

MediaRoom

21st4Charity(TM), Innovative New Program From 21st Century Insurance Helps Charities Raise Funds

PR Newswire

21st Century Insurance and Financial Services, Inc., a member of the Farmers® Insurance Group, recently launched a new initiative, 21st4Charity(TM), whereby individuals can raise \$10 for a designated non-profit group by getting a no-obligation auto insurance quote from 21st Century Insurance.

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"It is still a very challenging time for local charities with donations at their lowest levels in years," said Jaynine Warner, communications and community relations manager for 21st Century Insurance in Delaware. "21st4Charity(TM) is a way to help these organizations gain back some of that ground because for every online quote we receive through this program, we will donate \$10 to the charity."

Developed jointly by the company's community relations and e-business teams, the innovative partnership is designed to be a win-win for consumers and the participating local non-profits; consumers receive a no-obligation online quote that could save them up to \$463 on their car insurance and a local charity receives \$10.

Over the next several months, the participating charities will feature a special button on their web sites providing details about the program and inviting interested individuals to obtain their online quote from 21st Century Insurance.

"We're very excited about this program," said Lauren Holloway, one of the online marketing professionals helping to drive this innovative program for 21st Century Insurance. "In just a few minutes, individuals can raise funds for a local charity and save significantly on their auto insurance."

While many will see the potential financial benefits for the local charitable groups, 21st Century Insurance officials stated that this was only a partial reason for the company's participation.

"We'd like to raise the awareness level of these local charities, as well," said Warner. "They are doing great work that benefits many of us and we'd like more people to know about the tremendous contributions they make. If more people knew about all the good they do, perhaps more people would find a way to support them."

Initially, 21st4Charity(TM) will partner with the Delaware chapters of the March of Dimes® and Special Olympics. Depending on the success of this new initiative, 21st4Charity(TM) could be expanded to include other non-profits in the near future.

"We're hopeful that this program is such a success for everyone involved that we will be able to expand it to include even more charities," Holloway said.

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