

ABOUT INSURING MI FUTURE (IMF)

IMF was founded in 2014 as a coalition of companies, associations, agents, government and economic entities to attract young talent to a career in the insurance industry in Michigan. Non-profit, 501(c)3 status was granted in February 2017.

Mission

Inspiring the next generation to discover endless growth opportunities in the insurance industry.

Vision

A thriving Michigan insurance community powered by diverse and passionate people.

Core Values

- Commitment to ongoing education and professional development
- Embracing the needs of the next generation
- Coming together to create a collective voice
- Doing well and doing good
- Diversity and inclusion

BY THE NUMBERS

Over 500 students enrolled in the RM&I High School CTE insurance classes

- passing licensing exams (P&C and L&H)
- completing insurance designations (AINS and CISR)
- as dual enrollment (credits received for high school and college courses)

\$14,000 marketing events to promote the high school and college programs

\$6,870 in grants to the classrooms

\$3,600 to encourage partnerships with IMF



FACING OUR CHALLENGES HEAD-ON

As we all know, talent recruitment is the top challenge for the insurance industry. Insuring MI Future is a coalition of insurance industry professionals and others working to fill the employment gap.

What are we doing?

Two key things: promoting insurance as a great industry, and supporting high school and college insurance programs.

Dual-Enrollment, CTE RM&I Programs Supported by IMF:

- Eaton RESA, Olivet College, Farm Bureau Insurance
- Charlotte High School, Olivet College
- Genesee County ISD, Lansing Community College, Pioneer State Mutual Insurance
- Ingham ISD, Ferris State University, Accident Fund of Michigan
- Lansing School District, Olivet College, Accident Fund of Michigan
- Frankenmuth Public School & Tuscola County, Northwood University, Frankenmuth Insurance
- Hartland Consolidated Schools, INVEST, and Hartland Insurance Agency

insuringmifuture.com

CURRENT IMF BOARD MEMBERS

AF Group – CTE Sponsor

Mike Maurer, Chair
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Invest in
mi future



insuring mi future

HOW CAN YOU HELP?

- Encourage students to attend the programs
- Be willing to be a speaker
- Offer internships, job shadows, & mentorships
- Donate to IMF

Your financial gift will help IMF offer mini-grants to the high school and college programs for activities not covered by the current budgets. Funds would be used to develop marketing materials, industry events, and the STEM Conference to spread the word about the great careers in the industry. The Coalition also sponsors students attendance at learning and networking events through the Big "I", Gamma Iota Sigma chapters, and various field trips to learn about risk management careers.

We are also looking for partners to support our efforts financially.

OUR CURRENT INDUSTRY PARTNERS:



THE IMF TEAM

The Insuring MI Future team has solely depended on volunteers for leadership, support and the delivery of programming, events and other services. The Board strives to increase diversity on every level including the addition of members with experience in a wider variety of insurance related roles. The Executive Committee is composed of the Board Chair, Vice Chair, Treasurer, and Secretary. Ad hoc and standing committees including marketing, fundraising and development, STEM, and special events. Future plans include:

- Student Advisory Board with state wide high school and college students to network and acquire leadership experience.
- Advisory Board would also provide the opportunity to engage additional insurance industry thought leaders and broaden engagement.

A key component of our future is hiring an Executive Director. The ideal candidate will have fundraising, nonprofit management, finance, event planning, and education related experience. Recruiting efforts will launch in the fall of 2022. An administrative role will be filled with a paid intern beginning in FY2022-2023.



STRATEGIC PARTNERSHIPS

Insuring MI Future's sustainability will depend on a recurring and viable revenue stream. General guidelines for IMF partnership are below:

Employees in MI	Partnerships (3 year commitment)
1000+	\$10,000 - Potential Board seat & Logo on website
500-999	\$5,000 – Listing on website
100-499	\$2,500 – Listing on website
<100 or educators or nonprofit	\$1,000 – Listing on website

IMF's board will consider strategic partnerships on a case-by-case basis to ensure appropriate member engagement and benefits, in alignment with IMF's overall mission.

Additional revenue resources include sponsorships for events, government funding and foundation grants. IMF has traditionally attracted sponsorship revenue and anticipates that to continue to grow. Government and grant funding are new sources and will require support from both the Executive Director and Board members to identify opportunities.

FINANCIAL MODEL

FISCAL YEAR (January – December)

	2023	2024	2025
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REVENUE			
Industry Partnerships	\$50,000	\$75,000	\$100,000
Event/Marketing Sponsorships	\$15,000	\$20,000	\$25,000
State and Local Gov't	--	\$10,000	\$20,000
Grants	--	--	\$20,000
Other Income	--	--	--
Total Revenue	\$65,000	\$105,000	\$165,000

EXPENSES as % of REVENUE			
Staff: Exec Director & Intern	61%	43%	54%
Office Expenses	2%	2%	2%
Marketing	11%	12%	12%
Events	15%	12%	9%
Grants	2%	2%	3%
Total Expenses	92%	71%	80%
Net Surplus	8%	29%	20%