

2014 Community Impact Report

Making a difference – together



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Letter from the CEO

Our goal is to help Americans secure their financial future. We're focused on this goal, and we're passionate about helping our customers achieve it.

Our passion for helping extends beyond our work

We're also passionate about giving back to the communities in which we live and work. In our Community Impact Report, you'll learn how we collaborated with community partners to:

- Help over 615,000 students gain financial skills they'll use the rest of their lives.
- Promote healthy eating among children by planting gardens at elementary schools.
- Raise funds for lifesaving research into breast cancer and heart disease.
- Double the impact of our associates' contributions by matching nearly \$540,000 in donations and volunteer time.

We envision better communities and hope that through our work and contributions in 2014, we moved closer to realizing that vision.

Thank you for learning about our efforts. I hope you will consider pitching in, because we look forward to accomplishing even more in 2015.

Sincerely,

Robert L. Reynolds

President and CEO
Great-West Financial



Robert L. Reynolds, President and CEO

Community giving snapshot

Financial education is a critical need in the U.S. today



Focusing on financial literacy

Colorado implemented Personal Financial Literacy Expectations for preschool through grade 12 in 2008. However, many schools lacked the funding, expertise and resources to implement these standards. So Great-West Financial and Empower Retirement identified funding gaps and looked for ways to institutionalize financial literacy education in Colorado. Then we provided grants in those areas.

YEAR	GRANT	IMPACT	
		TEACHER	STUDENT
2011	\$587,750	425	16,945
2012	\$632,135	969	91,126
2013	\$908,324	3,900	199,906
2014	\$1.1 million	8,566	307,300
Total	\$3.2 million	13,860	615,277

Great-West Financial and Empower financial literacy program timeline

2011–2013: We provided grants to nearly 90 Colorado teachers so they could introduce or enhance financial literacy education programs in their classrooms.

2013: We increased our student and teacher reach by expanding our grant program to include Cherry Creek and Jefferson County school districts.

2014: Great-West Financial and Empower further expanded our support to include the 10 school districts below. We also developed best practices that educators could share and implement across the U.S.

- Adams 12 Five Star Schools
- Cherry Creek School District
- Colorado Springs District 11
- Denver Public Schools
- Douglas County School System
- Englewood Schools
- Jefferson County Public Schools
- Littleton Public Schools
- School District 27J
- St. Vrain Valley

In addition, Great-West Financial and Empower provided a grant to the Colorado Department of Education to develop K-12 financial literacy resources that could be shared nationwide. These include:

- Curriculum maps
- Instructional units
- Assessment tools

We also exposed students to real-world simulations that demonstrated how financial literacy would affect them throughout their lives.

- Colorado Council for Economic Education Stock Market Experience
- Junior Achievement (JA) Finance Park
- JA Stock Market Challenge
- JA Classroom Programs

Committing to important causes

- Nearly 440 associates walked in the American Heart Association’s Heart and Stroke Walk.
- About 350 associates joined in the Race for the Cure.
- Two Teaching Gardens at low-income schools were sponsored.
- We received the Corporate Impact Award from the American Heart Association.
- We introduced the Susan G. Komen Co-Survivor Award at Race for the Cure.

Brightening our backyard

- Co-workers logged almost 5,200 volunteer hours.
- The company matched nearly \$540,000 in donations.
- About 650 associates donated to charitable organizations; the company matched their contributions.



Partnering with our planet

Composted almost **110 TONS** of material Nearly **330 TONS** of waste were recycled

CONSERVED:

 **1.83M GALLONS** OF WATER

 **4,976** TREES

 **2M KWH** OF ELECTRICITY

 **1,379 YARDS** OF LANDFILL SPACE

 **88,717 GALLONS** OF OIL

Section 1: Focusing on financial literacy

Helping people prepare for retirement is at the heart of what we do as a company. The sooner individuals start saving for retirement, the bigger their nest eggs will be. So we were disappointed to learn that fewer than 20% of teens know what a 401(k) plan is. In 2010, we took steps to address this through our financial literacy Initiative.

