

Life Happens.™

2022 ANNUAL REPORT



Message from the President & CEO

Life Happens is committed to educating more diverse audiences about the importance of insurance, because life insurance (and disability insurance, LTCI and annuities) is truly for **everyone**.

This year, we focused on reaching the Hispanic American market, which built on the successes and learnings we had last year as we reached out to the Black American market.

This commitment is a necessary one. According to the **2022 Insurance Barometer Study** that Life Happens conducts in partnership with LIMRA, life insurance ownership among Hispanic Americans is at 42%, which is well below the U.S. average of 50%.

The Hispanic community also has the highest need: 51% say they need life insurance, or more of it. This suggests **22 million Hispanics in the U.S. need coverage** (based on U.S. Census data).

This year, Life Happens focused on reaching more Hispanic Americans with the message that getting life insurance is an easy decision to make for the ones you love. This was accomplished through our:

- collaboration with Roselyn Sánchez as the first bilingual spokesperson for Life Insurance Awareness Month
- a supplemental report of the Barometer Study focused specifically on the Hispanic market
- new content released for Hispanic Heritage Month with more resources than ever available in Spanish
- our work with Hispanic artists and content creators, and more.

I'm proud of these activations not just for their breadth but also for their attention to detail. We worked closely with our Diversity Advisory Group to create content that would speak to this audience in an authentic way. We will continue to build upon these efforts with a sustained commitment to educating diverse communities in the years to come.

These are just a few of the highlights from this year's many initiatives, and we have more planned for 2023. I want to thank each of you who has supported Life Happens and shares our vision. Together we can achieve our nonprofit mission of giving all Americans unbiased information to help them make smart insurance choices—and then, with your help, get the coverage they need to protect their loved ones.

A handwritten signature in black ink that reads "John Flately". The signature is written in a cursive, flowing style.

Interim President and CEO

Mission

Life Happens' mission as a nonprofit is to give you unbiased information to help you make smart insurance choices to protect your loved ones.

We don't sell anything, and we don't endorse any particular insurance products or companies. **Our mission is only to help educate you.**

We fulfill this mission in two ways:

1. by sharing our educational message via our website, press coverage and social media so we can directly reach the greatest amount of people possible
2. by partnering with member insurance companies so they can share our content and message with their agents and clients

2022 At a Glance

461K+

total visitors to
lifehappens.org

112K+

visits to our Life
Insurance Needs
Calculator

38+
million

total impressions
garnered from
Life Happens'
social media
posts

300+

educational
assets created
and made
available to
members

388K+

total supporters
on social media

Campaigns

Life Happens created and coordinates three major awareness campaigns each year to help achieve our mission of educating more people about insurance.

58+ million

total social media impressions generated from Life Happens' three awareness campaigns

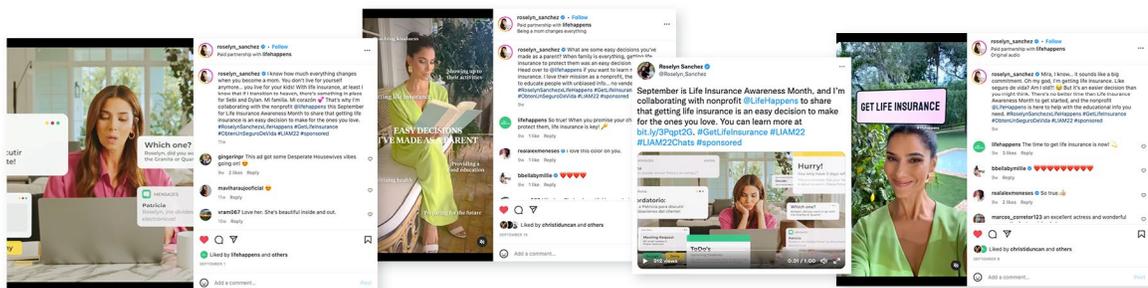
Life Insurance Awareness Month

Life Insurance Awareness Month (LIAM) takes place every September to remind Americans about the importance of life insurance for their financial security. It's our biggest campaign of the year!

Life Happens collaborated with actress, producer, proud Puerto Rican and mother **Roselyn Sánchez** as our LIAM Spokesperson. She shared the campaign message: *Life insurance—an easy decision.* With a bilingual spokesperson, we were able to deliver this message in both English and Spanish for the first time.

1+ million

views of Roselyn Sánchez's public service announcements, available in English and Spanish



We also worked closely with our Diversity Advisory Group to develop educational assets in both English and Spanish that speak directly to the Hispanic community as part of a special release for **Hispanic Heritage Month**.



