

New York Life: Our Approach to LGBTQ+ Engagement



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Today

- 1 NYL & Marketing
- 2 The Agent Perspective
- 3 Supplier Diversity
- 4 Employee Engagement



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Our Strategy & Marketing

Donn Froshiesar

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Our Company

Social and financial imperative

Life
Insurance

Career
Agency

Expert guidance for complex financial decisions

Underpin our promises

Financial
Strength

Mutuality

Protect our policy owners' interests



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Being on the right side of history: 1861

PURELY MUTUAL LIFE INSURANCE.

NEW-YORK
LIFE INSURANCE CO.
ESTABLISHED 1845.

Home Office, 112 & 114 Broadway, N. Y.

ASSETS, (SECURELY INVESTED,) \$4,000,000.



This is one of the OLDEST, SAFEST, and most ACCURATE Life Insurance Companies in the United States and offers advantages not to be equalled, and is more reliable, NOT SUSCEPT, by any other. It has paid to widows and orphans of the assured over TWO MILLION DOLLARS. Its Treasures in New-York City are of the very first and most reliable nature.

It is STRICTLY MUTUAL, the policy holders receiving the entire profits.

Special care in the selection of its risks—strict economy, and a safe and judicious investment of its funds—eminently characterize the management of this Company.

Premiums received QUARTERLY, SEMI-ANNUALLY or ANNUALLY, at the option of the assured. Policies issued in all the various forms of WHOLE LIFE, SHORT TERM, ENDOWMENT, ANNUITY, &c.

DIVIDENDS DECLARED ANNUALLY, (FOR 1865, 50 PER CENT.)

The mortality among its members has been proportionately less than that of any other Life Insurance Company in America—a result consequent on a most careful and business selection of lives, and on



Image Source: www.nyl.com



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Being on the right side of history: 1894

WOMEN INSURED HEREAFTER
THE SAME AS MEN.

AFTER a careful investigation of the mortality among insured women in this Company, due to the general facts our Actuary feels that our insurance policies a more liberal treatment of such risks, and

Decision:
Insured women will be treated for Insured amounts on the same terms as men—same premium rates and without special classification.

GREAT CARE, HOWEVER, WILL BE EXERCISED

In issuing Insured risks, and agents must not submit applications for such the purpose of insurances, upon the following classes of women without first submitting the facts in the form of a letter upon the regular Insured Book and having referred to it as follows:

1. Divorced women and Widows generally.
2. Single women.
3. Women over 35 for years of age.
4. Girls under 18 for years of age.

Specials shall always be furnished with the application with reference to the reasons for taking insurances, upon the terms furnished by the Company for this purpose, to facilitate the issue of policies. While Whole Life and Limited Payment Life policies will be written upon select Insured risks, Endowment or Term policies are especially recommended for women as the terms of insurances most adapted to their needs, and agents soliciting women on these lines of policies will meet with greater success, both in securing applications and in receiving policies from the Company.



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Being on the right side of history: 1987



Image Source: www.nyl.com



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Forbes | 2018
THE BEST EMPLOYERS for DIVERSITY

POWERED BY STATISTA



TOP COMPANIES FOR EXECUTIVE WOMEN 2017

WORKING MOTHER
100 BEST COMPANIES

WORKING MOTHER

BEST COMPANIES FOR MULTICULTURAL WOMEN



HUMAN RIGHTS CAMPAIGN FOUNDATION

BEST

PLACES TO WORK

2017

for LGBT Equality

100% CORPORATE EQUALITY INDEX

TM



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Image Source: Google Images

Marketing



Image Source: Google Images



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“Home Office”



Agent

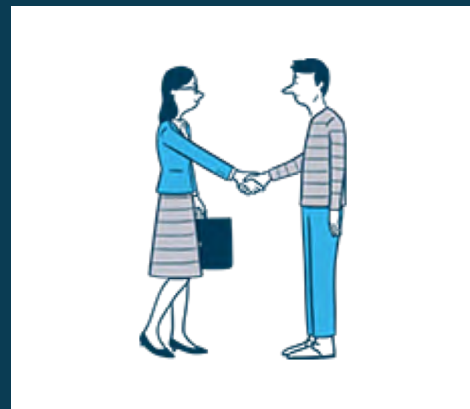


Image Source: NYL Proprietary Images.