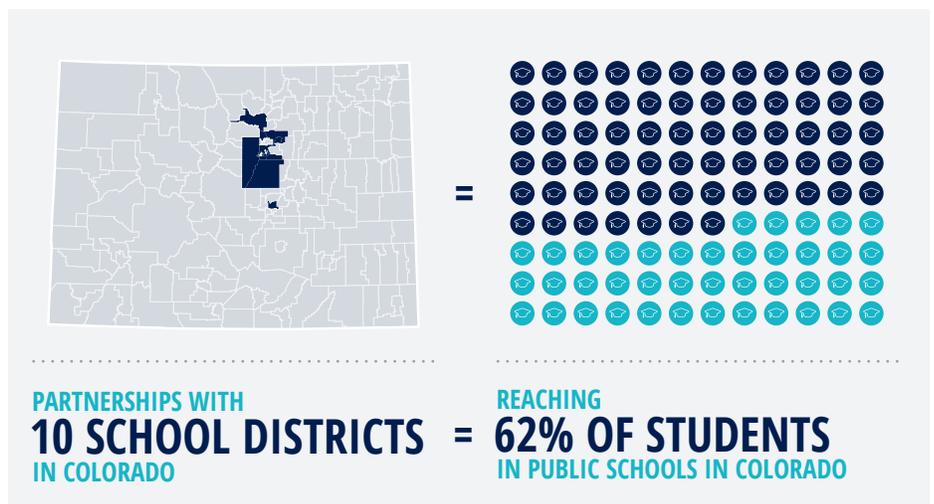


“When asked to write curriculum and teach financial literacy, most may feel that they are facing a very difficult task. However, Great-West Financial and Empower Retirement have provided an opportunity to face this challenge in a nonthreatening, interesting and fun way.”

– Teacher from Douglas County School District

Great-West Financial and Empower have invested more than \$3.2 million in four years to improve financial literacy in P-12 classrooms in our headquarter state of Colorado. While we started in our own backyard, we’ve built best practices that schools and school districts across the country can replicate. Our programs have impacted:

- More than **13,800 teachers** who’ve accessed training to better integrate financial literacy topics into their curriculum.
- Over **615,000 students** who’ve gained financial literacy.
- **10 school districts**, representing 62% of public school students in Colorado, that we partnered with to implement systemwide changes.



Financial literacy education: Our impact

Great-West Financial and Empower worked with teachers, administrators and school districts to identify their financial literacy needs. Then we supported them by providing grants in those key areas. Here are samples of 2014 best practices.

Teacher training for Denver Public Schools

Denver Public Schools personnel said the greatest barrier teachers faced when incorporating financial literacy into their curriculum was confidence. So Great-West Financial and Empower funded training on finance topics for middle and high school social studies teachers. Teachers said these sessions positively impacted their knowledge of financial literacy, confidence in teaching financial literacy, confidence in their own knowledge of financial literacy, and their financial literacy classroom practices. We also funded a library of lesson plans for teachers to pull from and customize in the classroom. This activity provided a resource for teachers districtwide.

Financial Fridays in Englewood

The company funded a financial literacy coordinator position for the Englewood School District. This individual met with principals and teacher leads to determine how to incorporate financial literacy into a full curriculum — then introduced some innovative programs.



For example, elementary school students learned about financial topics during Financial Fridays. Each Friday, teachers spotlighted a new concept, such as financial goal-setting. They reinforced learning through an experiential activity. As part of the goal-setting unit, each student and classroom set a financial goal to raise money for a charity. Sixth-graders chose the Denver Dumb Friends League and set a schoolwide goal of \$1,200. Many fun fundraising activities ensued to reach the goal, including a fourth-grade coin war. By the end of the two-week fundraising period, the students surpassed their goal, donating almost \$1,800 to the nonprofit!



“This grant has had an essential impact on Denver Public Schools’ financial literacy needs. As a district, we are limited in the resources we can provide in every sixth- to 12th-grade classroom, and the resources that were available had not been updated to the embedded CAS PFL/Econ standards in the state. Therefore, teachers were relying on limited and outdated materials to provide financial literacy instruction in their classrooms, and no specific professional development had been previously offered through the district. Now, with the distribution of trained financial literacy experts in 34 schools, we have an excellent structure to share this information with our students, using teachers as content leaders.”

– Katie Nitka, Secondary Social Studies Curriculum Specialist at Denver Public Schools



“Incorporating financial literacy into our elementary school classrooms was our biggest challenge. Our teachers in kindergarten through sixth grades understood the importance but struggled to find a place for it to fit into an already packed curriculum. We decided on Financial Fridays as a way to make financial literacy a consistent, intentional theme throughout the year, and also as a way to make it less overwhelming for teachers to implement. By dedicating 10 Fridays a year to this theme and providing teachers with the content, we allow them to do what they do best — bring it to life in a way that is meaningful for their students. And, as an added benefit, we ensure that every student at every grade level in our elementary schools is exposed to important financial concepts.”

