each person navigate learning opportunities and cultivate meaningful experiences so they can reach their potential. In addition to taking onboarding and training very seriously, Gibson provides competitive market compensation, promotion from within, ongoing employee relations coaching, relevant skills-based trainings, and social events.

COMMUNITY LEADER SPOTLIGHT



SHAWNA NEILSON, DIRECTOR OF RISK MANAGEMENT SERVICES. 28-year Gibson veteran, Shawna Neilson, advocates for several nonprofits in the South Bend region by raising funds and volunteering. She serves on the Board of Directors of **LEADERSHIP SOUTH BEND / MISHAWAKA**, an organization devoted to training 40 professionals each year to commit to a life of personal stewardship of the community. Shawna is also active at **CORPUS CHRISTI CHURCH, MENTAL HEALTH ASSOCIATION, THE CENTER FOR HOMELESS, CENTER FOR HOSPICE, REAL SERVICES,** and **BOYS & GIRLS CLUB.**



MEGAN RISENBERG, SENIOR CLIENT MANAGER. Like many Gibson employee-owners, Megan Risenberg volunteers as a leader in her church and children's schools. Last year, she helped raise \$20,000 for **ST. MICHAEL'S SCHOOL** in Remus, Michigan, as a member of their Fish Fry and Carnival committees. At work, she is a construction insurance expert committed to ongoing education by completing courses to earn her Construction Risk and Insurance Specialist designation (CRIS).



GIBSON IMPACT

\$500

employee professional development grant guaranteed to each employee-owner for continuing education annually.

75+

presentations made to public groups on the topics of risk management, employee benefits, and servant leadership each year.

ACCESS TO UNLIMITED PAID TIME OFF FOR ALL 141 EMPLOYEE OWNERS

At Gibson, we replaced a complicated and outdated scheme of sick days, vacation days, and personal days with one straightforward solution: Gibson Time Off (GTO). We set high standards for each member of our team – when you're hired at Gibson, you're hired to become an integral component of our operation. Our GTO policy allows employee-owners to take on their busy life and family obligations alongside their important work at Gibson. This policy is based on mutual trust. The benefit is based on the expectation that employees will continue fulfilling their duties and performing with excellence while supporting their team/co-workers and Gibson's purpose. It promotes a healthy work environment allowing for clarity breaks and encouraging employees when sick to stay home versus coming into the office. Employees also need time to rest outside of work. Putting a cap on this important time does not help our effort to achieve only the highest levels of employee satisfaction and productivity.





OUR COMMUNITY

PROTECT WHAT MATTERS MOST, TODAY AND ALWAYS

Community is invaluable to the success of a business. At Gibson, we understand the importance of community and we encourage all of our employees to give their time, talents and treasure to support the causes that are near and dear. At Gibson, we are committed to both protecting what matters most and giving what matters most. Being a good community partner is crucial as we strive for greatness.

COMMUNITY INVESTMENT STRATEGY

At Gibson, giving back to the community isn't just a transaction. It's part of the fabric that makes up the core of our company. Gibson is always looking for ways to empower all team members to participate in a giving experience, whether that is through direct giving, input on corporate giving, group projects, through volunteer service, or board leadership.



"Giving back builds relationships within our teams while also strengthening relationships with clients and our company ties to the community. It gives opportunities for young professionals to gain practical experience to turn into leadership skills at work."

WHITNEY TRENT

WELLBEING AND ENGAGEMENT STRATEGIST

1

DIRECT CONTRIBUTIONS We know community partners rely on the generosity of successful leaders in the business sector to give back. Gibson gives cash gifts directly to nonprofits through grants ranging from \$250-\$12k on an annual basis.

2

VOLUNTEERING Volunteering during the workday or outside of work hours with our colleagues is supported and encouraged. Work hours spent doing community service are logged the same as regular work hours.

3

TEAM SERVICE From delivering meals and gifts to homebound seniors to hosting a food or clothing drive for those in need, Gibson employee-owners are always looking for ways to incorporate meaningful experiences into their weekly agenda.

4

NONPROFIT LEADERSHIP Our Gibson team volunteers go above and beyond by providing professional expertise toward nonprofit operations as a member of a Board of Directors. Many team members are actively looking for board leadership training and opportunities.