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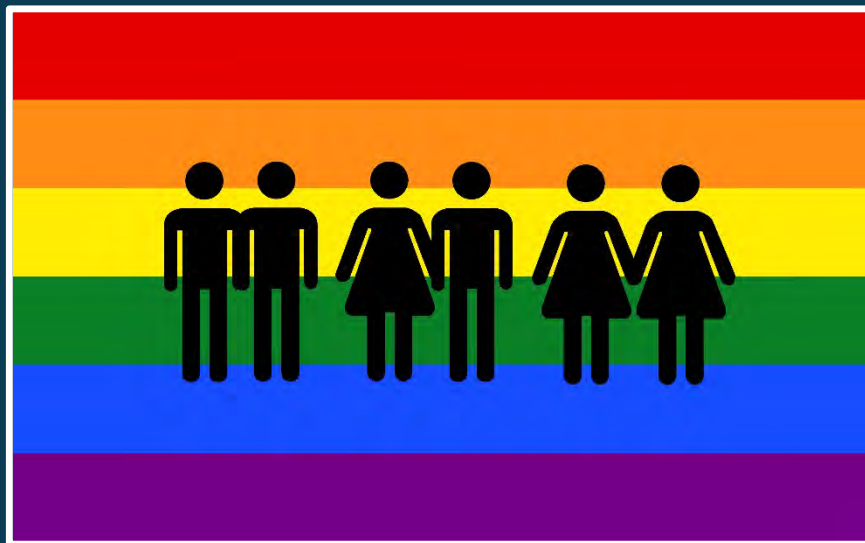
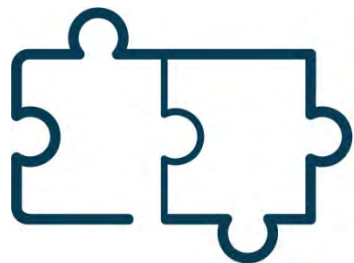


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Solutions- Based Marketing



Consumer- Based Marketing

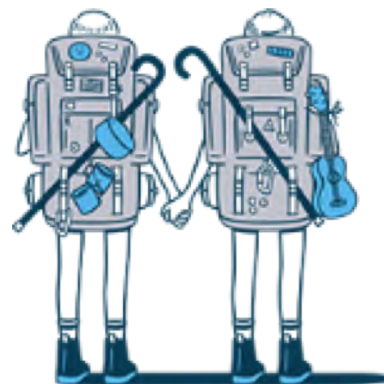


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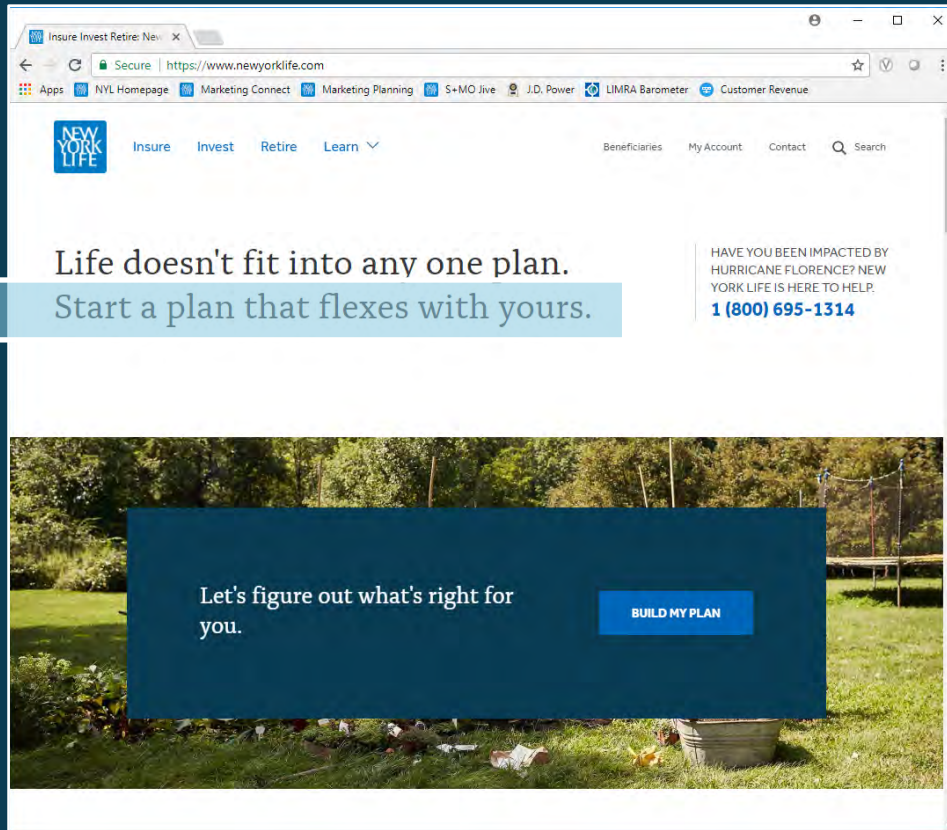