.....

– Heather Greenwood, Englewood Schools Financial Literacy Coordinator

The coordinator also worked with the high schools and the District Board to create a required financial literacy class for high school graduation, one of the first of its kind in Colorado. In the one-semester course, students learned how choices influence occupational options and future earning potential. They also learned how to create a budget; manage their money in the banking system; make wise spending, saving and credit choices; and evaluate and understand insurance and taxes. This course set students on a path toward being in control of their financial future.

Special assignment at Brighton 27J

The Brighton 27J School District needed an expert to help it implement its financial literacy curriculum. With funding from Great-West Financial and Empower, it hired a financial literacy teacher to fill this gap. This newly created position built relationships with teachers to assess their needs. Then the financial literacy expert created professional development programs to boost confidence around teaching financial topics and helped design district-specific curriculum.

Managing money at Cherry Creek School District

With funding from Great-West Financial and Empower, elementary school students in the Cherry Creek School District learned about basic investments, diversification and other financial themes. From there, students engaged in more advanced courses regarding mutual funds and other financial concepts. During one class, fifth-graders debated diversification and risk, concepts many adults don't understand. Discussions like this, early in life, set up students for greater success in the future. This course is an example of a blueprint that other districts can implement.

National teacher training and empowerment

Elementary school teachers are responsible for teaching all subjects, from reading and math to science and financial literacy. However, many of these teachers have never taken a financial literacy or economics course.

In conjunction with the Colorado Council for Economic Education (CCEE), Great-West Financial and Empower identified a need for professional development workshops specifically for elementary school teachers.

In 2014, we launched a first-of-its-kind online, accredited training program any elementary teacher nationwide could access. *Teaching Personal Financial Literacy in the Elementary Grades* is based on national standards for financial literacy. This all-online course features about four hours of high-quality videos. The videos present financial literacy in an engaging style through real-world stories that illuminate basic principles. The program includes lectures from an economist and master teachers who've taught financial literacy topics for years. Once teachers enroll in the program, they can access lesson plans. The program's popularity has been overwhelming. All courses in 2014 were filled, and more than 100 people were on the waiting list.



"I learned so much about my own financial decision-making (through this course). I think it is possible to teach these topics in an elementary school and integrate the lessons in with other subjects. I strongly recommend that teachers take this course. I was really impressed with the quality of the materials and the ease at which I was able to access everything."

- Teacher who participated in the online courses

The bottom screenshot displays the following table:

Program/Class	Econ Focus	PFL Focus	Apply/ Register	Grade Level	Location	Date	Partner
Spring 2015 <i>Stock Market Experience</i>			Registration closed	3-12	Online	Jan 12- Apr 2	
Economic/Personal Finance Calendar Contest			Submit Entry Form			Entry Deadline is May 1st	
Late Spring 2015 <i>Stock Market Experience</i>			Register	3-12	Online	Mar 9- May 15	

REGISTRATION POLICY: As the primary mission of CCEE is to train active teachers, registrations for retired teachers and the general public will be waitlisted until the Monday prior to class and will be added on a space-available basis.

Engaging students in and out of the classroom

While learning financial literacy principles in the classroom is essential for students, Great-West Financial and Empower also believe students learn and retain more through interactive, real-world simulations. In 2014, we partnered with nonprofits to provide this experience to more than 50,000 students.

- CCEE's Stock Market Experience gave students in grades three through 12 a semester-long simulation in investments.
- Junior Achievement (JA) Finance Park engaged students in grades eight through 10 in a reality-based decision-making game where they addressed family budgeting challenges for a day.
- JA Rocky Mountain's Stock Market Challenge involved more than 9,000 students from nearly 150 schools in a fast-paced, 80-minute simulated trading competition.



JA Rocky Mountain's Stock Market Challenge



A visit to JA Finance Park helped Michael learn to budget and protect his savings. Michael believes the information he gained at JA Finance Park helped prepare him for a better life. "I hope to budget my money wisely so that I will not be in debt or owe large amounts of money to student loans."

– Michael, Thornton High School

2014 financial literacy impact by the numbers

\$1M

toward financial literacy education

In-depth partnerships with

10 SCHOOL DISTRICTS

representing 62% of the student population in Colorado

307,300 STUDENTS

reached

Nearly

8,570 TEACHERS

impacted

Section 2: Committing to important causes

At Great-West Financial and Empower, our goals include helping people prepare for longer, healthier and happier retirements, so we also support programs that encourage health and wellness.