5

NONPROFIT RISK SOLUTIONS We are proud to provide risk management services to more than 25 nonprofit organizations in Indiana and Michigan. We are tuned into the unique challenges and risks facing nonprofit operations because we're in the field every day doing the work right alongside them.

SUMMARY OF KEY FINANCIAL CONTRIBUTIONS TO NONPROFITS



At Gibson, we know the only possible way to understand the needs of our customers is to understand the needs of our communities. We support nearly 100 nonprofits each year! All Gibson team members work hard to raise hundreds of thousands of dollars and contribute an impressive amount of their own money to important causes close to their hearts.

LEADER SPOTLIGHT



BILL CERNEY, SURETY & CONSTRUCTION. Bill Cerney is no stranger to community leadership. He serves as a volunteer leader for various nonprofits, including: **ST. MATTHEW CATHEDRAL, UNITED HEALTH SERVICES OF ST. JOSEPH COUNTY, THE SURETY ASSOCIATION OF INDIANA, and ASSOCIATED BUILDERS AND CONTRACTORS.**

He is also Chief Volunteer Officer for the **YMCA OF MICHIANA**. In this position, he helps set and manage strategic priorities for the CEO and the organization. Bill works collaboratively with fundraising committees to help bring in over \$150,000 to local nonprofits each year.



LAUREN MCMANN, CLIENT MANAGER. Lauren McMann serves on the Board of Directors for Science Central, a space to provide inspiring and hands-on science education to people of all ages. As a board member, she puts in extra time as a member of the finance and annual gala committees. Last year, Lauren volunteered 40 hours and raised \$40,000 for nonprofit

causes, including **SCIENCE CENTRAL** and **CHARIS HOUSE AT THE RESCUE MISSION**, a homeless center for women and children.

\$868,871

VALUE OF GIBSON IMPACT
ON COMMUNITY NEEDS

\$323K DONATIONS

cash gifts contributed by
employee-owners to nonprofits
of their choice.

\$150K AWARDED

in funding to nonprofits in 20
cities and towns across Indiana
and Michigan by Gibson.

\$266K RAISED

by Gibson leaders toward
personally-selected nonprofit
causes and passions.

91

NONPROFITS

awarded cash assistance for
general operating expenses
through corporate donations.

FIGHTING HUNGER ONE MEAL AT A TIME

MISHAWAKA FOOD PANTRY

MISHAWAKA FOOD PANTRY

Mishawaka Food Pantry connects those who are caring and compassionate with those most in need in our community in an atmosphere of partnership and mutual respect. Each month, 100 new families come in seeking support. Mishawaka Food Pantry is unique because many of the families seeking support also pitch in to serve meals, work in the pantry, or end up contributing money later. Gibson's support also helped the pantry give bus passes to help people get to work and doctor's appointments.



MARSHALL COUNTY NEIGHBORHOOD CENTER



The Marshall County Neighborhood Center (MCNC) serves 1,100 households annually through hunger relief programming. Gibson supports MCNC families through the exciting *Dancing with the Stars* fundraising event.



GLEANER'S FOOD BANK OF INDIANA

The largest food bank in Indiana, Gleaners, is located in Indianapolis and distributes 34 million pounds of food each year. Their 21-county service area allowed Gibson to feed 6,000 food insecure Hoosiers when our team members came together to support families during the Thanksgiving holiday. Gleaners relies on the community support of 17,000 volunteers to operate.

GIBSON IMPACT

6,000

meals for families facing food insecurity in Central Indiana through **GLEANERS**.

1 MO.

Gibson stocked the **MARSHALL COUNTY NEIGHBORHOOD CENTER** pantry for one full month.

300+

meals were served to residents in need of a hot meal at the **MISHAWAKA FOOD PANTRY** kitchen and pickup center.



OPENING THE DOORS FOR YOUTH IN NEED

Gibson is extraordinarily committed to the needs of low-income youth in our communities. From supporting **PREVENT CHILD ABUSE** through their *Roofsit* event, **BASHOR CHILDREN'S HOME**, or **UNITED WAY** initiatives, issues facing youth development is of the highest importance. Gibson also supports scholarships for talented students to attend **STANLEY CLARK SCHOOL** and **MARIAN HIGH SCHOOL** prestigious academic programs when they would otherwise not be able to afford it.

GIBSON IMPACT

1/2

a team of Gibson sponsored low-income youth girls to participate in **GIRLS ON THE RUN** programming and celebratory 5k event.