Image Source: www.nyl.com



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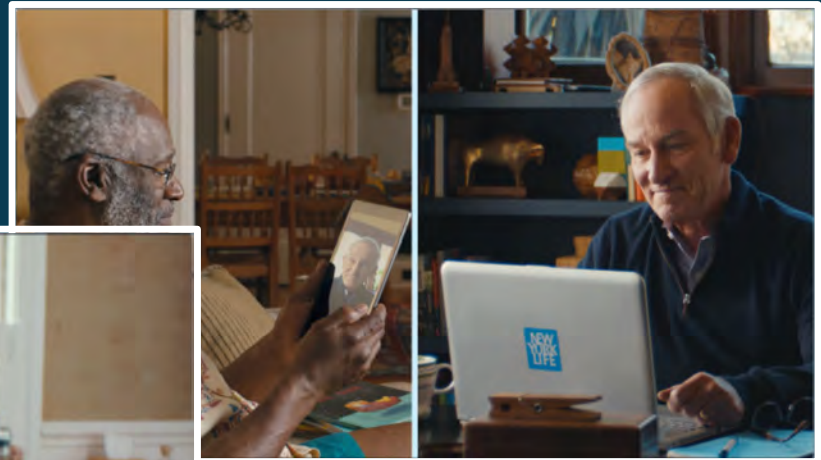


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The **moving**
all families
forward with
pride plan.

#NYCPRIDE2018

nyc
PRIDE



The **marrying**
who you want the
way you've always
wanted plan.

#NYCPRIDE2018

nyc
PRIDE

Image Source: NYL Proprietary Images.



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New York Life Insurance Company
Sponsored · 🌐

Life doesn't fit into any one plan. That's why we're striving to move all families forward as Proud Platinum Sponsor of #NYCPride2018. Find our float at the march and learn more. #GoodAtLife

The **moving** all families forward with **pride** plan.

#NYCPRIDE2018 

[LEARN MORE](#)

81 13 Comments 10 Shares

New York Life Insurance Company
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Buying your first home with the one you love doesn't fit into any one plan. At New York Life, we're moving all families forward this #PrideMonth. Learn how we can support the LGBTQ+ community. #GoodAtLife

The **celebrating** your love by buying your first home **together** plan.

#GOODATLIFE 


[LEARN MORE](#)

23 1 Comment 3 Shares

New York Life Insurance Company
Sponsored · 🌐

Supporting your kid through school doesn't fit into any one plan. At New York Life, we're moving all families forward this #PrideMonth. Learn how we can support the LGBTQ+ community. #GoodAtLife


The **proud** of who you are and proud of your graduate **too** plan.

#GOODATLIFE 

[LEARN MORE](#)

37 1 Comment 5 Shares

Instagram

 newyorklife Sponsored

The **retiring** after a lifetime of doing things your own **way** plan.

