



MEDIA KIT 2008

In this kit you will find pertinent information about MAX to help supplement articles you may choose to publish.

What's inside:

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The MAX Vision

Creating and sustaining wholeness through preserving and restoring property, lives and communities.



The MAX[®] Vision

Creating and sustaining wholeness through preserving and restoring property, lives and communities.[™]

History

MAX was formed in 2000 when ten former mutual aid organizations throughout the U.S. and Canada came together to continue and enhance their work of providing insurance and mutual aid[°].

In 2001, MutualAid eXchange began and MAX Canada Insurance Company soon followed. MAX Mutual Aid Ministries was established in 2004.

Operations

The MAX[®] Family[°] serves the Anabaptist[°] community in the United States and Canada with insurance protection and mutual aid care. The MAX Family is not tied to any specific Anabaptist denomination.

Insurance: Property and Casualty

- Home
- Farm
- Church
- Business
- Auto (available through the agency or brokerage)

Over 28,000 policies in the U.S. and Canada

Mutual Aid Care: Ministries Program

- Emotional Support
- Spiritual Support
- Financial Support

Many church communities and individuals were assisted with this support in 2007

Ways to Participate

- Purchase an insurance policy
- Donate to the MAX Share Funds (U.S. and Canada) to support Mutual Aid Ministries activities
- Become a part of the prayer community with the MAX Support Network Ministry

Guiding Principles

Community

The Anabaptist community is MAX. It not only defines who we serve but *how* we serve.

Service

Service is what guides our decisions and helps form relationships to build a strong network of support and care throughout the Anabaptist community.

Relationships

Build relationships based on trust, love, integrity and care to enable growth for the community, the church and MAX.

Mutual Aid[°]

Provide tangible help, care and support in a time of need, whether MAX insurance related or not.

Stewardship

Invest all resources responsibly and in accordance to the teachings of the church. This stewardship not only applies to financial resources but maintaining a strong focus on the resource of time and energy spent serving others.

Value

MAX products and services must bring value to our members. The value of MAX comes from a balance of excellent service, reasonable cost, quality products, a secure organization, delivering mutual aid and great participation in the larger Anabaptist community.

Security

Help our members feel secure on two levels. One being appropriate insurance protection and the other in knowing that if needed, extra care and support is available.

Wholeness

All of these guiding principles tie back to wholeness. Whether it's preserving wholeness through proper insurance coverage or restoring wholeness when a member is in need or has a loss—making whole again is always our goal.

[°]See Key Definitions/Explanations

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Creating and Sustaining
WHOLENESS[™]

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Benefits of MAX

- Defined membership
- Tax savings due to reciprocal structure
- No use of credit scoring by MAX to determine eligibility
- Member owned
- Licensed and regulated
- Financially sound
- Ministries in place to go above and beyond the normal insurance requirements—especially with claims handling and underwriting
- The mutual aspect of MAX gives opportunities to provide support and receive support

MAX Fast Facts

- Headquartered in Overland Park, KS. The Canadian arm is centered in Baden, ON.
- Founded in 2001
- Combined experience from the former mutual aid organizations that formed MAX equals over 1,000 years
- Core insurance products are home, farm, church and small business. Auto and larger commercial accounts available through the agency.
- Care and support given through Mutual Aid Ministries
- 60+ employees
- Operating in 26 states (including agency) and 5 provinces
- More than 28,000 policies
- Many churches and individuals assisted by MAM

Group Affiliations/Sponsorships

- Sponsor for the Association of Brethren Caregivers Wellness Ministry. Sponsor of the National Older Adult Conference
- Mennonite Financial Credit Union
- Sponsor of MMA Stewardship University
- Caring Ministries Assembly Sponsor. Program of the Association of Brethren Caregivers.
- Member of NAMIC, AAIS, CAMIC and OMIA
- Sponsor a children's activity for MCC Relief Sales in Goshen, IN, Harrisonburg, VA, Hesston, KS and New Hamburg, ON.

Key Definitions/Explanations^o

Anabaptist—Members of Brethren, Mennonite, Amish, Quaker, Brethren in Christ, Missionary (*and other similar groups*) church communities which emerged from radical reform movements following 1500 A.D.

MAX Family —The MAX Family is comprised of several different organizations with one common cause of promoting wholeness.

- MAX - Refers to the entire MAX Family.
- MAX Canada - Refers to both the insurance and mutual aid ministries in Canada.
- MutualAid eXchange (MAX) - Also abbreviated as the acronym MAX but when stated as MutualAid eXchange, it refers to the insurance carrier in the United States. Due to U.S. insurance regulations, the correct spelling is the combined words of Mutual and Aid (capital 'M' and 'A') with second word eXchange (lower case 'e' and capital 'X').
- MAX Canada Insurance Company - Refers to the insurance carrier for Canadian provinces.
- MAX Insurance Agency, Inc. (MAXIA) - MAX affiliated agency in the U.S.
- Mutual Aid Insurance Brokers Company (MAIBC) - MAX affiliated brokerage in Canada.
- MAX Mutual Aid Ministries (MAM) - Identifying name for all mutual aid activities via MAX in North America.
- MAX Share Fund, Inc. - Charitable organization that financially supports all mutual aid activities in the U.S.
- MAX Canada Share Fund, Inc. - Charitable organization that financially supports mutual aid activities in Canada.

Mutual Aid—Help given and aid received enabling those with physical, emotional and spiritual needs.

Non-assessable Policies—The insurance company does not charge additional premium to pay for unexpected high losses.

Reciprocal—Member owned insurance company structure that allows company assets and surplus to be owned by its participating members.

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MAX Executive Team



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MAX Service Locations

Indiana—Goshen, 574-533-5396

Iowa—Kalona, 319-656-2211

Kansas—Hesston, 620-327-2761

Kansas—Moundridge, 620-345-2837

Minnesota—Mountain Lake, 507-427-2343

New York*—Lowville, 315-376-4737

Ohio—Kidron, 877-971-6300

Ontario—Baden, 877-770-7729

Pennsylvania—Lancaster, 877-971-6300

Virginia—Harrisonburg, 540-438-1718

Mutual Aid Ministries:

Indiana—Goshen, 574-538-7565

Kansas—Overland Park, 877-971-6300

Ontario—Baden, 877-770-7729

Pennsylvania—Lancaster, 717-468-4490

Phone

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**New York Mennonite Agency, Inc. is affiliated with MAX*



Quotes

For quotes to supplement your article, please contact a member of the MAX Executive Team or Denise Dietz, Marketing Manager, at 913-754-3810 or ddietz@maxkc.com

MAX[®] Logo Usage

For an electronic version of the MAX logo, please email ddietz@maxwholeness.com. All usage of the logo must be approved by Denise Dietz before going public.



Media Contact

Members of the media may call:

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