December, 2009

Dear Readers:

One of the untold stories of the Great Recession is the enduring commitment of business to help struggling communities and families. Far from stepping back from our roles as corporate citizens, business has stepped up when needed most.

In the following pages, we capture just some of the ways that businesses across the country are working to renew communities and accelerate America’s economic recovery. We share examples of how business is assisting individuals struggling to make ends meet, not only cushioning the impact of the recession, but empowering communities, nonprofits, and entrepreneurs. These companies are offering free services to help land a job, make a mortgage payment, or access healthcare assistance.

There are literally hundreds of ways business is making a difference. A wideranging list of free business services is available at www.togetherforrecovery.org, an online repository of resources for those in need.

Businesses are a vital part of every community. We are employer and neighbor. We are provider and partner. Allstate is proud to work with the Business Civic Leadership Center to help connect businesses to people in need to accelerate our economic recovery. Through BCLC’s Together for Recovery campaign and other initiatives, we are promoting corporate community investment and helping business most effectively give back.

These are our stories. This is the difference business makes.

Sincerely,

Sari Macrie
Vice President of Corporate Relations
Allstate