7+

children aged 5-11 years old were sponsored by Gibson to attend full-day summer STEM camp at **SCIENCE CENTRAL**.

NINE

therapy sessions for children with special needs or development delays at the **JOE'S KIDS** pediatric clinic in Warsaw.

140%

increase on standardized tests for struggling students in our *Gibson Title 1 Afterschool Mentoring* program through **PHM EDUCATION FOUNDATION** in 15 local schools.



BOYS & GIRLS CLUB

Gibson is a key supporter of **BOYS & GIRLS CLUBS IN KALAMAZOO, MARSHALL COUNTY, MICHIGAN CITY, NAPPANEE, AND ST. JOSEPH COUNTY**. Boys & Girls Clubs offer a safe, positive place for kids everyday after school. In addition to investing a full \$10,000 direct cash to sponsor children for educational activities, tutoring, character development, and health and fitness programming, twelve

Gibson employee-owners work regularly to raise additional funds for the nonprofit, serve on Boards of Directors, put on special events like holiday parties for the youth and volunteer their time on a weekly basis.

In 2019, Gibson came together to raise nearly \$13,000 for Boys & Girls Clubs in St. Joseph County at their annual *Greatest Kids* event. This funding pays all the expenses for 12 low-income youth to have a safe place every day after school in South Bend and Mishawaka locations.



SUPPORTING FAMILIES TO BUILD STRONG FUTURES

When it comes to protecting what matters most, families are top of mind. We partner with organizations that strengthen and support families as the key to our future.

GIBSON IMPACT

38

hours funded for out-of-home short-term respite care for **CHIARA HOME** families who have adult family members with special needs.

300+

hours of services provided by Gibson for **GREENCROFT GOSHEN** to offer skills-based field trips and social activities for 30 older adults using daytime care.

80%

families achieved more than half of their treatment goals in the *Crosswinds* family counseling program supported by Gibson through **LIFELINE YOUTH AND FAMILY SERVICES**.

TEN

nights in safe and secure housing donated for families fleeing domestic violence to find safety while they work with **FAMILY JUSTICE CENTER** to make a safety plan and take action.



SUSIE'S PLACE is a neutral, child-friendly center to investigate, intervene, and prevent crimes against children, while maintaining the comfort and safety of the child as the first priority. Gibson has provided \$50,000 in direct contributions to Susie's Place locations in Avon, Bloomington, and Terre Haute in the last ten years. These contributions have made it possible to increase the number of students in the K-12 Body Safety program, increase the number of adults trained in Child Abuse Prevention, and to better aid the 1,500+ children who experience traumatic abuse each year.



IMPROVING QUALITY OF LIFE ACROSS MICHIGAN AND INDIANA

Enjoying life and being a key contributor in leadership throughout our neighborhoods and towns is something almost every Gibson employee-owner finds essential. In fact, 92% of people at Gibson says “giving back” is one of the most important components of their career. That’s why supporting community cultural institutions like **RUTHMERE MUSEUM, STUDEBAKER MUSEUM, REDEEMER RADIO, EDWARDSBURG SPORTS COMPLEX**, and other organizations that work to educate and improve our quality of life will always be a priority.

GIBSON IMPACT



17MO.

WESTERN MICHIGAN UNIVERSITY medical students spend in the *Active Citizenship* rotation to learn how to heal Kalamazoo patients with consideration of social determinants of health.

THE STUDEBAKER
ELECTRIC FOUNTAIN

1906

was the year South Bend’s Leeper Park built the **STUDEBAKER FOUNTAIN** which, with Gibson’s contributions, has now been fully restored and endowed for the city’s beautification in perpetuity.



24/7

new kid’s channel on **WNIT** offering nonstop, educational PBS programming available to all children to experience access to early education when they do not otherwise attend preschool.

Artlink

13,275

visitors annually to the Gibson supported **ARTLINK** contemporary art gallery in Fort Wayne where local artist exhibitions are hosted and 415 students of all ages are invited to create art projects.



The mission of **JUNIOR ACHIEVEMENT** is to educate and inspire young people to value free enterprise, business, and economics to improve the quality of their lives. Junior Achievement of Northern Indiana has offered K-12 students entrepreneurship, financial literacy, and work readiness programs for more than 60 years. After completing a JA program, 85% of students report being more confident about making smart financial decisions and 99% felt more confident in their ability to be competent employees. Gibson is a significant investor in the Casting a JA Vision campaign which will allow them to open a standalone facility.

