



TOGETHER, WE ARE  
**FARMERS**<sup>®</sup>  
EMPLOYER BRAND PLAYBOOK





# WELCOME

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You may already recognize Farmers Insurance® as the insurer who *knows a thing or two because we've seen a thing or two*. But there's so much more to life at Farmers than catchy commercial slogans. We are diverse innovators, creators and strategists with a passion for giving back to the community and helping customers.

In 1928, our founders shared a dream of providing a quality insurance product at a reasonable price. In the decades that followed, we've grown and adapted to meet the changing needs of consumers. But one constant has remained: We have an unwavering commitment to uphold our founding ideals to provide industry-leading products and first-rate services to the customers we're privileged to serve.

We're proud of nearly a century of serving our customers and excited about the future as we continue to evolve. Personalized attention is a hallmark of the Farmers experience! Come take a look inside our People Value Proposition and see what it means to be a part of the Farmers Family.



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# OUR PURPOSE AND VALUES

- Our purpose is to strive to deliver peace of mind.
- Our values are the things we care deeply about at Farmers, and the basis for the choices we make: Belonging, Responsibility and Integrity.

Our purpose and values are at the core of who we are at Farmers – helping to guide the decisions we make and the environment we create. From our commitment to inclusion and belonging to employee benefits, and everything in between, we aim to build a space for employees to be strongly customer-focused, empowered and accountable, and continually learn using a growth mindset.



# OPPORTUNITY AWAITS

## THE FUTURE IS SHAPED BY US

With nearly a century of experience, Farmers Insurance understands change and the importance of adaptability. While we diligently serve the ever-evolving needs of our customers with innovative products and services, we also focus on fostering a workplace environment that helps support the growth of our people and empowers them to thrive in their roles. People throughout the enterprise remain dedicated to actively upholding our purpose and values as one of the nation's leading employers and Property and Casualty insurance providers.

## THE WAY WE WORK

At Farmers, our high-performance culture is focused on results and the people who achieve them. We encourage a growth mindset that empowers employees to identify and build skills and capabilities to develop themselves. We put great emphasis on how we make decisions, organize and deliver value to our customers, our agents and employees. Whether looking to grow in their current role or working toward the next step in their career, employees own their career at Farmers.



# CULTURAL ELEMENTS WE EMBRACE

To better understand our culture here at Farmers, check out the six cultural elements in motion, or “How-To’s”, employees use to anchor their careers, collaborate with peers and serve our customers.



## SEEK SOLUTIONS

I prioritize effectively and make data-based decisions. I collaborate with others, communicate transparently, and navigate competing needs.



## OWN IT

I take an owner’s mentality. I optimize the organization’s bottom line. I am responsible and accountable for a quality outcome and the efficient use of dollars, time and resources.



## KNOW YOUR IMPACT

I impact the customer. Whether I directly or indirectly impact their experience, I find the line of sight to the customer by constantly connecting them to my work. I let that guide my decision making and ask relentlessly, “how will this impact the customer?”



## GROW THROUGH DISCOMFORT

I am a professional who desires to learn in all I do. I give and receive feedback; it is a gift, I embrace the discomfort that comes with difficult conversations and other challenges. I respectfully ask questions, even if it feels uncomfortable. Change is a constant and I welcome new ways of working.



## EXPLORE THE UNKNOWN

I am curious and question the status quo in pursuit of mastering my craft. I face uncertainty head on through calculated risk-taking with confidence, knowing that sometimes my best work is revealed through adopting a test and learn approach.



## GRIT TO GREATNESS

I see setbacks as opportunities. Not knowing an answer doesn’t make me weak. I relentlessly tackle challenges and obstacles. I put in the effort – even when it is hard. I move confidently knowing I will overcome for the betterment of myself, the organization, and the customer.

