

SOUTHWESTERN REGION COMMUNITY OUTREACH

2016 ANNUAL REPORT



Nationwide[®]
is on your side

Southwestern REGIONAL OPERATIONS



Paul VanDenBosch, Regional Vice President

We Value Our Role in Our Communities

Value is a word that is the heart of what Nationwide is about. We value our members, we value our associates, we value the people in the cities and communities where we do business, and we value what's important to our collective environments. The role we play in our communities is critical and is a part of what differentiates Nationwide from our competition. Our Community Outreach initiative in the SWRO is the catalyst that attaches our agents and associates to our communities.

I am proud of the work that the Southwestern Regional Community Outreach team has accomplished during 2016 through local strategic partnerships, high focus on agent and associate engagement within the communities in our Region, and a visible commitment to ensuring that Nationwide is there when the unexpected impacts our communities.

The following pages show some of the work that we have accomplished in our Southwestern Region communities. I am pleased to share our efforts and accomplishments with each of you.

A handwritten signature in black ink, appearing to read 'Paul VanDenBosch'.

Paul VanDenBosch
Regional Vice President
Southwestern Regional Operations

OUR CORE COMMUNITY OUTREACH INITIATIVES

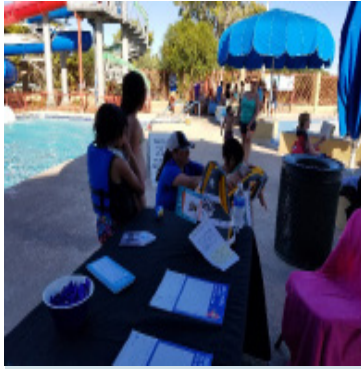
Businesses and industries are not created equal; however, people are. At Nationwide, we strongly believe in being good corporate citizens in the communities where we work and live. This is one of our most important goals. Our community outreach initiatives help us support and provide for our communities in ways that can be felt, seen, and that attract others to want to work with us.



STRATEGIC RELATIONSHIPS

SAFE KIDS

Community Outreach continually seeks opportunities to make Nationwide a recognized contributor to the wellbeing of the people in the communities we serve. Safe Kids Worldwide is a global organization dedicated to protecting kids from unintentional injuries, the number one cause of death to children in the United States. Our goal as partners within these communities, we have the desire and commitment to serve the basic life, educational, health and safety and cultural needs of the people. These relationships are strategic to the successful outcomes of both the community and Nationwide.

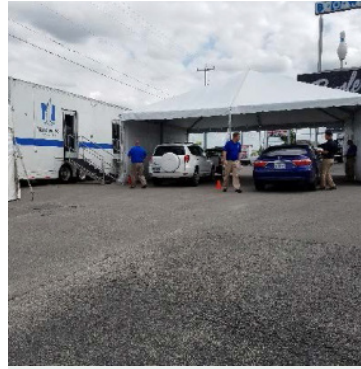


CAUSE MARKETING

MAKE SAFE HAPPEN

Through the Make Safe Happen program, Nationwide is setting out to help reduce accidental injuries in and around the home, so that every child has the chance to live a long and fulfilling life. Community Outreach partnered with local organizations and agencies throughout the Region to help educate and inform parents and the community on ways to help prevent injuries and accidents to children.

In 2016, SWRO participated in over 15 Cause Marketing events where the Make Safe Happen message, information and tips were provided. Keeping our communities safe and the children that live in them living longer, happier lives.



HUMANITARIAN EFFORTS

NATURAL DISASTERS

Crisis are never planned, however, SWRO has responded with its action plan for humanitarian assistance when needed. Torandos and floods raged through Plano, Houston, San Antonio, and Wylie, Texas in 2016. Community Outreach was a part of an "all hands on deck" approach to responding to the needs of Nationwide members and non-members. Along with the Nationwide CAT team, Community Outreach provided emergency supplies to people living in these communities.



COMMUNITY ENGAGEMENT

LOCAL COMMUNITY EVENTS

Community Engagement is the number one priority for Community Outreach. Working with our colleagues, our neighbors, and local organizations and groups while we positively promote the Nationwide brand and support our communities is what Community Outreach is all about. With more than 50 community events and activities supported by the SWRO in 2016, like the Arizona Asian Festival and the Women's Health Fair presented by First CME Church more than 10,000 people were engaged and assisted throughout our communities.

