



by Madeline Durant
New York Insurance Association, Inc.

Midstate Mutual Runs to Fund Champions for Life

It is a longstanding tradition at Midstate Mutual Insurance Company to sponsor the Finger Lakes Mud Run in Auburn, New York. Held at Everest Park on September 14th, the annual event raises funds for the local organization Champions for Life: a non-profit that seeks to connect people with their peers through participation in extracurricular events.

Champions for Life provides opportunities for thousands of people each year to join sports teams, and runs the Champions for Life Sports Center in Auburn, New York, in addition to the Brian Bisgrove Home of Courage and Everest Park. Champions for Life places an emphasis on the values of respect, unity, and dignity, which they believe foster camaraderie and build character. These are values that also resonate deeply with Midstate Mutual, which embraces the mud run as a team building opportunity.

President and CEO Matthew Benedict says that in

addition to helping a deserving cause, one of the benefits of sponsoring the event is the sense of community employees gain from participating. Friends and family of Midstate Mutual employees are also encouraged to join in the fun run, which Benedict believes adds to the created sense of connection. He says the team enjoys the event, and even goes so far as to order matching t-shirts for the spirited competition.

During the run, the Midstate Mutual team slid through around 35-40 obstacles scattered throughout the four-mile-long course. "The staff who participated had a great time and were happy just to finish and receive our medals," said Benedict, who noted that having a good time is more important than results to the friendly team members.

Outside of the desire to have an enjoyable company experience, Midstate Mutual also looks forward to donating their time and resources to improve the local



community. “Midstate believes being charitable is part of its culture,” said Benedict. “The staff is encouraged to take time to volunteer and there are opportunities for them to volunteer during work hours if necessary.” Midstate’s tradition of a generous workplace culture has also led to the creation of a corporate matching gift program, in which Midstate Mutual financially matches gifts employees make throughout the year.

Champions for Life raises around \$30,000 from this event each year, a feat Midstate helped achieve through their sponsorship of the obstacle course run. The United Way of Cayuga County has also recognized Midstate Mutual numerous times for its annual participation in their workplace campaigns, which benefit participating nonprofits throughout the area.

Midstate Mutual’s involvement in the Finger Lakes Mud Run perfectly showcases its eagerness to support the Central New York community. Through their sponsorship

of this event and the implementation of their corporate matching program, Midstate Mutual is embodying the values of community and responsibility that many in the insurance industry aspire to.

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