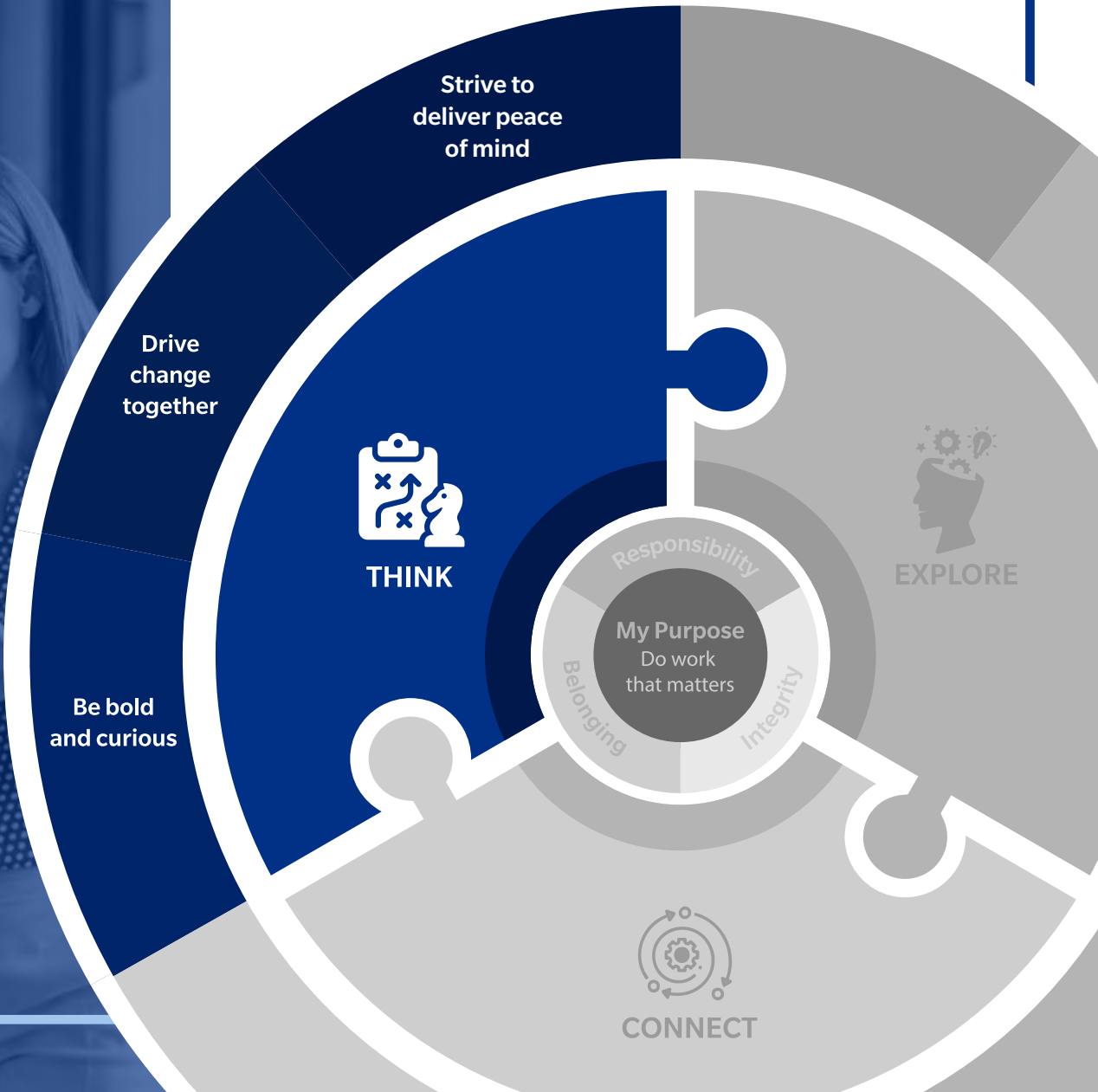
# OUR PEOPLE VALUE PROPOSITION



**THINK. EXPLORE. CONNECT.**

Empowering you to do meaningful work, grow your career, and feel supported.

# THINK





# STRIVE TO DELIVER PEACE OF MIND

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**Our mission is simple:** to protect what matters most and provide expert guidance when it counts. Backed by a trusted brand with nearly a century of experience, we strive to deliver confidence and security.

## **Our Ambition**

We're proud of more than 90 years of serving customers and excited about the future as we continue to evolve to meet their needs. Our ambition is to be the leader in delivering peace of mind, innovating for customers whenever and wherever they need us.

**Our values are Belonging, Responsibility, and Integrity.**

# FARMERS VALUE PROPOSITION



## PROTECTION

We meet customers' broad insurance needs with industry-leading products. By viewing our products as a complete solution and working together, we drive product density and build lasting relationships.

## COMPREHENSIVE ADVICE

Our multi-channel distribution enables direct sales and differentiates us. Customers can engage with us when and how they choose.

## TRUSTED BRAND

The Farmers brand is strong and backed by nearly a century of experience.

## MOMENTS OF TRUTH

We are among the industry leaders in both auto and home claims experience, and our catastrophe (CAT) response is known for being first in, last out.

## OPERATIONAL EXCELLENCE AND HIGH-PERFORMANCE CULTURE

Having many teams work within value streams enables us to prioritize and iterate on initiatives that deliver strategic outcomes. By streamlining systems and processes, we unlock efficiencies that drive sustainable and profitable growth. These efforts include enhancing data and analytics capabilities, optimizing inside sales and service teams, enabling seamless multi-channel customer experiences, and strengthening support for Farmers customers and agents.

Having a high-performance culture is essential for success. This means leveraging existing strengths while evolving behaviors, processes, and skills. We must hold ourselves and others accountable and commit to continuous people development. Together, these efforts create a foundation for innovation, agility, and customer-focused delivery.



# DRIVE CHANGE TOGETHER

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At Farmers, growth is a shared journey. We embrace agility and support through transformation. By fostering a growth mindset, we turn challenges into opportunities and cultivate resilience on the path to greatness. Our values and goals aren't just words; they come to life in how we collaborate, lead, and support one another. We focus on delivering results while celebrating the people who make them possible.

For us, leadership isn't defined by a title, it's a mindset. That's why we create cross-functional teams like the Farmers Strategy (FAST) team, the Strategic Execution Team (SET), and Difference Makers to drive innovation and impact at every level.

# EVOLVING AND ADAPTING TOGETHER



## FARMERS STRATEGY TEAM (FAST)

The FAST team brought together 50 non-executive employees from across the enterprise who volunteered to shape the future of our current 3-year strategy. They committed to months of high-energy, fast-paced sprints. Their mission: Develop bold, actionable recommendations that would drive the organization forward. The team's work culminated in presenting strategic insights directly to the CEO, Board of Governors, and senior leadership, turning ideas into impact at the highest level.



## DIFFERENCE MAKERS

Difference Makers brings together cross-functional teams of employees who volunteer to tackle critical business challenges and strengthen employee engagement. By removing traditional barriers and fostering collaboration across departments, the program empowers participants to think creatively and deliver impactful solutions. Employees gain hands-on experience in designing and implementing initiatives that drive meaningful change, while developing transferable skills that enhance their growth beyond their current roles.



## STRATEGIC EXECUTION TEAM (SET)

SET is a cross-functional group dedicated to transforming enterprise strategy into measurable results. Its core mission is to manage and execute high-visibility, complex initiatives that align with strategic priorities at Farmers. This team operates at the intersection of business, technology, and operations, ensuring that strategic plans are translated into actionable programs and delivered effectively across the organization. From ideation to implementation, SET unifies experts in product, underwriting, service operations, analytics, IT, and finance to deliver seamless execution. The team drives transformation with precision, balancing quality, cost, and schedule to achieve enterprise goals.



# BE BOLD AND CURIOUS

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We're building Farmers for the future, and the future starts with people. By leveraging AI, data insights, and advanced tooling, we encourage employees to boldly explore, curiously iterate, and treat innovation as a force multiplier. Through automating routines and streamlining the complex, we help clear the path for creative problem solving, strategic thinking, and exceptional care for our customers. Our digital ecosystem is engineered as a practical toolkit that helps extend capabilities and accelerates success, empowering employees to make a bigger impact, faster.

