Volunteer efforts help boost childhood cancer research with $250,000 donation

Northwestern Mutual offices recognized for dedication to company's signature philanthropy

MILWAUKEE, July 23, 2014 /PRNewswire/ -- According to the Pediatric Cancer Foundation, only 3.8 percent of all cancer research funding allocated by the federal government goes to children, despite the fact that childhood cancer is the leading cause of death for kids in the U.S.[1] Northwestern Mutual, through its Foundation, is dedicated to helping find a cure and assisting children battling this disease through its Childhood Cancer Program. Since July 2012, the company and its financial representatives have donated more than $5 million to fund more than 30,000 research hours and support more than 2,600 children and families.

Four Northwestern Mutual offices are being recognized as recipients of the company's inaugural Childhood Cancer Impact Awards (CCIA). The company will donate $50,000 on behalf of each office to fund projects with Alex's Lemonade Stand Foundation (ALSF) and Starlight Children's Foundation (Starlight), the nonprofit organizations that Northwestern Mutual partners with to support its Childhood Cancer Program. Additionally, one office is named *most exceptional* for its efforts and receives an additional $50,000 grant.

"We have seen how together we can make a difference by helping others, including members of our own Northwestern Mutual family dealing with childhood cancer," said John Kordsmeier, president, Northwestern Mutual Foundation. "We congratulate these four offices that have made fighting childhood cancer a part of their core values and the impact they are making."

The 2014 winners include: Northwestern Mutual – Los Angeles, also named *most exceptional*; Northwestern Mutual – North Carolina; Northwestern Mutual – The Columns Resource Group in Minneapolis, Minnesota; and Northwestern Mutual – Maryland.

About the 2014 Childhood Cancer Impact Award Winners

Northwestern Mutual Mutual – Los Angeles (West), *Most Exceptional*
With the commitment of more than 100 members, Northwestern Mutual in Los Angeles raised more than $30,000 toward childhood cancer programs. The team dedicated in excess of 785 volunteer hours to Starlight, planning events and assisting with fundraisers. In addition, they donated two Starlight Fun Centers, mobile entertainment units equipped with gaming systems for patients fighting childhood cancer, to Ventura County Medical Center. Through the Northwestern Mutual Foundation and the CCIA grant, the office will donate $112,000 this fall to create a Starlight Site Teen Room at Mattel Children's Hospital, which will provide comfort, entertainment and distraction for children going through cancer treatments.

Northwestern Mutual – North Carolina (South)
Northwestern Mutual in North Carolina raised $34,000 and dedicated close to 200 volunteer hours to different ALSF events and fundraisers. The office also donated Starlight Fun Centers and Tablets to three local hospitals that treat childhood cancer. With help from the CCIA funds, Northwestern Mutual with its Triangle offices in Raleigh and Durham, together with ALSF, presented a $100,000 research grant to two pediatric cancer hospitals. The Duke Children's Hospital and Health Center in Durham and the North Carolina Children's Hospital at the University of North Carolina Chapel Hill each received $50,000 to fund a nurse researcher investigating the quality of care and life for childhood cancer patients and survivors.

Northwestern Mutual – The Columns Resource Group in Minneapolis, Minnesota (Central)
The Columns Resource Group in Minneapolis was able to raise $30,000 in 60 days across the state of Minnesota with more than 170 participants volunteering 250 hours in support of childhood cancer research. With the funds raised, the group donated five Starlight Fun Centers and three Starlight Tablets to four local hospitals. The office's CCIA grant was matched by ALSF, and $100,000 was recently presented to Dr. Brenda Weigel, director of the division of pediatric hematology and oncology, at the University of Minnesota's Cancer Center and Department of Pediatrics. These funds will help more children enroll in clinical trials at the facility.

Northwestern Mutual – Maryland (East)
The Maryland office logged close to 200 volunteer hours and developed a Childhood Cancer Program committee to organize its efforts. Working with Starlight, the office helped plan and execute several events for children battling cancer and their families including movie outings and a behind the scenes tour of the M&T Bank Stadium with Torrey Smith, wide receiver of the Baltimore Ravens. Other fundraisers and programs throughout the year helped them raise more than $12,000 for childhood cancer research. This office's CCIA grant will directly benefit the University of Maryland Children's Hospital.

About Northwestern Mutual Foundation

The mission of the Northwestern Mutual Foundation is to improve the lives of children and families in need. The Foundation has given more than $260 million since its inception in 1992 and is designed to create lasting impact in the communities where the company's employees and financial representatives live and work. We accomplish this by combining financial support, volunteerism, thought leadership and convening community partners to deliver the best outcomes. Our efforts are focused nationally on curing childhood cancer, and locally on education, neighborhoods and making our hometown of Milwaukee a great destination.

About Northwestern Mutual
Northwestern Mutual has been helping families and businesses achieve financial security for nearly 160 years. Our financial representatives build relationships with clients through a distinctive planning approach that integrates risk management with wealth accumulation, preservation and distribution. With more than $217 billion in assets, $26 billion in revenues and more than $1.5 trillion worth of life insurance protection in force, Northwestern Mutual delivers financial security to more than 4.2 million people who rely on us for insurance and investment solutions, including life, disability and long-term care insurance; annuities; trust services; mutual funds; and investment advisory products and services.

Northwestern Mutual is the marketing name for The Northwestern Mutual Life Insurance Company,Milwaukee, WI, and its subsidiaries. Northwestern Mutual and its subsidiaries offer a comprehensive approach to financial security solutions including: life insurance, long-term care insurance, disability income insurance, annuities, investment products, and advisory products and services. Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; Northwestern Long Term Care Insurance Company; and Russell Investments.

[1] http://fastercure.org/about-us/facts-about-childhood-cancer/

SOURCE Northwestern Mutual

For further information: Jennifer Ryan, 1-800-323-7033, mediarelations@northwesternmutual.com

---

https://news.northwesternmutual.com/news-releases?item=122820