GIBSON IMPACT

70

attendees from over 40 companies who gained skills at the Gibson Anti-Fraud Workshop organized by **NORTHEAST INDIANA INNOVATION CENTER**.

250+

visits to Elkhart County companies to provide expansion assistance, tax credit awareness, and training grants by **ECONOMIC DEVELOPMENT CORPORATION**.

28

regional job creation announcements affecting 1,776 individuals and families through the connections and advocacy of **SOUTHWEST MICHIGAN FIRST** where Gibson is a council member.

TWO

full scholarships provided to nonprofit leaders to develop skills and capacity for future professional success in the *Emerge* program at **LEADERSHIP SOUTH BEND / MISHAWAKA**

ECONOMIC DEVELOPMENT

Investing in the growth of our communities starts now. We are members of all primary **CHAMBER OF COMMERCE** organizations where we have offices and we strive to support employee participation in the **CHRISTIAN BUSINESS MEN'S CONNECTION, BUILDING CONTRACTOR'S ASSOCIATION, and OPPORTUNITY ENTERPRISES**. We also invest resources into many economic development education programs to help make sure our communities are financially sound and growth-oriented.



GIBSON NONPROFIT PARTNERS

STRENGTH AGAINST RISK®

American Cancer Society	Greater Elkhart Chamber of Commerce	Real Services
Ancilla College	Greater Fort Wayne Metro Chamber Alliance	Redeemer Radio
Arc of Indiana	Greater Northern Indiana Assoc. of Health Underwriters	Reins of Life
Artlink	Greencroft Goshen Foundation	Rescue Mission
Association of Fundraising Professionals Michiana	Hello Gorgeous	Ronald McDonald House
Bashor Home of United Methodist Church	Indiana Chamber of Commerce	Ruthmere Museum
Boys & Girls Clubs of Kalamazoo	Indiana State University	Saint Mary's College
Boys & Girls Clubs of Marshall County	Joe's Kids	Science Central
Boys & Girls Clubs of Michigan City	Junior Achievement of Northern Indiana	Senior PGA
Boys & Girls Clubs of Nappanee	La Lumiere School	South Bend Alumni Association
Boys & Girls Clubs of St. Joseph County	LaCasa, Inc.	South Bend Education Foundation
Breanna Lemler Memorial Scholarship	Leadership South Bend/Mishawaka	South Bend Regional Chamber of Commerce
Building Contractors Assoc. of Northeast Indiana	Lifeline Youth and Family Services	Southwest Michigan First
Center for the Homeless	Logan Center	St. Matthews Cathedral
Chiara Home	Make a Wish Foundation	St. Vincent De Paul Society
Christian Business Men's Connection	Marian High School	Stanley Clark School
Community Church of Edwardsburg	Marshall County Neighborhood Center	Studebaker Electric Fountain
Economic Development Corporation	Mishawaka Food Pantry	Studebaker National Museum
Edwardsburg High School	Northeast Indiana Innovation Center	Susie's Place
Edwardsburg Sports Complex	Opportunity Enterprises	United Health Services of St. Joseph County
Family & Children's Center	PHM Education Foundation	United Way of St. Joseph County
Family Justice Center	Planned Parenthood	University of Saint Francis
Fellowship of Christian Athletes	Plymouth Fireman's Memorial Scholarship Fund	Western Michigan University
Fort Wayne Children's Zoo	Plymouth High School	WNIT
Girls on the Run	Porter-Starke Services Foundation	YMCA of Michiana
Gleaners Food Bank of Indiana	Prevent Child Abuse St. Joseph County	

SUMMARY OF KEY VOLUNTEER INITIATIVE ACTIVITIES



\$130,954

VOLUNTEER IMPACT VALUE

\$24.13/hour market rate for volunteer work donated

59%

WORKFORCE

volunteer in community organizations through Indiana and Michigan every week.

5,427

HOURS

of volunteer service donated by Gibson employees owners annually which amounts to an average of 65 hours per person.

20

BOARD MEMBERS

Gibson currently has 20 employee-owners that sit on nonprofit boards.