For example, through the company's partnerships with the American Heart Association and Susan G. Komen Colorado, we helped associates take steps to reduce their health risks. We also worked to spread important health messages to the broader community.

American Heart Association



This workplace has been recognized by the American Heart Association for meeting criteria for employee wellness.

The company served as presenting sponsor of the Denver Heart Ball and Heart Walk. We also sponsored the Go Red for Women campaign and luncheon. Our support earned us the Corporate Impact Award, which recognized our efforts to impact heart disease and stroke, the number 1 and number 4 causes of death, respectively, in America.



Great-West Financial and Empower partnered with the American Heart Association to provide Teaching Gardens at two elementary schools in metro Denver. Associates joined students who learned how to plant seeds, nurture plants and harvest produce. The children also learned the value of good eating habits.

Teaching Gardens foster the belief that when you teach children about nutrition, they'll share this information with their families, which ultimately improves the family's overall eating habits.



Somerset, New Jersey, associates each donated \$5 to participate in Wear Red Day in February. Along with other activities, the office raised almost \$820 for the American Heart Association in 2014.



Nearly 440 associates cinched up their laces and participated in the 2014 Denver Heart and Stroke Walk. Together, Great-West Financial, Empower and our associates raised \$21,600.



Deahna pays it forward so others benefit from the research and innovations funded by the American Heart Association.

Deahna's Story

Deahna Visscher, SAP implementation support analyst, knows firsthand the importance of the American Heart Association. Before her son was born, he was diagnosed with a severe heart defect. Doctors performed open-heart surgery to repair the defect just days after he was born. While her son experienced other complications and did not survive, Deahna credits the research and innovations funded by the American Heart Association for giving him a chance at life.

Now, Deahna is a team captain for the Denver Heart Walk. Her team, Grant's Pay It Forward, walks in honor of her son and to pay it forward so others also benefit from early detection. Deahna and her team raised nearly \$5,000 in 2014 by sharing their story, making and selling cake pops, and explaining the importance of the Association's work to others.

"It is pretty cool to be a part of a company that is so aware of the importance of giving back to causes that save lives. For me, this is an important value." – Deahna Visscher

Susan G. Komen for the Cure

We're proud to be the founding sponsor of the Race for the Cure in Denver. Each year, Great-West Financial and Empower associates run and walk around the Pepsi Center to support the fight against breast cancer. In 2014, more than 350 associates participated in events nationwide.

Associates race for a cure nationwide



Denver, Colorado



New York, New York



Milwaukee, Wisconsin

We presented the Susan G. Komen Colorado Co-Survivor Award to Amber Ramey at the 2014 Race for the Cure. Amber was 10 years old when her mother was diagnosed with breast cancer. Amber was her mother's biggest support throughout her fight. Today, her mother is cancer-free, and Amber is a sophomore in high school. She has raised breast cancer awareness by starting her own Race for the Cure team at her school.



Kellcie's story

When Kellcie Noble, a defined benefits relationship manager, joined the company in 2013, she noticed its commitment to Susan G. Komen for the Cure. After some investigation, she attended team meetings and decided to form a team in memory of her Aunt Debbie, who'd lost her fight with breast cancer a few years earlier.



Kellcie Noble raised nearly \$1,000 on her own for Race for the Cure in her Aunt Debbie's honor.

"I have never worked for a company with this kind of commitment. Great-West Financial goes above and beyond to connect employees with causes we care about. Last year, the company invited me to participate in a special event for breast cancer survivors and their families. It really hit home, and it helped me to connect with what my aunt went through."

– Kellcie Noble

Kellcie recruited 30 friends to participate in Race for the Cure. She also led a fundraising effort that brought in \$980 by selling handmade coffee sleeves and scarves with the pink ribbon on them. The company matched her fundraising efforts — doubling her contribution to Komen to \$1,960.

Section 3: Brightening our backyard

At Great-West Financial and Empower, we know our talented associates are our greatest asset. We encourage them to share their skills with community organizations and support their efforts by offering volunteer activities, paid volunteer time and donation-matching programs.



Last year, about 650 associates volunteered more than 5,180 hours at nonprofits and community organizations across the country. The company matched every dollar they donated, volunteered and fundraised up to \$6,500 per employee. This amounted to nearly \$540,000 in contributions.

Associate volunteer award winners

The Volunteer Awards Program recognizes associates who give their time to local organizations. The company donates \$100 on behalf of each winner to the nonprofit of their choice.