# INNOVATION

Innovation is ever-evolving, and at Farmers, we empower every employee to embrace curiosity, push boundaries, and shape the future. From bold ideas to transformative solutions, innovation thrives when we explore the unknown together. Here are just a few examples of how we're turning vision into action:

## SERVICE TRANSFORMATION

Our Service organization acts as an incubator for the future. We continuously pilot and integrate emerging technologies, from advanced voice analytics to AI powered knowledge management tools, ensuring that our operational model is always evolving, and that our teams always have the most modern toolkit available.

## CLAIMS

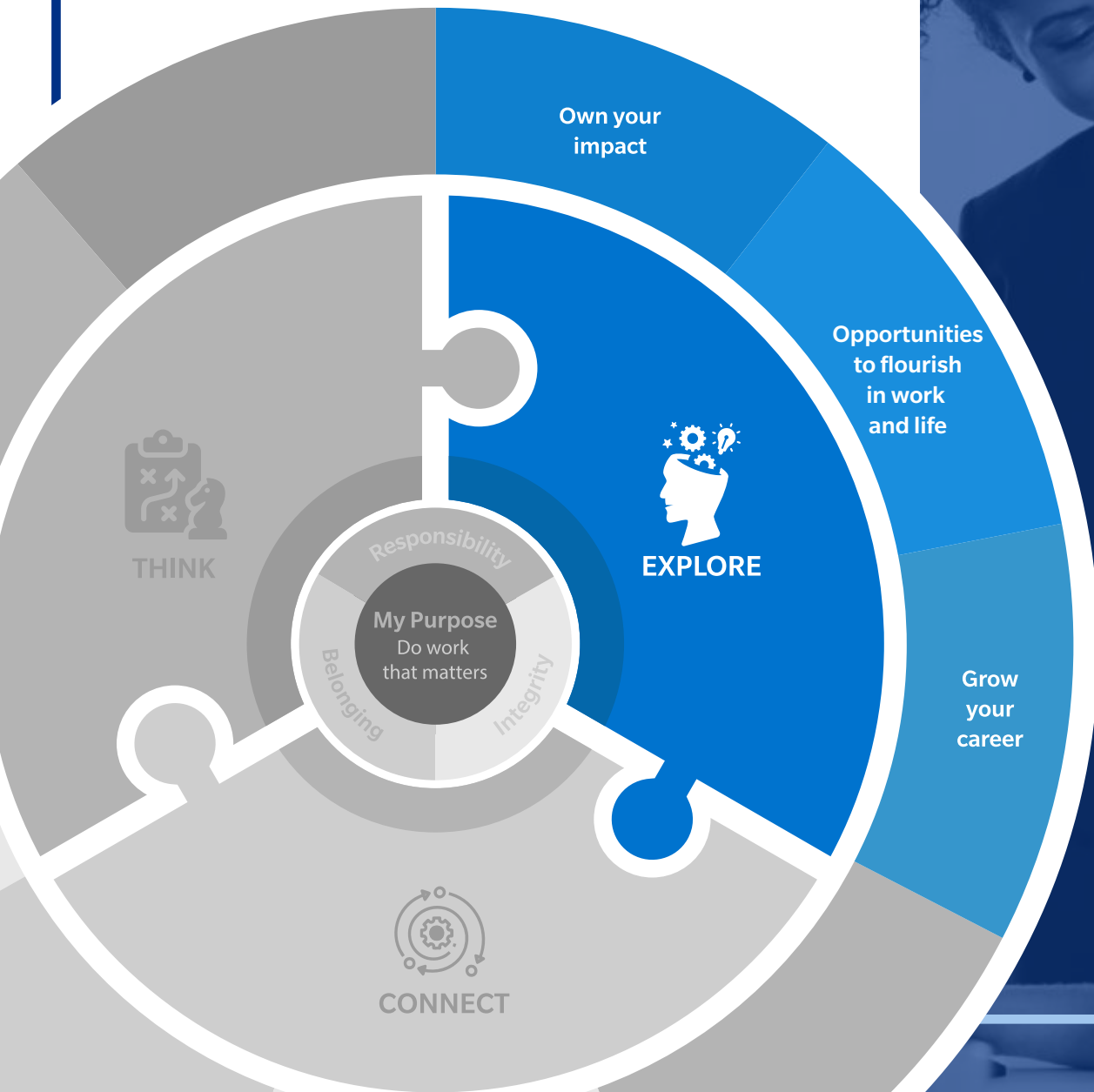
At Farmers, Claims is built for what's next. We leverage advanced technology, like virtual inspections and intuitive self-service tools, to make filing and tracking a claim simple and convenient, so customers can resolve issues when and how they choose. When severe weather strikes, our technology-enabled catastrophe operations mobilize swiftly to deliver disciplined, data-driven support. Every innovation, from automation to aerial imagery, gives our teams more time to focus on what matters most: providing exceptional service with speed, accuracy, and empathy.

## PHOENIX CLAIMS LEARNING LAB

Our Phoenix, AZ learning lab offers employees an immersive, hands-on experience designed to elevate their skills and expertise. Through dynamic, interactive training, participants gain practical knowledge and actionable strategies that drive real impact. Each visit to the lab empowers employees with advanced technical insights, innovative coaching techniques, and collaborative approaches, preparing them to make a meaningful difference for our teams and customers.



# EXPLORE





# OWN YOUR IMPACT

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At Farmers, owning your impact means transforming ambition into outcomes that uplifts both your career and the communities we serve.

We champion a growth mindset to provide mentorship, training, and access to cutting-edge resources so employees can own their career and keep developing, personally and professionally.