#GOODATLIFE

[Learn More](#)

newyorklife Retiring your way doesn't fit into any plan. Click here to learn how we can support the LGBTQ+ community. #GoodAtLife

Instagram

 newyorklife Sponsored

The **starting** a family no matter what it takes plan.

#GOODATLIFE 

[Learn More](#)

newyorklife Starting a family your way doesn't fit into any one plan. Click here to learn how we can support the LGBTQ+ community. #GoodAtLife



Driving LGBTQ+ Market Success

David Hernandez

Image Source: Getty Images



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LGBTQ+ Supplier Diversity

Joy Wong

Image Source: Getty Images



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Supplier Diversity Program

What is Supplier Diversity?

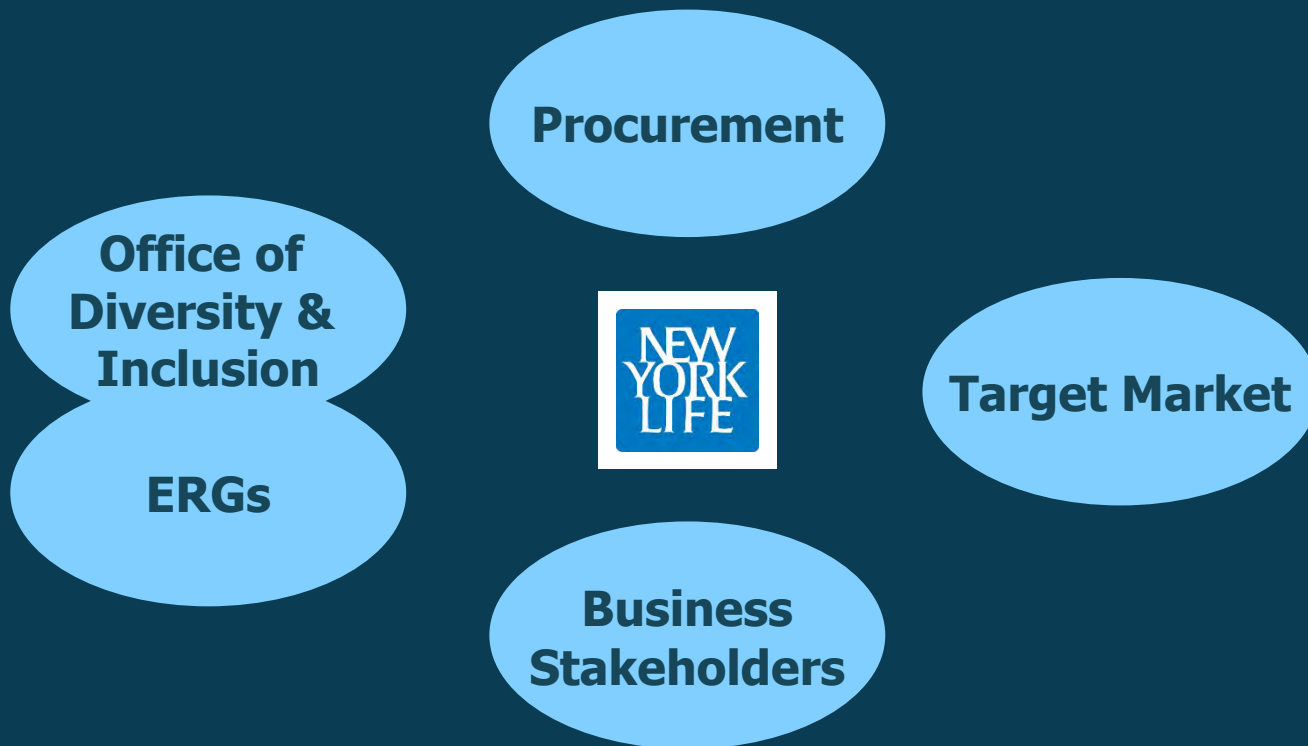
- Building an inclusive Procurement Process

Who are our Diverse Vendors?