NATIONWIDE AGENTS AND ASSOCIATES WORKING IN THEIR COMMUNITIES:

AGENT Bill Bergdoll

Bergdoll Insurance & Financial Services



As the owner of the agency, one of my key marketing principles for the agency is our presence and involvement in the community. The Community Outreach programs further enforce the message and create an awareness of Nationwide as a company. I find my clients want to feel that they are contributing to our local community when they purchase insurance from us. Community Outreach helps contact my client's insurance dollars to a positive impact on a local level. National Program accounts

AGENT Stacy Rake

Diamond Insurance Group



The needs of our community are pressed into us for so many reasons. Every day the large parking lot next door at the Child and Family Guidance Center of Texoma is full of their clients who come with hurting, grieving children and broken families trying to cope with grief and violence, learn to change family systems, heal. Even after all these years our hearts ache with the crying and celebrate with the laughter. In 2016, CFGC's clinical team delivered over 10,000 hours of mental healthcare services to 3000 children, parents/caregivers and family members. Still it is estimated 3 out of 4 children with mental healthcare needs do not get the help they need. CFGC is dedicated to removing the most challenging barriers to mental healthcare access caused by poverty and trauma. With Nationwide's support, We help raise funds every year which provide healing sessions for families regardless of their ability to pay. My mom used to say, "Put your money where your mouth is." Nationwide does just that. Our promise to be On Your Side is lived out quietly and compassionately. Nationwide commits time, resources and money to enable employees and agency teams all over the country to be the hands and feet and hearts needed for caring, healing work just like the Child and Family Guidance Center.

AGENT Rick Hernandez

Rick Hernandez Agency



The Nationwide Regional Community Outreach program has been instrumental in the community involvement of El Paso. The Community Outreach program has touched and influence high school students participating in football, band, cheerleading, dance, ROTC, choir, and athletic trainers. The Community Outreach program has supported the business community, school district administrators, coaches, teachers, and community members in showcasing student achievements and providing college scholarships to continue higher education.

Nationwide has been involved in this grass root community event that touches every neighborhood in the county of El Paso for the past 15 years and has been part of over \$300,000.00 awarded scholarships to El Paso students. Nationwide has had the privilege to be part of the Greater El Paso Football Showcase which includes 1) middle/high school mentor program, 2) football combine involving division II,III, and NAIA college scholarships and financial awards, and 3) El Paso County All Star Football Game at the Sun Bowl in El Paso. Through the Community Outreach program, Nationwide has become an iconic symbol in El Paso to represent and invest in the youth, community, businesses, and schools of El Paso. Nationwide has truly been on El Paso's side!!!!

E&S SPECIALTY OPERATIONS Doreen Reinke

Vice President



Nationwide Excess and Surplus/Specialty has been sponsoring the annual Community Celebrating Diversity Dr. Martin Luther King, Jr. annual event in the City of Scottsdale for several years. This year, however, we were able to partner with the Southwest P&C Region coming together to expand the Nationwide's participation in support of this year's activities. The Scottsdale celebration serves as a signature celebration that includes nationally renowned speakers representing a myriad of diversity perspectives

honoring the history and legacy of Dr. Martin Luther King, Jr. In January, because of our partnership with the Southwest P&C Region, Nationwide hosted one of two Diversity Champion recipients who exemplify the philosophy of Dr. Martin Luther King, Jr. The following morning eight hundred Valley wide high school students came together for a Diversity rally which included the opportunity for students to engage with this year keynote speaker, William Norwood, the first African American commercial airline pilot. Each high student received a T-shirt sponsored by the Southwest P&C Region.

Everyone from the Southwest P&C Region was eager to support the Scottsdale Celebration of Dr. Martin Luther King, Jr. I am proud how Nationwide Excess and Surplus/Specialty and the Southwest P&C Region came together in celebration of Dr. Martin Luther King, Jr. and look forward to partnering again as we reach out to enrich the culture and vitality of our community.