Life Insurance 101 video in Spanish



Life Insurance Needs Calculator in Spanish

Insure Your Love

Insure Your Love (IYL) takes place every February to remind Americans that the basic motivation behind the purchase of life insurance is love.

Life Happens shared the campaign message: *Love Beyond Words*. We released new data in our **“For Love and Money”** consumer survey that revealed American relationships are changing, and finances are playing a key role.

More than 100

custom content pieces were created for member companies



Disability Insurance Awareness Month

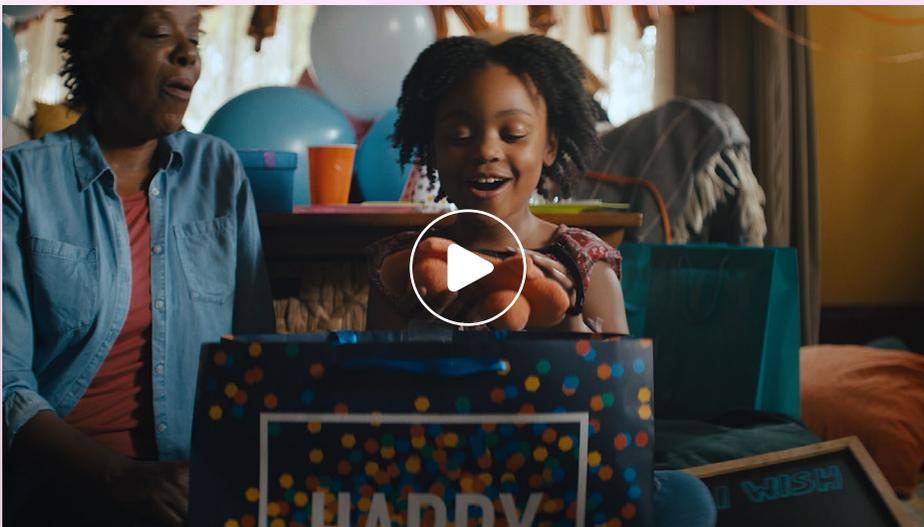
Disability Insurance Awareness Month (DIAM) takes place every May because disability insurance is arguably the most misunderstood of all major insurances.

Life Happens shared the campaign message: *Rethink disabilities. Rethink disability insurance.* We created new resources for agents and companies to use that were focused on reaching high-income earners.

Program Highlights

Dream On

Life Happens' creates video public service announcements (PSAs) to fulfill our mission. Our latest PSA, *Dream On*, shows how life insurance can help those you would leave behind if something happened to you.



1+
million

views of Dream
On to date on
YouTube

Communicator
Awards Winner
2022

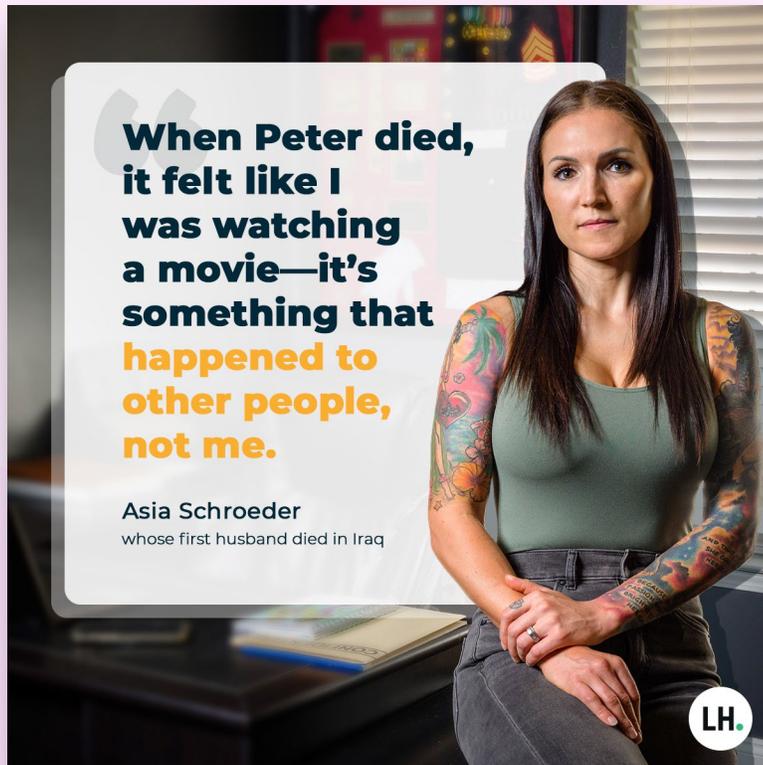
Silver Telly
Award Winner
2022

Summit Creative
Award Winner
2022

Real Life Stories

Our Real Life Stories program shares how real people have benefited from life, disability or long-term care insurance and annuities when adversity strikes. These emotional stories show the value of different types of policies, as well as the agents who helped their clients get coverage.

