

250 Years of American Progress. Generations of Financial Protection.

As America celebrates its 250th birthday, it's an opportunity to reflect not only on our nation's history, but also on the institutions that have helped generations of Americans build financial security. Among them is life insurance.

A Tradition That Began with Our Nation

The idea of protecting families from financial hardship dates back centuries, with early communities pooling resources to care for widows and children after the loss of the family's breadwinner. As the United States emerged as a new nation, those principles evolved into America's first life insurance companies, which began providing financial protection in the late 1700s.



For more than two centuries, life insurers have helped families navigate life's most difficult moments by providing financial security when it is needed most. That mission has remained remarkably consistent through wars, economic downturns, natural disasters, pandemics, and periods of extraordinary national growth.

America	Life Insurance
1776 America declares independence	In 1759, America's first life insurance fund protects widows and orphans
1800s A young nation grows westward	Commercial life insurance expands across the country
1860s Civil War	Families increasingly seek financial protection
1900s Industrial growth	Consumer protections and state regulation strengthen the industry
Post-WWII	Employee life insurance becomes commonplace
Today	Life insurance, annuities, and supplemental health products protect millions of Americans and Texans

Evolving to Meet Texans' Needs

While the promise remains the same, the products have evolved alongside the needs of American families.

In today's America, life insurers offer much ***more than traditional life insurance***. In addition to helping families replace lost income and plan for the future, the industry provides ***annuities*** that help Americans create guaranteed retirement income, as well as supplemental health products such as:



Dental



Vision



Accident



Hospital
Indemnity



Critical
Illness



Disability
Income



Long-term
Care
Coverage

These products help individuals and families manage unexpected expenses, protect their savings, and prepare for every stage of life.



As Texas continues to grow, so do the financial needs of its families, employers, and retirees. For more than two centuries, the life insurance industry has adapted to meet the changing needs of Americans by developing new products, expanding access to financial protection, and providing greater flexibility for consumers. Yet through every stage of our nation's history, its purpose has remained unchanged: helping families prepare for the unexpected and achieve greater financial security.

**\$710
Billion**

invested by
life insurers
to support the
Texas economy
in 2024

**\$53
Billion**

paid to Texans
for life insurance
and financial
products in 2024

**\$8
Billion**

in annuity
payments to
Texans in 2024

**\$10
Billion**

in state revenue
projected from
insurance taxes
for 2026-2027
biennium*

*4th largest source for the state

Today, Texas is home to one of the largest and most dynamic life insurance markets in the nation. Millions of Texans rely on life insurance, annuities, and supplemental health coverage to protect their families, prepare for retirement, and weather life's unexpected challenges. As our state continues to grow, so too does the industry's commitment to helping Texans build financial security for generations to come.



As our nation commemorates 250 years of independence, the life insurance industry celebrates more than two centuries of helping Americans keep promises, protect loved ones, and build financial security. While the products have evolved, the purpose has remained remarkably constant: providing families with confidence that, no matter what the future brings, they can face it with greater financial security.



FINANCIAL SECURITY FOR TEXANS

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