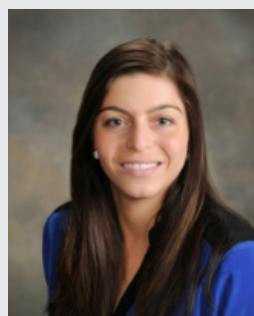
138

NONPROFITS

are supported through volunteer service efforts of Gibson employee owners.

Gibson employee-owners volunteer to make their communities a better place. When nearly two-thirds of our entire workforce report volunteering for a community organization throughout the year, it's clear giving back is a big part of who we are. 76 % of employee-owners report giving financially to one or more nonprofits each year. As a whole, we support several corporate-wide group volunteers each year including adopting families around the holidays, attending charity events, and holding office clothing and food drives.

COMMUNITY LEADER SPOTLIGHT



HEATHER RUSH, ASSOCIATE RISK ADVISOR.

Heather Rush devotes over 100 hours each year in service to her community. By being a “Big Sister” in the **BIG BROTHERS BIG SISTERS** mentorship program, she spends time every week with an at-risk youth assigned to her. Heather also volunteers and raises money for **PARKVIEW COMMUNITY FOUNDATION,**

COMUNITY HARVEST FOOD BANK, and **SCIENCE CENTRAL.** In the future, she would love to serve as a leader as a member of the Board of Directors for an organization that allows her to share her passion for youth development.

VOLUNTEER HONOR ROLL

VOLUNTEER OF THE YEAR



ART JACOBS | PRINCIPAL

Our firefighter in chief, Art Jacobs, has spent the last 37 years volunteering for the Plymouth Fire Department. In his position as Captain, he volunteers upwards of 300 hours annually to keep his hometown safe. At Gibson, Art is a Principal and devoted to identifying business, strategic, and hazard risk exposures to help clients grow their businesses. Congratulations to Art Jacobs for earning this special recognition!

GIBSON VOLUNTEERS 80+ HOURS

BECKY BECKMAN 150	MELINDA LEMLER 80	JORDAN SCHEIBER 80
BILL CERNEY 133	ANDREW METSKER 112	BOB STURTEVANT 200
SHAUN DAUGHERTY 142	ANN AMICO MORAN 150	RON TURPIN 540
HALEY HARRELL 100	NANETTE MULLANEY 80	KAYLEE VENDOLA 160
ART JACOBS 278	SHAWNA NEILSON 82	HILLARY WHITNEY 80
PHILLIP LAWS 103	MEGAN RIESENBERG 80	DEBORAH YOUNG 120
TIM LEMAN 90	HEATHER RUSH 100	

TOP 20 VOLUNTEER LOCATIONS

1. REAL SERVICES	8. REBUILDING TOGETHER	15. SCIENCE CENTRAL
2. BOYS & GIRLS CLUB	9. HUMANE SOCIETY	16. LOGAN CENTER
3. CHURCH SERVICE	10. FOOD BANK OR PANTRY	17. JUNIOR LEAGUE
4. SCHOOL / PTO SERVICE	11. 4-H LOCAL OR STATE	18. HOPE RESCUE MISSION
5. HABITAT FOR HUMANITY	12. YOUTH SPORTS	19. GIRLS ON THE RUN
6. CENTER FOR THE HOMELESS	13. UNITED WAY	20. FAMILY JUSTICE CENTER
7. BIG BROTHERS, BIG SISTERS	14. ST. MARGARET'S HOUSE	

SUPPORTING INDEPENDENCE FOR LIFE



The mission of REAL Services is to assist in establishing a community in which those we serve can maintain their independence to the maximum degree possible and find meaning and satisfaction throughout their lives. REAL Services manages more than 20 programs assist the elderly, disabled, and low-income individuals across 12 counties in Northern Indiana each year.

Each week, Gibson employee-owners head out of the office and down to the Meals on Wheels headquarters to pick up food to deliver to homebound seniors. One in six seniors in America face the threat of hunger and not being adequately nourished. Meals on Wheels provides nutritious, hot meals five days a week to older adults by community volunteers who deliver the meals directly to their homes. Volunteers also sometimes visit with the person they deliver to which brightens their day. The majority of Meals on Wheels recipients (63%) say the volunteer is the only person they can count on to see daily. To learn more about REAL Services or to volunteer, visit www.realservices.org.