In 2022, we shared two new Real Life Stories.



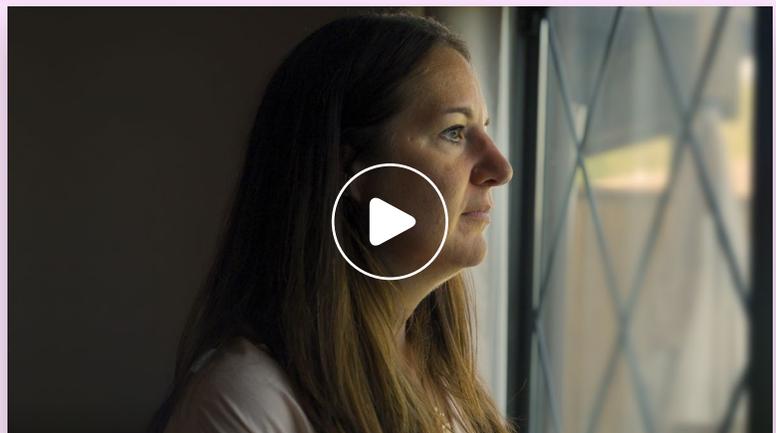
When Peter died, it felt like I was watching a movie—it's something that happened to other people, not me.

Asia Schroeder
whose first husband died in Iraq

LH.

Asia Schroeder first experienced the power of life insurance when her first husband, Peter, died in the line of duty. Later, she experienced living benefits when her family used the cash value to fund their gym. Throughout her lifetime, life insurance has provided her family with financial support.

For **Sara Mathews Dixon**, life insurance has meant she and her three children don't have to worry financially while grappling with the sudden loss of their husband and father from a heart arrhythmia.



[SUBMIT YOUR OWN STORY](#)

Eugenia Mello x Life Happens

We partnered with Argentine artist **Eugenia Mello** to create custom illustrations for Hispanic Heritage Month that reflected the theme: *Life insurance—an easy decision.*

Life insurance is “a multiplier of energy, where what you put in has the possibility of giving multiple possibilities to your loved ones.”

eugenia mello



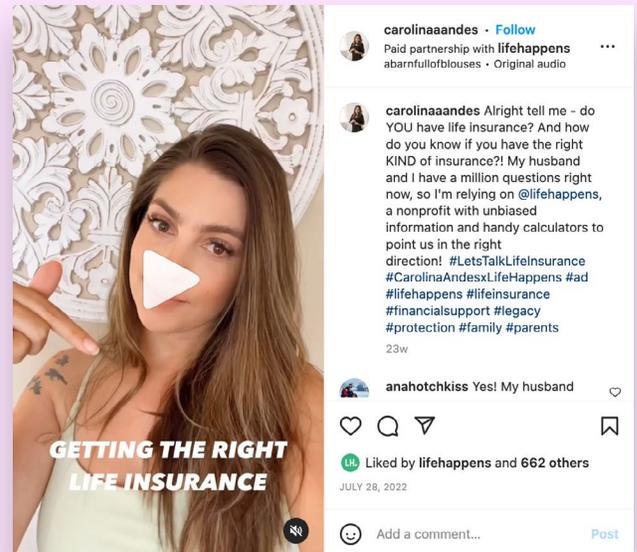
Influencer Partnerships

Life Happens worked with two diverse Instagram influencers to further our mission of reaching more Americans.

MyLin & Lindsay Stokes Kennedy



Carolina Andes



Life Lessons

The **Life Lessons Scholarship Program** was established by Life Happens in 2005 to help students facing financial hardship due to the death of a parent with little or no life insurance.

Since its inception, more than

780 scholarships totaling \$3+ million

have been awarded to students at more than 375 schools.

See this year's recipients.



Taylor Bush



Rylee Martinez



Wyatt Lewallen



In all honesty, I didn't know what life insurance was until ten years after my mom's death. You can never put a dollar amount on someone's life, but you can definitely feel how much you need their financial contributions when they are gone.

Wyatt Lewallen
2022 Legal & General Recipient

[SEE ALL RECIPIENTS](#)

[MAKE A DONATION](#)

We will start accepting **applications** for this year's scholarships on February 1, 2023.

