



FREE TO DREAM

Free to Dream represents our **\$105 million commitment over five years** to continue the company's work to close equity gaps and drive community and social impact. Free to Dream is focused on five areas: economic empowerment; education and health equity; climate resilience; criminal justice reform; and workforce diversity, equity and inclusion.

APPROXIMATELY

\$53 million

will support community partners and projects through the American Family Dreams Foundation.

\$52 million

will be invested in social-cause startups by the American Family Insurance Institute for Corporate and Social Impact.

\$67 million

The \$105 million commitment is in addition to **\$67 million contributed to community work and social-cause startups over the last five years** by American Family, the Foundation and Institute.



Social impact doesn't start or end with a check. [The American Family Insurance Dreams Foundation](#) focuses on bringing American Family's mission – to inspire, protect and restore dreams – to life in communities. The Foundation does this by partnering with communities to provide financial support through grantmaking as well as volunteerism, creativity and expertise that leads to collaboration and greater impact in building better communities for all. The Foundation's giving priorities include lifelong learning and education, healthy youth development, economic opportunity and basic needs.

EXAMPLES OF FOUNDATION SUPPORT

[Association House of Chicago](#) – Serves a multi-cultural community by providing comprehensive, collaborative and effective programs in English and Spanish to promote health and wellness and create opportunities for educational and economic advancement.

[3 Keys](#) (Atlanta, Ga.) – Develops and manages affordable permanent housing with on-site supportive services for adults facing the challenges of mental illness and homelessness.

[New Pathways for Youth](#) (Phoenix) – Empowers youth to reach their full potential through mentoring and life skill development.



[The American Family Insurance Institute for Corporate and Social Impact](#) partners with numerous public and private organizations and invests in visionary entrepreneurs who are building scalable social enterprises in the following areas: economic opportunity for all; healthy youth development; learning and academic achievement; and resilient communities. The Institute believes its focus at the nexus of social impact and venture capital will produce meaningful, lasting contributions to society.

EXAMPLES OF INSTITUTE INVESTMENTS

[Book Nook](#) (Oakland, Ca.) – An education technology company with a goal of ensuring every child has access to a world-class reading teacher, offering a platform for K-8 students to accelerate their reading skills in English and Spanish.

[Solstice](#) (Cambridge, Mass.) – A community solar company with a goal to make solar energy available to every American regardless of where people live as there are no upfront costs and people don't need to have their own rooftops.

[Paladin](#) (Chicago) – A justice technology company that streamlines communication about pro bono opportunities with law firms, increasing the capacity of legal service organizations to serve more individuals in the community in need of services.



American Family supported TIME's The Black Renaissance issue. Through this support, the issue also featured a sponsored piece from American Family CEO and Chair Jack Salzwedel advocating corporate and community partnerships to close equity gaps. American Family is the presenting sponsor of [The March](#), TIME's groundbreaking immersive exhibit which features a re-creation of the iconic 1963 March on Washington for Jobs and Freedom in virtual reality. The March debuted in February 2020 at the DuSable Museum of African American History in Chicago. While the museum is temporarily closed due to the global pandemic, the exhibit has been reimagined as a digital experience that anyone can access. Experience The March digital exhibit [here](#).

