

1947 | America's first auto insurance company for nondrinkers, Preferred Risk Mutual Insurance Company (Preferred Risk), is founded on April 1, 1947, by William N. Plymat. He believed that insuring people who abstained from drinking would result in fewer auto claims.

1958 | Preferred Risk Life is established and licensed to provide life insurances for nondrinkers.

1962 | Preferred Risk develops America's first multi-peril insurance policy for churches—a specialized insurance policy that rolled many coverages into one.

75 years of making positive change possible.

► Learn about GuideOne's founding, milestones and rich history over the last 75 years!

2000 | The GuideOne Center for Risk Management is established to inform religious leaders of the unique risks and concerns that religious organizations face.

2008 | GuideOne launches SafeChurch®, a comprehensive risk management website for GuideOne religious organization policyholders.

2021 | GuideOne completes a reorganization to becoming a Mutual Holding Company.



1948 | Preferred Risk established Midwest Mutual Insurance as one of the first motorcycle insurers in the U.S.

1956 | Preferred Risk insures automobiles for Dr. Martin Luther King, Jr. and his family members during and after the bus boycotts in Montgomery, Alabama.

1968 | Midwest Mutual acquires Century Mutual Insurance Company, a small specialized aircraft insurer.

1969 | Preferred Risk and Midwest Mutual move into the Preferred Risk Life national headquarters—known today as GuideOne's home office.

1980 | Preferred Risk provides seed money to help Mothers Against Drunk Driving (MADD) expand nationally.

1993 | Preferred Risk introduces the Charitable Giving Option for life insurance policyholders, which makes a donation to the policyholder's favorite charity at their time of death.

1997 | A new national branding strategy is introduced to bring all companies together under one name. They briefly operated as The Guidant Insurance Group before becoming the GuideOne Insurance Group, Inc. in 1998.

1998 | The GuideOne Foundation is established to further the company's social mission of eliminating the epidemic of drinking and driving and underage drinking across the U.S.

2016 | GuideOne is recognized as 2016 Model Insurer by Celent, a global research and advisory firm for the financial services industry.

2018 | GuideOne rebrands with a more modern look and amplifies the culture of doing good.

2022 | GuideOne is named a Best-in-Class Employer by Gallagher.