

FEBRUARY CORPORATE PARTNER SPOTLIGHT

SFM



THE LINK'S FEBRUARY SPOTLIGHT



Tell us a little about your organization/business and how you got connected to The Link?

SFM is the workers' compensation insurer of choice for more than 25,000 employers in the Midwest. Headquartered in Bloomington, MN we service employers of all sizes and types and are well known within the industry for our customer service, focus on safety, expertise and delivering better outcomes for agents, employers and injured workers. Helping injured workers get their lives back is central to what we do, but it's not the only way we serve the community we work in. We are always looking for more ways to make a positive impact for those in need. SFM was connected to The Link a little over a year ago through our internal, employee run committee called Connecting to Communities (C2C).

We were in search of a partnership with a local non-profit that we could sponsor. While soliciting ideas from fellow co-workers, The Link was suggested. Shortly after, a meeting was set up with Megan to learn more about The Link and tour their C.O.R.E Drop-In Center. We were blown away by all of the programs that The Link offers and the critical work they provide across the Twin Cities. We knew right then that we wanted to support The Link.

What has been the collaboration with The Link and was there a favorite part/story?

SFM has been fortunate to support The Link through various activities in 2020. We recognized that the services and resources they provide were in greater demand this past year due to the COVID-19 pandemic, along with the social injustices that have unfolded. We felt compelled to step up to the plate and support them in every way possible over this past year. Some of the ways we raised funds for The Link in 2020 included organizing an employee chili cook-off where the entrance fee was donated back to The Link, providing a silent auction basket for their annual event and adopting a family during the holidays. We also gathered to put together snack and personal hygiene kits and we promoted their fundraising events and Amazon wish lists throughout the year on our intranet site.

What would be your dream project be with The Link in the future?

We are constantly thinking of new, exciting ways for employees to become more involved and connected with The Link. One event we're excited to host this coming year is a March Madness Drive Bracket in which employees will form teams and compete against one another donating different items of need such as non-perishable foods, personal hygiene products and cleaning supplies. We look forward to another year of supporting The Link!