Empowerment here is paired with accountability. We trust employees to make transparent, data-based decisions, take an owner's mentality, and deliver quality outcomes that optimize time, dollars, and customer value.

When each employee steps forward with purpose, develops our capabilities, and holds ourselves, and each other responsible for sustainable growth, we amplify our collective impact.

# ECONOMIC EMPOWERMENT

Farmers supports programs that work to eliminate financial barriers for low-moderate-income communities. We'll be working with organizations to deliver financial literacy, insurance education and career development opportunities.



## SUPPORTING

Supporting career development and career readiness programs, helping to develop the next generation of talent.



## FINANCIAL LITERACY

Funding programs to deliver financial education and introduce risk and insurance at a younger age, connecting the dots between financial readiness and being prepared for the unexpected.





# OPPORTUNITIES TO FLOURISH IN WORK AND LIFE

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At Farmers, flourishing isn't just possible, it's how we grow. We take a holistic view of development that blends career momentum with well-being, so employees can build skills, expand capabilities, and bring their best selves to every role and every season of life.

By supporting flexibility and balance, we empower employees with opportunities and guidance to develop their skills and thrive in work and beyond.

# BALANCING OUR LIVES

Work-life balance is an integral part of our culture at Farmers, and we offer resources to support a healthy synergy.



## PAID TIME OFF

Employees enjoy a generous PTO policy that increases with their time at Farmers! We provide eligible employees with 19-34 paid days off based on their time with the organization.



## PAID HOLIDAYS

Farmers also observes an average of 10 paid holidays per year, including Martin Luther King Jr. Day, Memorial Day, and more. Employees use these days to recharge, reconnect, and celebrate.



## HEADSPACE®

Each employee has free access to the meditation app, Headspace®! One of the best ways to maintain balance is to practice mindfulness, and Headspace® helps make taking time possible – anytime, anywhere!



# GROW YOUR CAREER

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At Farmers, the benefits are just the beginning. What truly sets us apart is our commitment to helping employees grow—and empowering them to own that growth. A career here means being part of a culture that invests in employees, while giving each individual the tools and support to take charge of their development.

We are cultivating a high-performance environment where learning is continuous, development is intentional, and every employee is encouraged to lead with impact. Each employee has access to experiences that build their skills, expand their influence, and help them shape their career path.

We believe in a growth mindset—where curiosity, accountability, and purpose drive everything we do. At Farmers, each employee is not just filling a role—they're building a career, where they're in the driver's seat.

# OWN YOUR DEVELOPMENT. BUILD YOUR CAREER.



**LET'S GROW  
TOGETHER**

Let's Grow Together serves as a central hub for learning resources, success stories, mentoring highlights, and peer-driven discussions. Designed to foster a culture of continuous learning and growth, the platform connects all Farmers employees with tools, stories, and conversations that empower personal and professional development.



**VERSA**

Versa: Empower your growth. Own your journey. Versa is an enterprise-wide learning and development ecosystem at Farmers designed to help employees grow, stretch, and succeed. It's more than a program – it's a mindset that empowers employees to take ownership of their development and shape their future. Each employee has their career in their own hands. Versa provides the tools, experiences, and support to help employees grow – whether they're building foundational skills or preparing for enterprise-level leadership. Versa strengthens our One Farmers mindset – breaking down silos, fostering collaboration, and building agile, purpose-driven teams. As customer expectations evolve and technology reshapes our work, Versa equips employees to adapt, collaborate, and innovate – building versatile teams that drive results.



**MY  
JOURNEY**

My Journey with Farmers is a personalized development experience designed to help employees navigate their career path. It provides clear milestones, learning opportunities, and resources to support growth – whether an employee is new to Farmers or ready to take the next step in their career. Employees use My Journey to stay on track, build skills, and own their professional journey.

# ADDITIONAL RESOURCES FOR CAREER DEVELOPMENT



**UNIVERSITY  
OF FARMERS**

The “U of F” is the employee gateway to a wide range of learning and development resources designed to help employees professionally grow.



**PERCIPIO**

Through Percipio, University of Farmers empowers Farmers employees to take ownership of their career development with access to thousands of professional development courses and videos. Whether employees are building new skills, deepening technical expertise, or preparing for their next career move, U of F and Percipio are here to support each employee’s journey.



**ENTERPRISE  
MENTORSHIP**

A successful mentoring relationship can benefit both the mentor and the mentee. Built on trust and respect, it encourages skill sharing, networking, leadership development and much more. Here at Farmers, we encourage employees to be proactive about their own career development and, to help, provide a matching tool to find the perfect mentor.



**WORKFORCE  
EDGE**

Looking to grow a career and enhance marketability? Farmers competitive Tuition Assistance Program can help offset up to \$5,250 in expenses per year when pursuing a college degree, earning a designation, or taking individual courses for development.



**EMPLOYEE  
FEEDBACK**

Employees are encouraged to have regular and meaningful conversations with their people leaders to review their successes, strengthen their skills, and grow and develop in their career journey.



**JOB POSTINGS**

Open positions are posted internally and externally to allow eligible employees an opportunity to apply anywhere in the organization. By taking on new challenges, our existing employees help Farmers continue to grow.



**2006**  
MAIL CLERK

**2012**  
DISTRIBUTION  
MANAGER

**2014**  
MARKETING  
CONSULTANT

**2017**  
AWARDS &  
INCENTIVES  
MANAGER

**2023**  
MARKETING  
CONSULTANT II

“My first job at Farmers was in 2006 as a mail clerk at the former Chino Materials Distribution Center. It didn't take long for my career to take off with Farmers — I even made the decision to go back to school because of the tuition reimbursement benefit here! I quickly worked my way up from mail clerk to supervisor to manager while also earning my college degree.

As I considered how to expand my role, I was advised by a former colleague that, “sometimes you need to take a step to the side or take a step down in order to take a leap ahead.” As such, in 2014 I made the transition to home office distribution, where I took on a role as a Marketing Consultant. I looked at this transition as a tremendous learning and growth opportunity, and it paid off!

