



The nation’s premier association of fraternal benefit societies has adopted a new identity to better reflect its purpose, membership and value to communities throughout the nation: **American Fraternal Alliance**. The organization, which will be known informally as “the Fraternalists,” also unveiled a new logo and tagline as part of its new identity. The association, formed in 1886, previously was called the National Fraternal Congress of America (NFCA).

Woman’s Life is a proud member of the Fraternalists.

The American Fraternal Alliance is a non-profit trade association with 70 members, each of which is a fraternal benefit society. These member societies operate in 50 states, the District of Columbia and Canada. They represent some nine million individuals who participate in 31,500 local chapters—among America’s largest member-volunteer networks.

“The fraternal system today is making a substantive positive impact on the quality of life, the social fabric and economic health of the U.S. and Canada,” pointed out Joseph J. Annotti, president and CEO of the American Fraternal Alliance. “Revamping our brand as ‘the Fraternalists’ clarifies and amplifies our strengths for societies, their members, legislators, regulators and many people touched by the positive aspects of fraternalism.”

“Fraternal benefit societies have a proud history, a more-relevant role today than ever, and a bright future in helping families and individuals,” noted Mark D. Theisen, chair of the Fraternal board of directors and executive vice president of finance and treasurer of the Woodmen of the World/Omaha Woodmen Life Insurance Society.

“Fraternal members throughout the U.S. and Canada celebrate their common bonds, work together on thousands of volunteer efforts in communities all across the map, and have brought the concept of mutual aid into its third century. And the fraternal system is a time-honored, cost-effective way that a large segment of Americans and Canadians provide financial protection to their families,” Theisen noted.

The fraternal system works. A 2010 economic impact study quantified \$1.6 billion in indirect value of “improved social capital” resulting from the activities of fraternal benefit societies. Our own society is proud to have dedicated \$1,343,433 dollars and 181,986 hours to community service projects in the last 5 years.

### **Did you know?**

- Fraternal benefit societies have a combined total of nine million individuals who participate in 31,500 local chapters or lodges.
- Fraternal benefit societies contributed \$400 million to charitable and fraternal programs in 2010.
- Fraternal benefit societies represent one of America’s largest volunteer networks, with members volunteering 91 million hours for community-service projects in 2010.
- Fraternal benefit societies have \$363 billion of life insurance in force.
- Fraternal benefit societies paid \$3.3 billion in life insurance benefits, \$4.6 billion in annuity benefits, and \$475 million in accident and health benefits in the U.S. in 2010.