



Crum & Forster's 200th Anniversary: Where Legacy and Innovation Meet

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The
**Anniversary
Forum**





Crum & Forster's 200th Anniversary Celebration

By Hallie Harenski, SVP, Marketing
& Corporate Communications

September 2023



Overview

Crum & Forster provides market-leading property & casualty, accident & health and specialty insurance solutions.

200-year history of helping our customers manage risk with laser-focused expertise, integrity and discipline.

\$4.6 billion in written premium as of December 2022.

Financial strength rating of “A” (Excellent) by A.M. Best, 2023

C&F is part of Fairfax Financial Holdings, a global organization with \$28 billion in revenue.





Great Place to Work

93% of C&F's employees said they would recommend C&F as a great place to work in our 2022 survey.



CandE Candidate Experience Award

Compiled by Glassdoor, recognizing companies with the highest positive candidate experience ratings.



Fortune 100

Best Workplace in Financial Services & Insurance and Best 100 Workplace in the New York area.



2022 Corporate Quality Index

Scored 95 out of 100 on the Human Rights Campaign Foundation's survey related to LGBTQ+ workplace equality.



Aetna Workplace Well-Being Award

Recognizes that our programs which focus on maintaining an active lifestyle, mental health awareness and treatment, and much more are **making a difference**.

Dave Thomas Foundation 100 Best Adoption-Friendly Workplaces



Named one of the top 100 adoption-friendly workplaces in the United States and **#1 in the Insurance Industry**.



2022 APCIA Company Award

For our "commitment to expanding diversity and inclusion in the insurance industry".



Former President
George W. Bush & Marc
Adee



Hearts of Hope Display
C&F's commitment to charitable
and community engagement



Sarah McLaughlin &
Lauren Woods



Art Installations
Two bespoke art installations by
famed 3-D artist Tracy Lee Stum

Objective

Create the first-ever, external event for producers and partners to celebrate C&F's 200th anniversary - while increasing brand awareness, partnerships and premium.





The Challenge

A SHORT TO-DO LIST

- Identifying list of producers
- Managing first-ever VIP Mailing for to over 350 VIP Clients/Brokers
- Organizing an event on Ellis Island (lots of complexities!)
- Managing 600 Producers, Sarah McLachlan, President George W. Bush, Prem Watsa
- Setting up transportation for all guests
- Hosting training for 100+ employees
- Arranging for surprise guest (George W. Bush) 3 weeks prior to the event
- Managing ferry rides to go around the Statue of Liberty for a bespoke fireworks display
- Audio/visual testing
- Organizing the after party

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**You are Cordially Invited to
Pass Through the Golden Door!**

The pleasure of your company is requested in celebration of Crum & Forster's 200th Anniversary.

**Thursday, May 19, 2022
6:30 p.m.
Ellis Island**

Your journey will link to the **past** and look to the **future!** Here are just a few highlights...

- Stroll through the Heritage Exhibit, where C&F has arranged for you to scan the manifest of passengers for the names of your friends and family members!
- Send an inspirational note in support of the many served by Hearts of Hope.
- Take an Instagram-worthy shot of you, magically embedded into two commissioned pieces of 3D artwork by Tracy Lee Sturm.

Black-tie Optional.

**We look forward to toasting Crum & Forster's
200th Anniversary with you!**

Inviting the Guests

**600 PRODUCERS, SINGER-SONGWRITER SARAH MCLACHLAN,
FAIRFAX'S CHAIRMAN OF THE BOARD, PREM WATSA AND
FORMER PRESIDENT GEORGE W. BUSH**

Creating a list of producers in a highly decentralized organization can be quite a challenge.

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**JOIN US AS WE CELEBRATE
CRUM & FORSTER'S
200TH ANNIVERSARY!**

THURSDAY, MAY 19, 2022
ELLS ISLAND

For more than 100 years, Ellis Island has stood as the symbol of a new beginning for millions of Americans. Similarly, for two centuries, C&F has stood the test of time as a premier provider of property, casualty, accident & health and specialty insurance, a company dedicated to helping our clients manage their risk exposure.

You will chose from a 10-minute ferry ride from Battery Park, New York City, or Liberty State Park, New Jersey, whichever is more convenient for you. The ferries will circle around the Statue of Liberty before docking at Ellis Island.

AGENDA AT A GLANCE

6:30-7:00 p.m.	Cocktail Reception and Exhibit Access
7:30-10:00 p.m.	Registry Room and Entertainment
10:15 p.m.	Fireworks Display
10:30 p.m.	After Party at The Liberty House

BE ON THE LOOKOUT!

Your email invitation will arrive in the coming weeks and include a registration link that will have all the information you'll need, including recommended hotels and ground transportation.

We look forward to having you join us for this monumental celebration as we toast C&F's incredible success over the past two centuries.

**Fabulous! We are looking forward to
celebrating C&F's 200th Anniversary with you.**

Your exclusive access requires nothing more than sharing your name when you arrive at the Golden Door.

SAVE THE DATE

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VIP Mailing



Proclamation



Internal Celebration



Watch the Highlights



C&F Ellis Island Sizzle

Crum & Forster's 200th Anniversary Celebration

ELLIS ISLAND

May 19, 2022

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Results

A FEW OF THE HIGHLIGHTS

- Over 600 producers (800 guests) attended
- More than 500 guests stayed for the after party
- LinkedIn followers increased by 33% in the months following the event
- Cfins.com experienced a 10% increase in users and a 15% increase in pageviews during the event month
- Increase in premium - year ended 12/31/2022 was \$4,622.8 versus \$3,729.6 for 2021
- Put C&F and the Communications team on the map!



Insurance Marketing and Communications Association (IMCA) honored C&F's Marketing and Corporate Communications team with a Gold Showcase Award earned for our 200th anniversary producer and partner event at Ellis Island.