Research

Life Happens conducts and publishes key industry research, including

2022 Insurance Barometer Study

The **2022 Insurance Barometer Study**, conducted annually by Life Happens and LIMRA, reveals that financial security is a concern for all generations, but one that can be addressed with a stronger understanding of life insurance and its value. Key findings:

- 106 million adults are in need of life insurance—or more of it
- 68% of life insurance owners feel financially secure compared to just 47% of non-owners



Hispanic Americans: Life Insurance Ownership and Attitudes

This **new report**, a supplement to the 2022 Insurance Barometer Study by Life Happens and LIMRA, gives insight into the Hispanic market and how the life insurance need gap can be overcome.

Key findings:

- 51% of Hispanic Americans say they need (or need more) life insurance
- Hispanic Americans say that cost (38%) and competing financial priorities (38%) are the top reasons that they don't have life insurance or more of it



For Love and Money

This **new study** released in February 2022 by Life Happens showed that American relationships are changing, and finances are playing a key role. In fact, those in a relationship are talking openly about their finances even before saying “I love you.” Key findings:

- 59% would feel more secure in their relationship if they discussed getting life insurance with their partner
- When asked what financial decisions would demonstrate their love to someone, 36% said purchasing a life insurance policy, with men more likely to say that than women (40% vs 33%)



In the News

44+ billion

impressions garnered from
media coverage in 480+ articles



People
EN ESPAÑOL

Roselyn Sánchez comparte tips sobre cómo hablar de finanzas en familia

yahoo!

Many Hispanics are missing out on this key wealth-building tool

sheknows

Roselyn Sanchez Has a Brilliant Trick For Teaching Her Kids Negotiation Tactics

Forbes

Roselyn Sánchez On Life Insurance - "Family Is Everything"

HOLA! USA

Roselyn Sánchez nos revela la decisión inteligente que hizo para asegurar su futuro y el de los suyos

yahoo!

Changing how Black Americans use life insurance could help shrink the racial wealth gap

INSIDER

How to find a woman financial planner

BuzzFeed

People Are Sharing Their Best Low-Cost Valentine's Day Ideas, And It's So Cute I'm Sobbing

 **msn**

Talking About Money Could Be Good For Your Love Life

Membership Spotlight



newyorklife

Express *love beyond words* with life insurance.

#insureYourLove

Liked by lifehappens and 156 others

newyorklife Today reminds us of the promises we've to our loved ones—to love, cherish, guard and protect #insureYourLove #ValentinesDay

North American Company @NorthAmerCo · Sep 28

Life insurance should be one of the easiest decisions you make for your family. #LIAM22

5 Reasons Why Getting Life Insurance is an Easy Decision:

- Allows your family time to grieve
- Protects the ones you love financially
- Creates a legacy
- Helps your family pay bills
- Helps ensure your children's dream

Allianz Life @AllianzLife · Aug 30

We're proud to partner with @LifeHappens to support Life Insurance Awareness Month. Its mission as a nonprofit is to help people make the choice to protect loved ones with life insurance. This month you can say to your loved ones, "I've got you" — with life insurance. #LIAM22

Life insurance — an easy decision

erie_insurance

INSTEAD OF Telling yourself that long-term care insurance costs too much

TRY Researching how much care would cost without insurance—it may surprise you!

Kansas City Life @KansasCityLife · Mar 30

Life insurance = Love Insurance #insureYourLove

LIFE HINT

When you promise your children you'll protect them, life insurance is key.

Colonial Life @ColonialLife · May 18

this short from @lifehappens and get the facts about disability insurance for #DIAM22

Disability Insurance

lifehappens.org
Disability Insurance 101
Get the facts about disability insurance in this short video.

Crump Life Insurance Services @CrumpLife · Sep 2

You owe it to yourself and your family to get the life insurance coverage you need. #GetLifeInsurance #LIAM22

Make the easy decision to protect your loved ones with life insurance.

ROSSELVY SÁNCHEZ
actress, producer, mother and spokesperson for Life Insurance Awareness Month

Life Happens.

pacificlife

Nothing can bring the person back, but having life insurance meant we didn't lose everything. It has eased my financial worries on so many levels.

Stephen Miller
who lost his wife to cancer at 30

Liked by lifehappens and 18 others

pacificlife Think you're too young for life insurance? Our insight article dispels six misconceptions to help you give your family the protection they deserve. Link in bio. #GetLifeInsurance #LIAM22

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To view online, visit lifelhappens.org/2022annualreport