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Insurance Industry Charitable Foundation Selected for PropertyCasualty360's 2025 Insurance Luminaries Recognition

LOS ANGELES—July 15, 2025—The [Insurance Industry Charitable Foundation \(IICF\)](#), a nonprofit organization dedicated to helping communities and enriching lives, has been named a [PropertyCasualty360's Insurance Luminaries honoree](#) in the category of Innovation in Workplace Culture.

This recognition celebrates innovation in the property and casualty insurance industry. The program spotlights top professionals, teams, organizations, programs, practices and products within the sector that strive to modernize and humanize the business.

"Insurance is a complex and intricate industry with what seems like a million moving parts," said Editor in Chief Elana Ashanti Jefferson. "That's why my team and I enjoy hosting the annual PropertyCasualty360 Insurance Luminaries honor. This professional recognition program allows us the chance to spotlight companies, organizations, programs, practices, teams and individuals that truly make a difference in insurance. These honorees pay homage to the industry's critical mission to make insureds whole after a major loss while powering forward with fresh ideas and modern tools for tackling today's challenging business conditions."

IICF was recognized for addressing Gen Z's increased focus on finding a sense of purpose in their place of work and helping the industry address the talent gap by prioritizing purpose and social impact. IICF supported this effort through several tactics, including its Step Up Challenge, which has funded over \$400,000 in grants to nonprofit partners primarily focused on alleviating childhood food insecurity, and its annual Month of Giving, where thousands of volunteers participate in projects and initiatives to support their local communities. IICF's conference series also provides young industry professionals with the opportunity to network and learn alongside C-suite executives in the name of giving back.

"The IICF is driven by a passion to bring together the insurance industry in collective action to serve the communities where we live and work, and we are proud to be recognized as a PropertyCasualty360 Insurance Luminaries Honoree," said Bill Ross, CEO of IICF. "Our philanthropic model has guided the industry toward a culture that encourages and prioritizes charitable giving and impact. As the industry continues to navigate a talent gap, we believe these efforts can help attract the next generation of the insurance workforce."

The 2025 honorees were selected by a panel of industry experts based on how well they stated and achieved goals with regards to the nomination category; how impactful their work has been; how dedicated the nominee has been to furthering modernization and humanization in the P&C insurance business; and how committed and dedicated the nominee has been to high ethical standards, service and excellence.

About the Insurance Industry Charitable Foundation (IICF)

The [Insurance Industry Charitable Foundation \(IICF\)](#) is a unique nonprofit that unites the collective strengths of the insurance industry to help communities and enrich lives through grants, volunteer service and leadership. Established in 1994, IICF has served as the philanthropic voice and foundation of the insurance industry for more than thirty years, contributing \$50 million in community grants along with over 370,000 volunteer hours by more than 130,000 industry professionals. IICF reinvests locally where funds are raised, serving hundreds of charities and nonprofit organizations, for maximum community impact.

IICF is a registered nonprofit organization under section 501(c)(3) of the IRS code. Learn more at www.iicf.org or follow us on social media at: [LinkedIn](#) and [Instagram](#)