



The Valley Community Association (VCA) is dedicated to advancing the quality of life for Buffalo River community members. Since Merchants Insurance Group’s employees are eager and enthusiastic about volunteering and fundraising, it made perfect sense to partner with VCA—an organization in their own backyard.

During the Insurance Industry Charitable Foundation (IICF) Week of Giving this past year, 14 Merchants Insurance Group employees from several departments and two volunteers from a local agency came together to volunteer for the VCA. Some volunteers worked at the River Fest Park where they stained outdoor furniture and cleaned up the gardens and grounds. Others worked at Mutual Riverfront Park, clearing debris from the kayak launch area. This was Merchants’ first time participating in the Week of Giving and they considered it a great success.

Merchants’ Colleagues In Action (CIA) contributes more than \$30,000 annually and provides benefits to over 50 local non-profit organizations annually.



Volunteering and community giving is an important part of the culture of Merchants Insurance Group. In addition to their participation in Week of Giving, Merchants is also very active in the local United Way campaign and directly supports many other charitable organizations, especially those where Merchants employees are active board members. “Merchants’ Colleagues In Action (CIA) coordinates our employee volunteer and philanthropic projects and activities that provide value for Merchants and the community,” John F. Bodensteiner, business analyst for Merchants Insurance Group said. ■