After a few years working as a Marketing Consultant, I got promoted into a manager position, and most recently transitioned into a Marketing Consultant II, where I am responsible for managing several high-profile programs.

As I look back on my journey with Farmers, there are a few key things that helped me get to where I am today. It all starts by saying yes to new opportunities! When making a career-related decision, never hold yourself back or second guess what you're capable of accomplishing. You may encounter roadblocks, but don't let that stop you from pursuing your goals. It's also important to have pride in your work, take advantage of the benefits offered (such as tuition reimbursement and Employee Resource Groups), and build purposeful relationships along the way. I've had an incredible set of mentors at Farmers who've inspired me and offered invaluable advice. These individuals, and my faith in myself, played a crucial part in my development and success with Farmers.

**Phil Corona**  
Marketing Consultant II

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# CELEBRATING EXCELLENCE AT FARMERS

At Farmers, recognition isn't just a tradition—it's a cornerstone of our high-performance culture. As we continue to evolve as a modern, forward-thinking enterprise, we're committed to celebrating the individuals and teams who exemplify the leadership, innovation, and community impact that propel our business forward.

That's why we have the **CEO Award**, **Transformational Leadership Award**, and **Community Champion Award**—three honors designed to spotlight those who embody the values and behaviors that define our future.



## CEO AWARD

The CEO Award is the highest level of achievement at Farmers, that recognizes employees or teams who have delivered significant impact to the business. The award celebrates and highlights the achievements of individuals or teams who are driving impact and achieving outstanding results with a relentless focus on operational excellence, delivering on our purpose as an organization.



## TRANSFORMATIONAL LEADERSHIP AWARD

The Transformational Leadership Award is a prestigious award that recognizes leaders who exhibit the qualities of transformational leadership. The award celebrates the achievements of leaders who are driving impact and achieving outstanding results through their teams, with a relentless focus on operational excellence and people development.



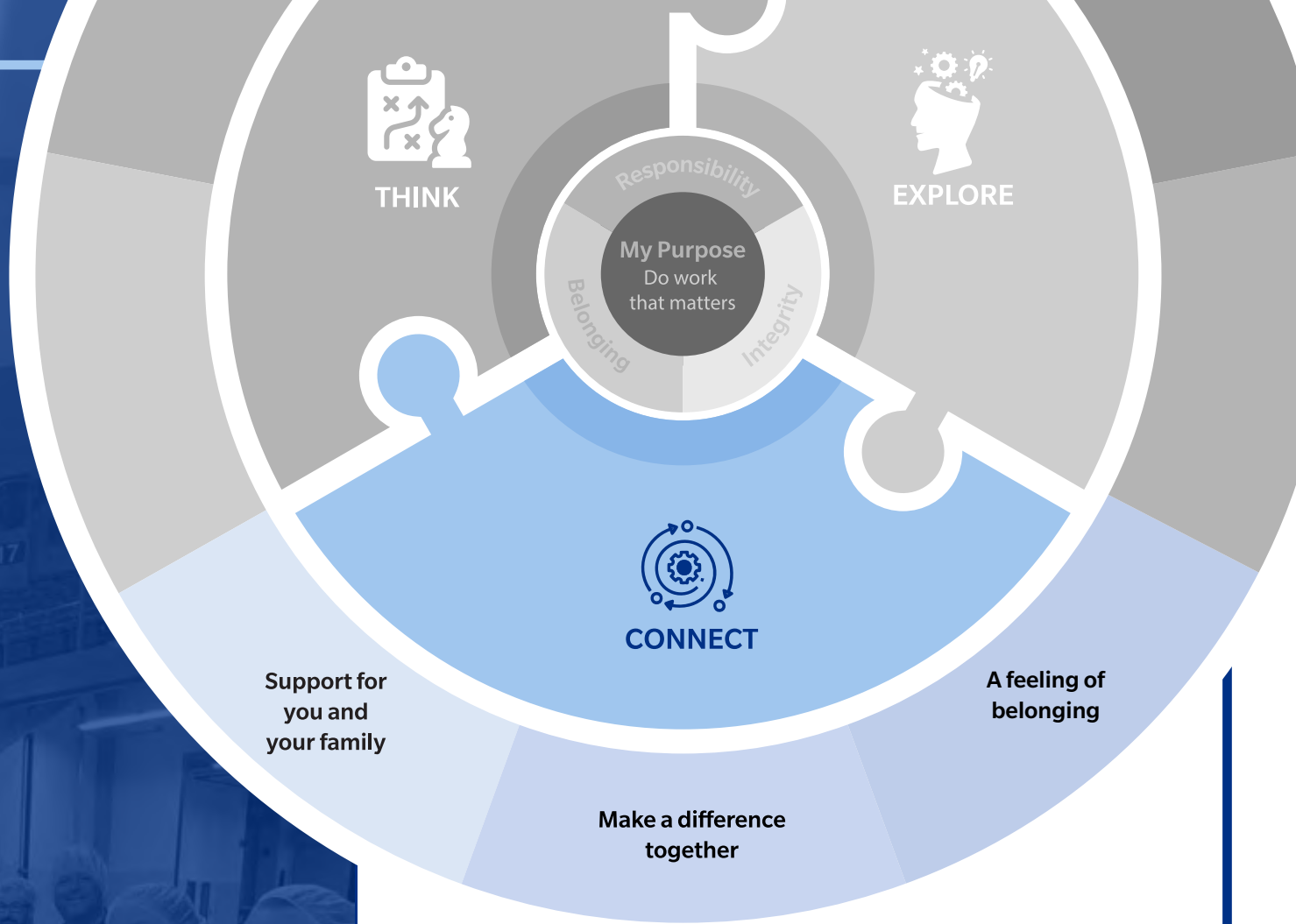
## COMMUNITY CHAMPION AWARD

The Community Champion Award recognizes two employees each quarter who demonstrate our values and purpose in the community. Award recipients reflect the values we commit to at Farmers – Integrity, Responsibility and Belonging - and are seen as shining examples of our purpose, demonstrated through their work in the community.



