Community Service 2011 Company of the Week: The Hartford Financial Services Group, Inc.
Week of March 27, 2011

The Hartford Increases Focus on Local Community

In November 2010, The Hartford Financial Services Group, Inc. announced a new strategy to improve Hartford, Connecticut's Asylum Hill neighborhood for local residents and employees. Home to The Hartford since 1921, the need for support in Asylum Hill is greater than ever. The neighborhood is challenged by high rates of poverty, unemployment, a disproportionate number of single-parent households, language barriers, violence and crime. The Hartford increased its focus, committing $7 million in contributions over five years and partnering with the neighborhood and city and community organizations on key revitalization projects.

"Every day we provide millions of customers with the security and resources they need to achieve their goals and dreams for the future," said Liam E. McGee, The Hartford's chairman, president and chief executive officer. "We are bringing the same focus to our investment in the greater Hartford community, especially to Asylum Hill. In collaboration with other Asylum Hill community leaders, we want to make a difference for the families that live here, the children who study and play here and for the people who work here."

This commitment will provide funding for education, community support services and neighborhood revitalization through long-term partnerships with critical stakeholders and nonprofit organizations in Asylum Hill.

Education: Supporting the Children of Asylum Hill

The Hartford will partner with organizations to deliver outcomes that demonstrate measurable impact in educational achievement consistent with sustained school reform efforts. This includes a partnership with Junior Achievement that will provide in-school programs focused on workforce readiness, entrepreneurship and financial literacy. The Hartford will also support the West Middle After School Alliance, a program that will provide the students of West Middle Elementary School with after-school enrichment, academic and healthy lifestyles programming.

Community Support Services: Access to Opportunities

The Hartford will support the delivery of critical services necessary to enable Asylum Hill residents to gain financial independence, including a partnership with the Shelter for Women, a subsidiary of the Village for Families and Children. The programs supported by the partnership will assist individuals with building critical social networks and enhance life skills used in daily living; improving academic success; increasing financial literacy skills; and providing preparation for vocational success.

Keys to Neighborhood Revitalization: Public Safety and Homeownership
The Hartford will continue its partnership with Northside Institutions Neighborhood Alliance to assist with Asylum Hill revitalization through enhanced public safety, homeownership, economic development and education. Additionally, the company will collaborate with local neighborhood associations to identify programs and projects that will enhance public safety initiatives and quality of life for the neighborhood; this partnership will result in new homeownership opportunities through sustainable, affordable homes and increased quality of life for residents.

The Hartford CEO Liam McGee (right) announces the company's plans for a philanthropic initiative aimed at revitalizing the city's Asylum Hill neighborhood at West Middle Elementary School in Hartford. McGee is seen here with the student winners of The Hartford's community achievement essay contest. (Photo: Shana Sureck)

The Hartford CEO Liam McGee (left) announces the company's plans for a philanthropic initiative aimed at revitalizing the city's Asylum Hill neighborhood, including a contribution to partially fund the city's plans for purchasing, taking down and improving the vacant Capitol West property. McGee is pictured here with Hartford Mayor Pedro E. Segarra overlooking the Capitol West building. (Photo: Shana Sureck)

Congratulations The Hartford Financial Services Group, Inc.!