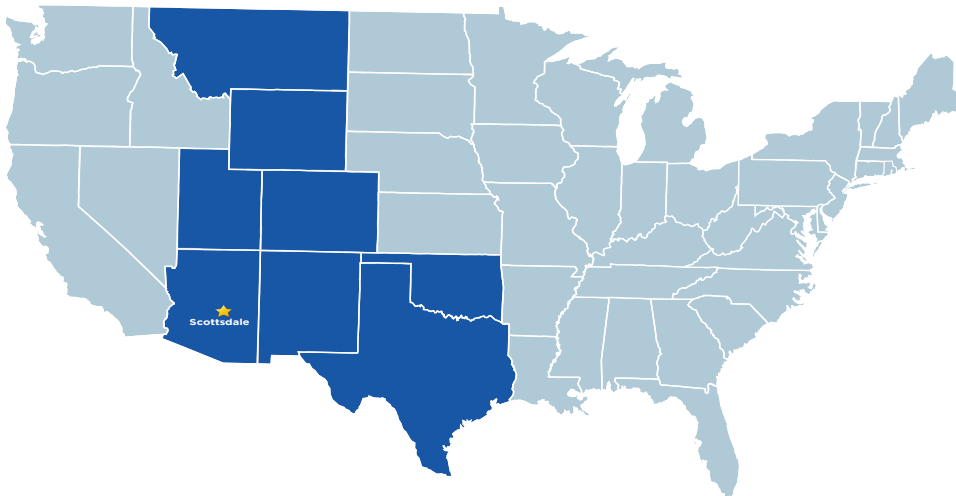


CORPORATE CITIZENSHIP Toby Fox

Consultant



The areas in which we work may be different, but our goals are ultimately the same: to sell Nationwide in everything we do while positively impacting the quality of life of associates and people in communities where Nationwide operates. By collaborating with one another, we accomplish more together.



WHAT OUR COMMUNITY PARTNERS ARE SAYING ABOUT US...



Jan was the Chair of Feeding American and the CEO of the NTFB at the time of her death in December 2016. The Nationwide partnership with the NTFB continues to be strong as our associates and agents continue to support our common goal of improving the lives of people who are need. Thank you Jan Pruitt for being a true Nationwide partner.

A tribute posthumously to a Special Strategic Partner, Jan Pruitt, North Texas Food Bank, Dallas, TX



The past year partnership with Nationwide has been extremely beneficial to Eldorado Pool and the surrounding Scottsdale community. Nationwide's presence at Scottsdale special events helps us with our mission in spreading the word of water safety. Nationwide's dedication to prevent drowning aligns with our Aquatic mission statement and can be attested through the Coast Guard approved lifejackets that are handed out at events. We look forward to strengthening our relationship and working alongside each other to help preventing drowning.

- Mathew Osterhold, EIDorado Aquatic Center



Nationwide is on your side. We've all heard the tag line, we've all sang the song, but what does it truly mean. For those of us at Jonathan's Place it means our children will go to bed will full stomachs; it means our children have a safe place to lay their heads; it means our children no longer have to suffer from abuse, abandonment, and neglect. Nationwide has truly been on the side of Jonathan's Place through grant funding, employee acts of service, and board of director participation. We greatly appreciate the support they have given to the children in our care and our agency over the past 8 years.

- Alicia Frye, CEO of Jonathan's Place



MADD and Nationwide both recognize the importance of safety in our community and are both fully committed in doing everything in our organizations' power to educate the community on the dangers of impaired driving and underage drinking. MADD is proud to partner with Nationwide in Arizona to lead this ongoing effort to end impaired driving, educate parents and youth on the dangers of underage drinking, and to keep our streets safe for our community and partners in law enforcement. Our continued and growing partnership is crucial as both agencies have a long, respected standing in the business world and in communities across the country. Locally it is more important than ever for our companies to work together to continue to reach as many people possible with this crucial lifesaving message. We are proud to have Nationwide on our State Advisory board and look forward to developing and continuing our lifesaving measures together.

- Jason Frazier, Arizona State Executive Director, Mother's Against Drunk Driving Arizona

COLLABORATION: ONE NATIONWIDE

COMMUNITY OUTREACH & CORPORATE CITIZENSHIP

Community Outreach and Corporate Citizenship collaborate as they save, rebuild and enrich lives in the communities where our agents and associates live and work. Using our time, energy, knowledge, and personal donations, we make a difference that is widespread, deliberate, and above all, delivered at the most critical moments.



The North Texas Food Bank Empty Bowls is a seven year partner with Nationwide SWRO. This partnership allowed Nationwide associates, agents, and regional leadership the opportunity to contribute to the fight to end hunger in North Texas. The Annual Harvest and Empty Bowls events were signature events that displayed our partnership in 2016.