## PROPS!

Props! is the program that puts the power of recognition in our employees' hands, so they can use it to acknowledge demonstrated behaviors that are important to Farmers. Points can be awarded for noteworthy contributions which can then be redeemed for merchandise or travel! We also celebrate Milestone Service Anniversaries in five year increments via Props!, where eligible employees receive celebratory points and congratulatory messages from coworkers.



# CONNECT



# SUPPORT FOR YOU AND YOUR FAMILY

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It's clearer than ever, support in the workplace is important. As a prospective employee, you may ask yourself "What can Farmers offer as an employer?" Farmers Insurance seeks to offer benefits that can help employees be their best selves, focusing on areas such as health, well-being, work-life balance, and financial security. No matter what stage an employee is at in their career, Farmers is proud to provide resources to help individuals and families.

For additional information on support and benefits, [click here](#).

# OUR HEALTH AND WELL-BEING



## **MEDICAL, DENTAL AND VISION INSURANCE THAT INCLUDES HSA AND FSA OPTIONS FOR ELIGIBLE EMPLOYEES**

Plus, Farmers will contribute to eligible employees' HSAs! And eligible employees also have the option to enroll in a Hospital Indemnity, Critical Illness and/or an Accident Insurance program.

## **PREDIABETES, WEIGHT MANAGEMENT AND DIABETES PROGRAM**

Eligible employees and dependents have the opportunity to participate in the Prediabetes Program, Weight Management Program (BMI of 25 or greater), Type 2 Diabetes Reversal Program, or the Diabetes Management Program for Type 1 or Type 2 diabetes.

## **LIFE AND ACCIDENTAL DEATH & DISMEMBERMENT INSURANCE**

## **LONG TERM AND SHORT TERM DISABILITY COVERAGE**

## **WELL-BEING PROGRAMS INCLUDING**

An Employee Assistance Program (EAP) with mental health services, digital physical therapy, financial planning, legal assistance, crisis support and convenience services, like information on childcare and elderly support, wellness challenges, and more!

# SUPPORTING OUR FAMILIES

We have several programs to support working parents.

## PAID PARENTAL LEAVE

10 weeks of 100% Paid Parental Leave to eligible employees who become new parents through birth, surrogacy, non-family legal adoption or legal adoption placement. This gender-neutral and inclusive benefit means Farmers working parents can take time off to care for and bond with a new child.

## CARE.COM

This caregiving benefit extends to all benefits-eligible employees and provides access to the Care.com network of background checked caregivers that can provide short or long-term care for children, pets, home and more. In addition, employees have access to subsidized backup care for children, adults and pets.

## MAVEN MILK®

Eligible nursing moms have access to Maven Milk®, a service that provides a safe solution for shipping refrigerated breast milk home when moms are on the road for both business and personal travel. Maven Milk also provides on-demand access to Care Advocates and lactation consultants to answer breastfeeding questions.

## ADOPTION ASSISTANCE

Adoption Assistance of up to \$5,000 for each eligible legal adoption.

## BEREAVEMENT

Eligible employees may take up to 5 days of paid bereavement leave, including for pregnancy loss.

## OTHER BENEFITS

Additional covered services include (limitations and eligibility requirements may apply) Infertility Benefits, Transgender Services, Pet Insurance, and Applied Behavioral Analysis (ABA) therapy for autism.





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Between Farmers generous Short-Term Disability and Paid Parental Leave benefits, I was able to take 16 weeks of fully paid leave after my son was born. I came from a field where being able to do that would be unheard of. Farmers was so supportive during my time away and when I returned. To be able to take that time to properly recover physically, figure out how to be a first-time parent, and spend those newborn months with my son is something that I will be forever grateful for.

Parenting is stressful and is sometimes absolutely overwhelming. At one point when I was feeling especially overwhelmed, I used our Employee Assistance Program Benefits to get free sessions with a professional who had specific experience with postpartum mental health concerns. The benefit is easy to use, confidential, and takes away the stress of the financial expense of getting support.

**Deb Sullivan**  
Senior Talent Acquisition Consultant

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# INVESTING IN OUR FINANCIAL SECURITY

Farmers is proud to support employees' abilities to save for their futures and make smart financial decisions.



## 401(K) SAVINGS PLAN

Farmers matches eligible employees' 401(k) contributions dollar for dollar, up to 6% of eligible pay. Additionally, Farmers makes an automatic 4% base organization contribution to the 401(k) Savings Plan based on your eligible pay. The 4% base organization contribution has a three-year vesting period and is in addition to the plan's organization match amount. Essentially, by contributing 6% Farmers gives 10% - meaning employees can save 16% of their salary for retirement!



## ANNUAL INCENTIVE PLAN

Spring is one of the most exciting times of year at Farmers, as eligible employees enjoy spending (or saving!) their annual payout. This financial incentive is linked to a combination of individual and organization performance, and is designed to motivate and reward employees for their contributions towards the organization's success.



## CREDIT UNION

All employees of Farmers can join the Farmers Insurance Federal Credit Union (FIGFCU). And, employee-members can receive their paycheck via direct deposit into their FIGCU account up to two days early (cha-ching!).



## EMPLOYEE PERKS

Referrals are one big way Farmers hires great talent- that's why we offer a \$1,000 referral bonus to eligible employees. Farmers also offers multiple enterprise-wide employee recognition and reward programs.



# MAKE A DIFFERENCE TOGETHER

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Our field of work is naturally focused on helping others through hard times, but we don't stop at just completing our day jobs. By offering the tools needed to be successful, Farmers also opens the door to employees to be a part of something more. Through charitable donations and various employee programs, we're able to make giving back an even greater foundation of our culture. We encourage all employees to volunteer and engage in meaningful service that makes a positive impact on local communities.