- Business Enterprises that are majority owned, controlled and operated by minority, women, LGBT, veterans, and disabled



Our Internal Partners



Our External Partners

Advocacy Organizations

- National Minority Supplier Development Council
- Women Business Enterprise National Council
- National Gay and Lesbian Chamber of Commerce
- Financial Service Roundtable for Supplier Diversity



LGBTQ+ Community Partners



Internal

- Office of Diversity & Inclusion
- ERGs: NYLPride
- **LGBTQ+ Market**
- Supplier Diversity



External

- National Gay and Lesbian Chamber of Commerce
 - National
 - NYC area



LGBTQ+ Community: Advocacy

- National and local conferences and Events
- National Advisory Councils
 - Procurement, Corporate, and Legal
- Roundtable Meetings
 - Suppliers, ERGs, and Legal
- Certified Superstar - Shark-tank Like Business Pitch
- Mentorship Programs





LGBTQ+ Workforce Engagement

Jeffrey Mak



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LGBTQ+ Milestones at New York Life

1987

\$30+ Million
AIDS Education,
R&D and Grants
Since 1987

2008

\$780,000
Foundation
Contributions
Since 2008



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LGBTQ+ Milestones at New York Life



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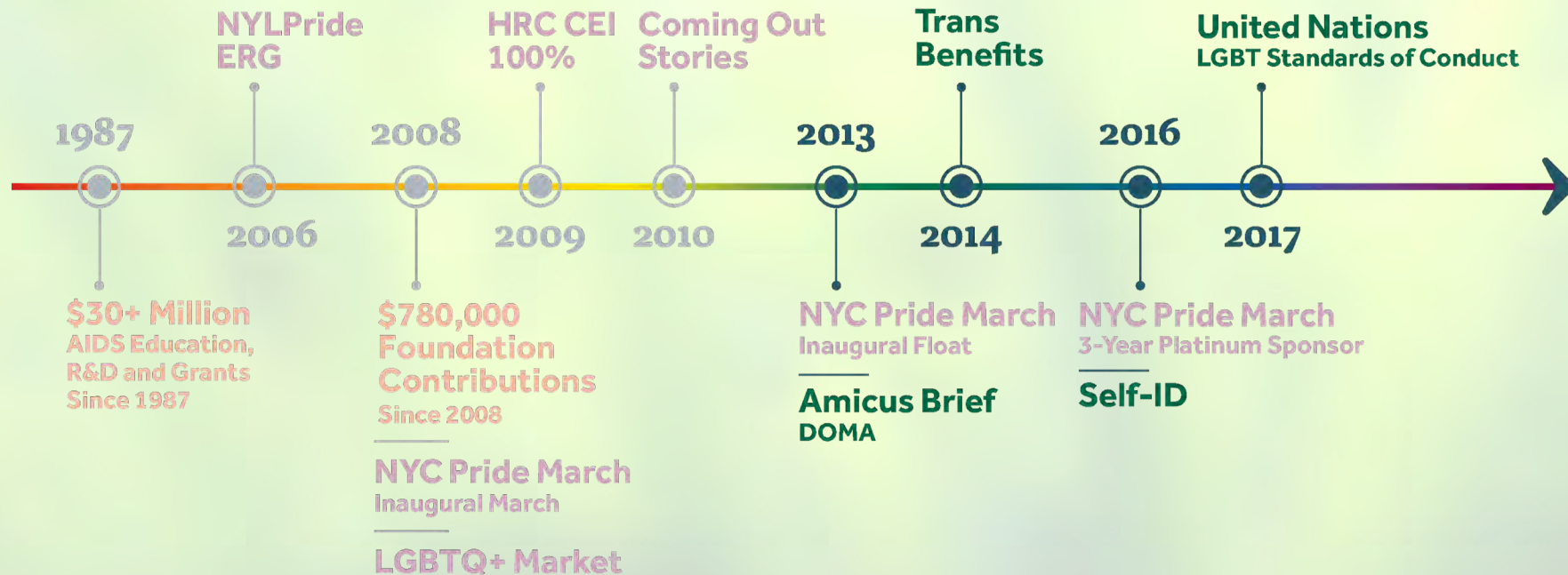


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LGBTQ+ Milestones at New York Life



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LGBTQ+ Milestones at New York Life





Questions



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Thank you!

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