



Sign **The Slip.**
Underwrite the Future.

A sector-wide campaign to create
the **Insurance Museum (IM)**
in EC3, London.

The **IM** *opens the door* to the **incredible** **world of risk.**



Concepts

IM PILLARS

Attract Talent.

Share Heritage.

Provide Education.



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The Insurance Museum is a *registered charity* with a mission to **establish a world-class cultural and educational destination in the heart of London's EC3** - the historic heartland of insurance.

Through shared stories, living heritage and inspiring programmes, the IM will make the invisible visible - **explaining the vital role our sector plays in protecting people, enabling progress and helping the world recover** when the unforeseen happens.

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Reg Brown
IM Chairman

Sign **The Slip.**

Underwrite the Future.

In insurance, a 'Slip' records shared responsibility for risk.

The IM Slip leans on this tradition, *inviting all across the market to support this unique shared opportunity*

to deliver the IM for the benefit of all.

Indicates Brokers Underwriters Actuaries MGAs
Institutes Corporations Loss Adjusters Lawyers
Assessors MGUs Insurtech Insurers Coverholders
ors Associations Philanthropists (Re)Insurers Capital
Consultants TPAs Trade Bodies Pensions Livers

Choose Your **IM Founder** Level of Support



Annual Donation
£5,000 PA*
x 3 years

*Min' £3,000 PA



Annual Donation
£15,000 PA*
x 3 years

*Min' £12,000 PA



Annual Donation
£25,000 PA
x 3 years



Annual Donation
£50,000 PA
x 3 years



Annual Donation
£100,000 PA
x 3 years

IM Founder Recognition

- Permanent listing on the IM Founders' Wall
- Recognition in IM social channels in support of fundraising
- An IM Founder certificate and 'thank you' letter
- Digital promotional badge
- Media Pack for PR and internal communications
- Invitations to exclusive previews, events

When the IM opens we will invite all IM Founder donors to sign a physical IM Slip as a lasting legacy for the sector's support.

Reasons to Support IM.

Give something meaningful back:

Protect insurance heritage

Inspire future talent

Support education and access

Improve public understanding and trust in the sector

Gain IM Founder recognition

Create a lasting legacy in EC3

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Your support is essential to deliver the IM.

Through the IM Slip, we are asking the market to come together to raise £1m per year over the next three years.

This is a shared commitment to education, culture, heritage and building meaningful connections between the public, business and our sector.

Together, with the support of the market, we will open the Museum within three years of funding the Slip, safeguarding heritage, inspiring talent and creating understanding and opportunity for current and future generations.

Howard Bengé
IM Director

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For more info and to **Sign the Slip** visit:
www.insurance.museum/slip
info@insurancemuseum.uk



Fundraising terms can be found on our website at:
www.slip.insurance.museum/terms

"IM" and "Insurance Museum" are brand names used by the Insurance Museum Charity.

Registered charity address: c/o Chartered Insurance Institute, 3rd Floor, 20 Fenchurch Street, London EC3M 3BY.

Registered Charity No. 1188138.



The IM Slip is managed by OB Brand Consulting,
working with the Insurance Museum Charity to ensure governance, accountability and target alignment.