For in-depth information, [click here](#).

# THE HEART OF WHO WE ARE

One major way we serve our customers and communities is by being there when they need us most. After all, we are an insurance organization that frequently sees the impact that disasters such as tornadoes, hurricanes, and fires have on people and communities. Together with our nonprofit partners, we support philanthropic efforts and programs that help communities plan and prepare for natural disasters and recover in the aftermath.



## GET READY

We help communities get ready by sharing best practices and safety information/education materials.



## GET THROUGH

We help communities get through by providing immediate and experienced response.



## GET STRONG

We help communities get strong by helping them rebuild more sustainably and resiliently.

# NONPROFIT PARTNERS

As Farmers works to maintain a high standard of responsible corporate citizenship, we donate our time and resources to nonprofits that help make a difference in our communities. We have strategically aligned ourselves with these two national nonprofits.



## SBP

SBP's mission is to shrink the time between disaster and full recovery by working with communities prior to a disaster and then helping disaster-impacted citizens and communities recover in a prompt, efficient and predictable manner. Since its founding in 2006, SBP has directly rebuilt homes for over 2,140 families with the help of more than 130,000 volunteers in cities across the United States and Puerto Rico.



## OPERATION BBQ RELIEF

Operation BBQ Relief provides comfort to those in need by connecting, inspiring, serving and educating in communities far and wide. The nonprofit was founded in May 2011 in response to a need for relief efforts in tornado-stricken Joplin, Missouri, and continues to respond to natural disasters and other situations to help feed displaced residents and emergency personnel.

# GETTING INVOLVED BY GIVING BACK

We are passionate about making a difference in the communities where we work and live, which is why Farmers Corporate Citizenship team supports several employee volunteer programs to achieve these goals. Helping others in their time of need isn't just our business – it's our culture!



## DISASTER RELIEF MATCHING

To help make it easy for our employees to contribute to nonprofits working on the ground to save lives, respond, and rebuild after natural disasters, we set up giving campaigns and, in some instances, match dollars donated by our employees.



## COMMUNITY GRANT PROGRAM

This is an employee-driven program that supports nonprofits aligned to our corporate giving initiatives. These grants help support opportunities for employees to volunteer as part of enterprise and team building activities.



## BENEVITY AND VOLUNTEER INCENTIVE PROGRAMS

Employees can search our database for virtual and in-person volunteer opportunities, log those hours, and even turn them into donations to charities! These fan-favorite programs allow all employees the chance to give back, no matter where they live or what their schedule is like.

# BEING THERE FOR EACH OTHER

Our employee hardship initiative, The Farmers Family Fund, offers grants to employees experiencing unexpected financial hardship. This fund is fueled solely by employee donations, and is a really unique way that we can support and give back to one another. This fund reinforces the importance of helping not only our local communities, but also our employee community.

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I was diagnosed with Stage IV Metastatic Breast cancer in August of 2022 – I had been living cancer free for 9 ½ years after having a double mastectomy in 2013. This was devastating news to me. I was hospitalized for 2 weeks, underwent 10 rounds of radiation, and started treatment with my oncologist. I was left wondering if I would be able to return to a job that I loved and how would I be able to keep up the medical bills. Farmers Family Fund gave me assistance the first time I had cancer, so I reached out again for help. Not only did the Farmers Family Fund assist me financially, but the outpouring of love and support from my Farmers Family was incredible. It gave me the strength I needed to return to work and the job that I love. Thank you to all those that donate to the Fund – you are all amazing!



**Jenny Henson**  
Senior Customer Service Associate  
*Farmers Insurance*

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# IMPROVING OUR FUTURE THROUGH ENVIRONMENTAL SUSTAINABILITY

Farmers continues to take measures to become a more environmentally focused organization that operates in a way that benefits our people, planet, and communities, and promotes a culture of less waste. In 2019, Farmers launched our Go Green initiative to engage internal stakeholders across the enterprise and raise awareness around environmental sustainability. This strategy incorporated two key commitments: reducing internal print and eliminating single-use plastics in our offices.



## REDUCED PAPER

We reduced our internal paper use by over 80% in the last five years through a significant reduction in internal print communications.



## REDUCED PLASTIC

In 2019, polystyrene and plastic were removed from our operations wherever biodegradable alternatives were practical.



## TREES PLANTED

Got a green thumb? 30,000 trees have been planted across the country on behalf of all Farmers employees through a collaboration with various environmentally focused nonprofit organizations.



# A FEELING OF BELONGING

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“ Our commitment to Inclusion and Belonging is foundational and a core value of our organization. We’ve been on a journey to live our values for years now and believe continuing to prioritize Inclusion and Belonging is simply the right thing to do for our employees, our business, our customers, and our communities. Whether it’s supporting employee resource groups and offering employee training and expansive benefits programs, or working with different nonprofit organizations, we demonstrate our commitment to Inclusion and Belonging every day through our actions as a leading national employer and responsible corporate citizen. ”



**Mark Welch**  
Chief People Officer

# OUR COMMITMENT TO INCLUSION AND BELONGING

Farmers Insurance has a longstanding commitment to Inclusion and Belonging, which serves as the foundation of our culture and helps guide the organization in our mission to make a positive difference in the communities where we live and work.

To meet our goal of being the leader in innovating for customers whenever and wherever, we recognize we must value and celebrate the unique potential of every individual person at Farmers. Farmers works to foster a diverse and inclusive workplace to create and model an environment for employees of all cultures, backgrounds, experiences, and identities to bring their whole selves to work. We believe that creating an experience of inclusion helps encourage feelings of belonging, value, respect and empowerment. We encourage new ideas, question the status quo, and put the customer at the heart of what we do.

For all information about Inclusion and Belonging at Farmers, [visit here.](#)



# EMPLOYEE RESOURCE GROUPS

One way we uphold our commitment to investing in our employees is through our nine Employee Resource Groups (ERGs) that are led by employees and open to all. Through these groups, employees can embrace their own uniqueness and identify ways to help others feel comfortable doing the same; hone their ability to thoughtfully seek different perspectives and tap into the organization's full innovative potential; as well as meaningfully contribute to a work environment where differences are valued and there is a sense of belonging.