Hunger Heroes Luncheon at St. Mary's Food Bank in Phoenix, Arizona honoring Nationwide for its commitment to feeding the hungry. Founded in 1967, St. Mary's is the world's first food bank and today, St. Mary's Food Bank is one of the largest food banks in the United States. Nationwide is proud to partner with an organization who continues to have such a large footprint in Arizona-and the world!



Corporate Citizenship, Community Outreach and Nationwide agents come together to support Central Arizona Shelter Services at the Moving Life Forward Fundraising Breakfast. Since 1984 the shelters and programs at CASS have been serving the communities most vulnerable, who often face nearly insurmountable barriers in ending their homelessness.

COMMUNITY OUTREACH & AFFINITY

Community Outreach and Affinity partnerships at Nationwide create unique opportunities to connect with current and potential customers. These relationships allow Nationwide the opportunity to develop deep connections with customers and affinity group members. Hear from one of our Affinity Partners, MADD:



We are extremely grateful to Nationwide for their continuous contributions and valuable support as a national and local partner of Mothers Against Drunk Driving. As the National Presenting Sponsor of Power of Parents and Tie One On for Safety, Nationwide helps protect our families and the roadways. Together we are able to advocate for and educate communities in Arizona and across the country,

*- Amy George, SVP, Giving,
Marketing and Communication at MADD National*



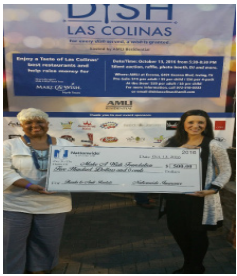
Coaches Night is Texas A&M's biggest fundraising event of the year and was the perfect opportunity for Nationwide to support the student education. The mission and passion of this event was to provide scholarships to outstanding Texas high school students attending Texas A&M University. Over the past 25 years, over \$1 million in scholarships has been presented to area graduates. Nationwide has supported Coaches Night for 2 years now in 6 cities across the state in order to serve all the future students of Texas A&M.

COMMUNITY OUTREACH EVENTS



Nationwide receives Jonathan's Place 2016 Corporate Service Award for our service in helping them meet the needs of children in the Dallas, TX area who have been neglected and or abused. Nationwide sales managers, agents, and associates stand proudly along side the Jonathan's Place Executive Director and staff members.

Nationwide promotes Make Safe Happen during Safe Kids Day with community partner Dell Children's Medical Center in Austin, TX. Bicycle Safety was the theme and children are eyeing with great enthusiasm the Grand Prize of a new bike and helmet provided by SWRO Community Outreach. Parents also take in the Make Safe Happen safety information that Nationwide's the Make Safe Happen initiative provides.



Nationwide is proud to support the efforts of the Ft. Worth Make A Wish Foundation at their Annual Funds raising event **DISH Las Colinas** that is hosted by the Amili Rental Properties in Las Colinas, TX. Helping to make wishes come true for children who are impacted by serious illness is one of the most rewarding community outreach efforts for SWRO.

Nationwide promotes Make Safe Happen during August for Drowning Impact Awareness Month! Arizona children between the ages of one and four years old have a drowning risk that is double the national rate, with August being a high-risk time for drownings. Nationwide partnered with Phoenix Children's Hospital's Center for Family Health & Safety along with local first responders to share information about how to stay safe around water.



Nationwide attends Arizona's Cinco Festival in May, drawing over 10,000 people over two days in downtown Phoenix. Attendees can spin the wheel to win some fun prizes and learn more about Nationwide's products and services.

OUR RESULTS

**15 NEW COMMUNITY
RELATIONSHIPS**

**PARTICIPATED IN 50
EVENTS ACROSS THE
REGION**

**MORE THAN 10,000
INDIVIDUALS IMPACTED
THROUGH COMMUNITY
EVENTS**

**RESPONDED TO 3
HUMANITARIAN EVENTS
SERVING OVER 500
INDIVIDUALS**

**DONATED 50 LIFE VESTS
FOR DROWNING IMPACT
AWARENESS MONTH**

**PARTNERED IN 15 MAKE SAFE
HAPPEN CAUSE MARKETING
EVENTS**

A MESSAGE FROM THE SWRO COMMUNITY OUTREACH TEAM....

We want to thank you for your support in 2016! Through our strategic relationships, Make Safe Happen initiative, humanitarian relief efforts and our local community activities we were able to make a difference in people's lives and positively promote the Nationwide brand. Thank you and we look forward to continuing to serve the communities where we live and work, understanding that we can do more together than we can alone!



Beverly H. Childs



Patricia M. Schoenhardt