

The Mass Agent

MAIA Special Bulletin

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Special Bulletin: Big 'I' Establishes Trusted Choice® COVID-19 Relief Fund to Assist Independent Agencies

Progressive donates \$2 million to provide relief to independent insurance agencies facing pandemic challenges

Our national association, the Independent Insurance Agents & Brokers of America (the Big "I"), is pleased to announce that Progressive Insurance has donated \$2 million dollars to establish the Trusted Choice® COVID-19 Relief Fund in response to the economic and operational challenges the coronavirus crisis has presented to independent agencies.

"Other insurance carriers and industry partners are welcome to provide resources to support this new 501(c)(3) charitable fund," says Bob Rusbuldt, Big "I" president & CEO. "With the impending loss of premium from retail and service businesses, independent agencies are now beginning to experience what many of their business clients are experiencing. Some agencies are also facing equipment shortages, staffing challenges and other barriers during the coronavirus pandemic."

Grants will be dispersed directly to independent agencies via a Big "I" application process to meet those agencies' critical needs in the midst of the pandemic. Independent agencies can apply for assistance [online](#).

"The Big 'I' is so grateful for Progressive's generosity in leading the charge to support the independent agency community during these unprecedented times," says Rusbuldt, Big "I" president & CEO, who created a [video message](#) to address the donation and new fund. "Big 'I' agents and agencies are facing unforeseen obstacles even as they seek to help their clients and communities in their time of need. To see Progressive step up and provide tangible, innovative support is a powerful reminder that we're all in this together. I know this will make an enormous difference to our agencies as they provide essential services across the country." The donation is part of Progressive's broader [response to COVID-19](#).

The Big "I" has set up a special contact email CovidRelief@iibaba.net for questions and assistance about the Trusted Choice COVID-19 Relief Fund. The Big "I" also has a [coronavirus resource page](#) with original articles, tools, webinars, news items and more to assist its members and their clients.



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