GIBSON IMPACT

30K
OLDER ADULTS
protected through education,
nutrition, and self-sufficiency
programs each year.

64%
LIVE AT HOME
only because Meals on Wheels
home meal delivery make it
possible to be independent.

126
HOURS
volunteered by Gibson
employee-owners in Meals on
Wheels or Elves for Elders.

\$1,000
GRANTED
in Gibson cash contributions to
REAL Services last year.

MEALS ON WHEELS VOLUNTEERS

KRISTA BERG

TARA BUCH

ALISON CHRISTENSEN

TARA DEREN

LAURA VAN DYKE

SHAUNA FARRAR

JORDAN FRIESEN

FRANK JOZEFCAK

PHIL LAWS

JENNIFER PARSONS

ERIN SEIFER

ROBIN SKOKLUND

BROOKE STRASSER

BOB STURTEVANT

STEPHEN SWIHART

KATIE TRYNIECKI

HILLARY WHITNEY



AMPLIFYING LEADERSHIP THROUGH FUNDRAISING FOR PARENTING EDUCATION



GIBSON IMPACT

\$75K

raised by Gibson employee-owners, including **MIGUEL SALAZAR**, FCC board member and Michiana Masters annual golf outing fundraiser Chairman, since 2014.



Family & Children's Center's **HEALTHY FAMILIES** program pairs new and expecting mothers with 1:1 family support specialists to help guide them through their pregnancy and first few years of the baby's life. With Gibson's annual support through fundraising initiatives, FCC is able to meet the cost to serve 700 families every week throughout the year. Families in this program have a 0% child abuse rate and research has shown the children go on to perform better in school and life.



GIBSON VOLUNTEER PROJECTS

STRENGTH AGAINST RISK®

1st Methodist Church of Mishawaka	Family Justice Center	Land Sharks Baseball	Rockies Youth Football League
4-H	Food Bank of Northern Indiana	Leadership South Bend/Mishawaka	Ronald McDonald House
Ada Bible Church	Food Pantry Country Church	Lifeline Youth Ministries	Saint Joseph Mishawaka Church
Adopt-a-Highway	Fort Wayne Community Schools	Logan Center	Saint Pius X Catholic Church
Allen County Society for the	Fort Wayne Zoo	Marian High School	Salvation Army
Prevention of Cruelty to Animals	Foster Success	Marshall County Council on Aging	Salvation Army Kroc Center
Alzheimer's and Dementia Services	Girls on the Run	Marshall County Humane Society	SCAN
American Diabetes Association	Gleaner's Food Bank	Michiana Adaptive Arts	School on Wheels
American Homebrewers Association	Goodwill	Michiana Fury FC	Science Central
Ancilla College	Grace Point Church of the Nazarene	Mishawaka High School	SOLO
Associated Builders and Contractors	Granger Children's Resale	Moran Elementary School	Soup of Success
Ball State University	Granger Community Church	Nappanee Missionary Church	South Bend Civic Theatre
Beiger Elementary School	Greater Fort Wayne, Inc	Nazarene Theological Seminary	South Bend Education Foundation
Bethel College	Green Bridge Growers	ND Impact	South Bend Tri Kappa
Big Brothers, Big Sisters	Greencroft	New Life Community Church	St. Joseph Church, Hessen Cassel
Board of Zoning Appeals St. Joseph County	Habitat for Humanity	New Prairie Little League	St. Matthew's Cathedral
Boys and Girls Clubs of St. Joseph County	Hannah & Friends	New Start Home	St. Michael Church
Boys and Girls Club of Nappanee	Hawkins Family Foundation for Literacy	NG3	Sturgis Civic Players
Boys and Girls Club of Plymouth	Heminger House	North Liberty Church of Christ	Surety Association of Indiana
Building Contractors Association	Hessen Cassell	Parkside Bible Church	Susie's Place
CARES Inc.	Holy Cross Grade School Athletics	Parkview Community Foundation	The Window
CASA of Marshall County	Hope Ministries	Penn Park	Turnstone
Center for the Homeless	Hope Rescue Mission	Plymouth High School	United Health Services
Childrens Advocacy Center of Kent County	Humane Society of St. Joseph Co.	Plymouth Junior League	United Way of Allen County
Clarks Creek PTO	Indiana State 4H Fair	Plymouth LifePlex	United Way of Indiana
Comcast Cares Day at Penn Park	Indiana State University	Plymouth Volunteer Fire Dept.	United Way of St. Joseph County
Community Harvest Food Bank	Junior Achievement	Plymouth Youth Football league	University of St. Francis
Corpus Christi Parish and School	Junior League of Fort Wayne	Prairie Vista PTO	Upward Basketball
Crossroads Community Church	Junior League of South Bend	Queen of Peace Jubilee Society	Valpo Hockey Club
Dana Community Christmas Dinner	Kalamazoo Optimist Hockey Association	REAL Services	Vera Bradley Foundation
Downtown Improvement District	Kelly Cares	Rebuilding Together	Williams Syndrome Association
Edwardsburg Little League	Kids Food Basket	Redeemer Radio	WNIT
Edwardsburg Sports Complex	Kingsbury Elementary School	Relay for Life	WorkOne
Elkhart Chamber of Commerce	Kingsway Christian Church	Riley High School	YMCA of Michiana
Fair Cemetery Board	La Casa De Amistad	Riley Hockey Club	



