



HANOVER INSURANCE GROUP

*Pioneers In Major Giving,
Advocates For Education*

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Contributing Writer

Giving is more than a practice for The Hanover Insurance Group – it's part of the company's DNA.

"Giving back is part of our culture," said Jennifer Luisa, assistant vice president of community relations. "It's what we do."

The Worcester-headquartered insurance company is involved with local charitable causes on many levels, with a particular emphasis on youth and education.

It has a strong partnership with Worcester Public Schools, having donated more than \$800,000 to its AVID (Advancement Via Individual Determination) college readiness program since 2005, as well as helping to launch an effort known as Quest for Success, which assists not only students, but their family members, teachers, and administrators with navigating the college search and application process. Hanover also offers a scholarship program.

For the younger set, it helps emphasize literacy through the Red Sox Reading Game — a partnership with the Boston Red Sox and the Massachusetts Teachers Association — that urges children to continue reading throughout summer vacation. It also has strong ties with the YMCA, the Boys & Girls Club, Big Brothers Big Sisters, and the EcoTarium.

"We feel privileged to work with so many committed community partners," said Luisa. "Our company places a special emphasis on education and youth programs because we believe that there isn't any limit to what our young people can accomplish when they are supported."

Building a strong community is also key to Hanover's mission. It has helped local families further their opportunities through the Recycled Rides program — a nationwide community service project that provides repaired and rehabbed vehicles to families in need — and helped to establish and maintain the Worcester Common Oval and Movies on the Common.

Most notably, it is a key contributor to United Way, being the smallest company in Central Massachusetts that is a million-dollar giver, according to the nonprofit: \$1.4 million in 2012 alone. Last year, Luisa said, 83 percent of its Worcester employees contributed to the company's United Way campaign, while members of its leadership team offer further support and insight by sitting on the nonprofit's board and various committees.

All told, Hanover — with 4,284 U.S. employees — also stresses volunteerism throughout its organization, incentivizing workers through quarterly and annual grants and programs.

Going out into the community as a volunteer is an invaluable experience, Luisa noted. "The fact that they can leverage their current skills and develop new skills while they're making a difference is just wonderful for them," she said.

Ultimately, corporate giving is a positive circle of influence for all involved.

"The stronger our home communities are, the easier it is for us to attract and retain the great and talented people who make up our organization," said Luisa. "It's a win-win for us." ■