The Volunteer Committee consists of associates from offices across the country. The committee engages co-workers in the community by organizing volunteer opportunities, company drives, a volunteer recognition program and teams for events.



Jan Ankele, Manager

Jan volunteers 200 hours each year with Kantorei, an organization that promotes choral arts in Denver. Jan is a founding member and spends time each week rehearsing, conducting and fundraising on its behalf. She also works one-on-one with students to help them prepare for auditions.



Shelley Baker, Manager

Shelley helps Colorado's homeless youth through Urban Peak. For five years, she's led a group of co-workers in serving a monthly meal to these young people. She also organizes a holiday drive for the youth at the shelter and recruits associates to help.



Damian Bulf, Senior Data Administrator

Damian volunteers at Junior Achievement Finance Park. He also helps with Extreme Community Makeover. He also volunteered with Extreme Community Makeover and Empower to work alongside underserved individuals to improve their homes and neighborhoods. Damian is active in the company's American Heart Association programs as well.



**Kevin Cahn,
401(k) Account Manager**

Kevin has volunteered with Mount Saint Vincent Home, a residential treatment center for children ages 5 to 12, for more than a decade. As

one of the few constant adults in the lives of these children, Kevin serves as a positive adult role model, reading to the kids, playing games and helping with daily routines.



**Brian LaCarrubba,
Senior Business Process Analyst**

Brian supports The Park People. This organization focuses on preserving, enhancing and advocating for Denver's parks and open spaces. He

uses his technology skills to help the group strengthen its technology resources. He also volunteers as a tree planter.



**Jennifer Lees, Manager
Client Services**

Jennifer and 11 women spent about a week in Guatemala lending their physical strength, finances and resources to building two homes for

underprivileged citizens through the nonprofit From Houses to Homes. At home, she's a volunteer coach for her son's soccer team and helps organize vacation Bible school at her church.



**Tracey Murphy,
Implementation Analyst**

Tracey is passionate about animals and volunteers with Lifeline Puppy Rescue. She helps with puppy adoptions, cashiering, kennel cleaning,

and watering and feeding the puppies. She also fosters sick puppies until they are healthy enough for adoption.



Tonja Petticrew, Pricing Analyst

Tonja strives to make a difference in the lives of individuals impacted by cancer by volunteering with the Love Hope Strength Foundation. She volunteers about 250 hours each

year with the group. She also helps save lives by registering thousands of concertgoers to become bone marrow donors.



**Shaffner Reed,
Account Coordinator**

Shaffner has volunteered with Colorado Connect for more than 10 years. The organization helps at-risk youth become good student-

athletes through sports. He coaches and mentors a young men's traveling basketball team. Shaffner also coordinates fundraisers like the Christmas Food Basket Program. He volunteers with the Lions Club Back to School Giveaway as well and serves as the company's team captain for the American Heart Association's Heart Walk.



**Raquel Smith, Assistant Manager
Plan Conversions**

Raquel has been a Big Sister through Big Brothers/Big Sisters of Colorado for several years. She meets with her little sister, Annie, twice a month and

works hard to make their conversations meaningful and educational. Raquel believes knowledge is power, and she wants to provide Annie with an example of what it means to be a strong female.



Deahna Visscher, SAP Implementation Support Analyst

Deahna was a team captain and top fundraiser for the 2014 American Heart Association Heart Walk. Her passion for the event comes from a personal hardship she experienced when her 11-day-old son, Grant, passed away in 2008. Born with a heart defect, he had open-heart surgery. Deahna turned her hardship into hope for others. This year she raised nearly \$3,800 and her team of 25 members reached a fundraising total of \$4,290. Deahna also volunteers with the Patient Safety Committee at Children’s Hospital of Aurora and with The NOVEL Project, which seeks to create a gold standard nationwide for inserting feeding tubes.



Elizabeth Whitaker, Product and Fund Reporting Project Leader

Elizabeth volunteers at the Arapahoe County Residential Center (ACRC) and the Children’s Hospital of Denver Blood Donor Center. At ACRC, Elizabeth works with female offenders re-entering society. She hopes her actions help these women know they matter and believe they can become fruitful members of their communities. As a Children’s Hospital volunteer for more than 13 years, Elizabeth donates platelets every other week for children undergoing cancer treatments.

Notes from the field

Great-West Financial and Empower associates serve our customers through offices across the country. These associates also serve local communities nationwide through volunteerism and financial contributions.

Overland Park, Kansas

For more than 20 years, Overland Park associates have supported Operation Breakthrough, one of the largest single-site early education child care and social services facilities in Missouri. In 2014, the company pledged \$20,000 to help children living in poverty develop to their fullest potential. Associates also organized drives, volunteer activities and holiday parties.