NEW IN 2020



For the first time, we are thrilled to share our new plan to monitor our Corporate Social Investment. Gibson has always been incredibly invested in each community we serve but we have never taken steps to follow it carefully by adopting Key Performance Indicators and strategic goals tied directly to our core values as a business. As you can see through this report, we are committed 100% and look forward to what the future may bring for our community partners.

1

SETTING CSI KPIs We now have a clear strategy with Key Performance Indicators to continually measure our Corporate Social Investment goals.

2

RISK EDUCATION OUTREACH We will begin offering nonprofit groups free education classes on risk management, safety, claims, and financial wellbeing.

3

COMMUNITY FOUNDATION In 2020, Gibson will make a \$12,000 investment through the **COMMUNITY FOUNDATION OF ST. JOSEPH COUNTY** to fund education foundation initiatives in our client service areas.

ABOUT THIS REPORT

This is the first *Corporate Social Investment Report* produced by employee-owned Gibson, the top 1% largest independent agencies in the United States. It focuses on our work to monitor the social impacts of our business.

REPORTING CONTENT

This report relates to the fiscal year 2018 (December 1, 2017 to November 30, 2018). For additional information or questions, contact Gibson Marketing Director Becky Beckman at bbeckman@gibsonins.com or visit gibsonins.com.

DATA

Data presented in the *People* and *Community* sections, cover our offices and our directly-owned and managed offices. Nonprofit data was provided directly by the nonprofit through the impact survey and their public communications.

PROCEDURES

An independent reviewer, **BLACKBIRD PHILANTHROPY ADVISORS**, interviewed and collected information from employees responsible for the collation and accuracy of the subject matter. The firm also collected and analyzed employee and nonprofit partner survey results.



FEBRUARY

Scope of work established and activities audited.



APRIL

Nonprofit partner participation in impact questionnaires.



JUNE

Staff participation in optional philanthropy survey.



AUGUST

All data reported and development of ongoing strategy set.



OCTOBER

Findings reported to stakeholders in published report.



NOVEMBER

New protocols launched with measureable KPIs.

Driving impactful and innovative change through philanthropy.

Blackbird Philanthropy Advisors is a South Bend based social enterprise that works with businesses of all sizes to create community investment strategies that promote philanthropy, increase volunteerism, and strengthen opportunities for business development and employee engagement.

**BLACKBIRD
PHILANTHROPY ADVISORS**

WWW.BLACKBIRDAVISORS.ORG





ACKNOWLEDGMENTS

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Blackbird Philanthropy Advisors

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Ann Amico Moran, Director of Human Resources
Gibson | Strength Against Risk

Caitlin Worm, Managing Director
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Special acknowledgments to Gibson leadership, Gibson team members, Acts of Service volunteer hub, and all nonprofit organization leaders who participated in this process.

This impact report was created by Blackbird Philanthropy Advisors based in South Bend, Indiana. For more information on Blackbird services, visit www.blackbirdadvisors.org.

Thank you for reading our Corporate Social Investment impact report. If you have any questions or would like to get in touch, please contact our Director of Marketing, Becky Beckman, at bbeckman@gibsonins.com.

If you'd like to stay up-to-date with our activities, you can follow the Gibson blog at www.gibsonins.com/blog.

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