## **BLACK PROFESSIONALS ALLIANCE (BPA)**

The BPA is dedicated to attracting, retaining, and developing talented and well-informed business professionals who can deliver value through thought leadership, inclusive insights and marketing intel in support of Farmers strategic priorities. Through increased awareness and discussions surrounding social justice issues, the BPA played a role in securing matching funds that resulted in a donation to the Los Angeles Urban League and matching employee donations to the Equal Justice Initiative; the Center for Policing Equity; the NAACP Legal Defense Fund; and the Urban Leagues of Grand Rapids, MI, Olathe, KS, Phoenix, AZ, and Houston, TX.



## **CAREGIVER CONNECT**

Caregiver Connect focuses on providing information and tools that help Farmers parents, grandparents, guardians, caregivers, and allies be their very best at work and at home. To that end, Caregiver Connect offers caregivers valuable resources including webinars and thought sharing activities, as well as fun events like their hybrid "Bring Your Kids to Work Day" and Halloween Photo Contest. They also take great pride in supporting fellow ERGs through initiatives that allow caregivers with specific support needs to have small group conversations about the challenges they may be facing in their own caregiving journey.



## **DISABILITY INCLUSION GROUP (DIG)**

DIG aims to promote awareness, provide education, and foster a greater understanding of the disabilities and, in many cases, the challenges our employees, families, friends and customers encounter. DIG's objectives are to raise awareness, increase their visibility in the community, help attract top candidates, and help promote the organization's career development tools and resources. Their key initiatives are Special Olympics, Rides for Hope, Neurodiversity at Work, and Autism Speaks.

# EMPLOYEE RESOURCE GROUPS



## FARMERS ASIAN ALLIANCE (FAA)

FAA's mission is to empower their members as they work towards their personal and professional goals while promoting awareness of various Asian cultures and giving back to the community. FAA has organized bystander intervention training, executive panel discussions, and more, including resources for Asian Heritage Month.



## FARMERS FUTURE

Farmers Future strengthens the Future of Farmers by supporting Farmers employees as they acclimate, develop, and evolve through their career journey. Farmers Future supports all employees who are looking to learn and grow, whether they are new to the organization or trying to maximize their careers. In fact, they contact 100% of new hires to provide them with resources and networking opportunities to acclimate to life at Farmers.



## FARMERS PRIDE

The Farmers Pride ERG elevates LGBTQ+ considerations within the workplace to help create a secure and inclusive environment where everyone can bring their full and authentic selves to work. They complete several successful philanthropic events, as well as celebrate Pride Month each year with the whole organization!

# EMPLOYEE RESOURCE GROUPS



## **SOMOS FARMERS**

Somos aims to create and sustain a work environment that attracts, develops and supports the personal and professional growth of its members while providing relevant and knowledgeable resources that enrich the Farmers brand within the reach and diverse Hispanic/Latinx community. Each year Somos celebrates Hispanic Heritage Month with activities and information for the whole organization!



## **VETERANS AND ADVOCATES**

Veterans and Advocates ERG builds awareness and recognizes our Veteran's unique identity, military service, experience, culture, and community promoting esprit de corps within Farmers. The ERG is inclusive of all employees – whether Veterans or family, friends, and colleagues of Veterans – who wish to join and support this group, as well as veterans in our local communities. Their continued support of the Veterans Community Project (VCP) in their national expansion allows the ERG to help Veterans across the country. They also partner each year with the Wreaths Across America program to remember our fallen soldiers on Wreaths Across America day by sponsoring wreaths and volunteering.



## **WOMEN'S INCLUSION NETWORK (WIN)**

WIN is a source of mentors, role models, sponsors, and colleagues who can provide valuable knowledge and information, and is open to all Farmers employees. This openness creates a unique opportunity for employees to step beyond their normal network and expand their circle of contacts, influence, and skills. WIN helps to create a culture that attracts, develops and retains talent who contribute to the achievement of our business goals.

# CORPORATE INITIATIVES

Farmers also supports three expansive Corporate Initiative Groups, which similarly work to bring together employees to encourage and support one another and accomplish enterprise-wide goals.



**FARMERS  
FIT**

Farmers cares about the all-around wellness of its employees and this includes physical, mental, and financial wellness. The Farmers Fit group promotes physical and social well-being by making positive lifestyle choices at work, home, and in our communities. They support positive mental health by highlighting resources and support available at Farmers, as well as opening up the conversation on mental health in an effort to reduce stigma. The Farmers Fit group also brings awareness to the financial benefit resources that employees can take advantage of to help prepare for different life events.



**COMMUNITY  
CHAMPIONS**

Farmers Community Champions, or FCCs, are local employee leads who have stepped up to support their local communities. These leads facilitate the completion of enterprise-wide initiatives, like the annual Spring into Service campaign during National Volunteer Week, where Farmers employees give back across the country in a variety of virtual and in-person volunteer activities.



**GO GREEN  
TEAMS**

The Go Green Team is a group of sustainability champions across the enterprise that support program communications and employee engagement around building an organization that's good to our people AND our environment. Although the Go Green Team encourages sustainability by sharing information and resources year round, extra-special employee activities are planned on days like Earth Day and International E-Waste Recycling Day.

# TOGETHER, WE ARE FARMERS<sup>®</sup>

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These pillars are what makes up our People Value Proposition, but they are just a taste of everything the culture at Farmers Insurance aims to achieve. We're constantly evolving with the world around us to better support our employees and our customers. But the true backbone of our organization is our people, who uphold our missions and values in order to offer incredible service and support to our customers, and communities, and one another.

Now that you've seen what makes Farmers great, take the next step in your career and explore our job opportunities by [clicking here](#).