For nearly 10 years, this office has participated in the Kansas City Corporate Challenge benefiting Special Olympics. In 2014, more than 200 of our associates competed in this Olympic-type event that allows local professionals to go head-to-head in a variety of sporting events.



No tricks, just treats! Associates hosted lunch, treats and games for about 30 children at Operation Breakthrough’s annual Halloween party.

Andover, Massachusetts

Andover associates helped 60 families with items such as towels, dishes, clothing and toys through a holiday drive for Lazarus House, an organization that helps individuals living in poverty to regain their dignity and become self-sufficient members of the community. Associates picked ornament cards from a Giving Tree. Each card listed requests from the families, and the office's volunteer committee delivered the gifts to Lazarus House.

Glendale, Wisconsin

The Glendale team loves to collect items for those in need. In 2014, the team collected almost 75 hats, mittens and scarves for the Milwaukee Rescue Mission; more than 3,800 pounds of food for the Hunger Task Force Food Drive; over 175 binders for Journey House; and holiday gifts for 125 children through Children's Hospital of Wisconsin Community Services.



A holiday basket drawing is on display for Toys for Tots.



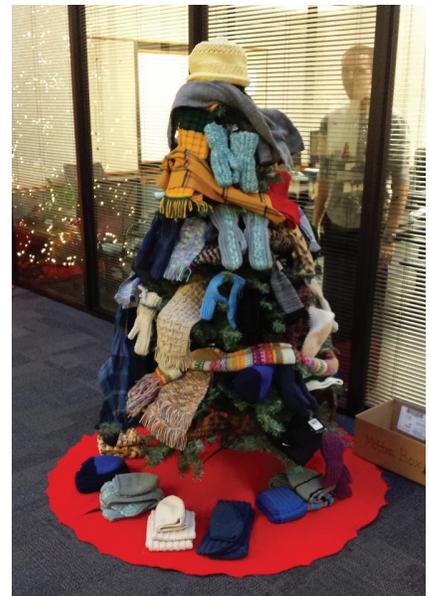
You can create interesting sculptures with 3,800 pounds of food.

Somerset, New Jersey

Somerset associates kicked off the company's annual Employee Giving Campaign last fall with an ice cream social and a \$100 charitable donation giveaway to an employee's charity of choice. Maria Alexander, account coordinator, won the drawing and donated \$100 to Hosea Feed the Hungry and Homeless.



Overland Park associates spread holiday cheer by donating 100 gifts to the Operation Breakthrough holiday store, a store where parents can shop free of charge to acquire holiday gifts for their children. The team also adopted six Operation Breakthrough families and their 19 children and provided a holiday dinner for each family and gifts for each child.



Milwaukee winters are COLD. Associates collected warm items for those experiencing homelessness.

Section 4: Partnering with our planet

Great-West Financial and Empower are committed to reducing our environmental footprint. We've worked hard to waste less and conserve more since 2010.

Our efforts include:

Recycling

- Replaced workstation trash containers with joint recycle and waste containers
- Introduced a compactor that recycles paper, cardboard, glass, aluminum, steel and plastic

Composting

- Added compost containers beside recycle and trash bins in each kitchen
- Arranged for a recycler to convert office-generated compost into compost that's sold retail

Cafeteria and company store

- Eliminated Styrofoam containers
- Replaced disposable place settings with reusable settings for on-site dining
- Provided reusable to-go containers for associates who eat at their desk

We've seen how small changes like composting food and participating in deskside recycling can add up to big changes.

For example, in 2014, the company's metro Denver headquarters achieved some remarkable results:

Composted almost **110 TONS** of material

Nearly **330 TONS** of waste were recycled

CONSERVED:

 **1.83M GALLONS** OF WATER

 **4,976** TREES

 **2M KWH** OF ELECTRICITY

 **1,379 YARDS** OF LANDFILL SPACE

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1 Charles Schwab, 2011 Teens & Money Survey Findings, Insights into Money Attitudes, Behaviors and Expectations of 16- to 18-year-olds, <http://stg.aboutschwab.com/images/press/teensmoneyfactsheet.pdf>

2 Charles Schwab, 2011 Teens & Money Survey Findings

3 Programme for International Student Assessment (PISA), 2012 Results: Students and Money (Volume VI)

4 Capital One, Capital One Survey Finds Nearly Half of Graduating High School Seniors Lack Confidence