Assurity®



Don’t leave your recovery up to the crowd.

Quick Issue Critical Illness Insurance

Crowdfunding shows how generous people can be. But it’s not a sure thing.
Quick Issue Critical Illness Insurance puts the money — and the control — in your hands.

Counting on a fundraiser

11.5%

of cancer-related GoFundMe campaigns reached their goal within 90 days.[1]

- Typical cancer campaigns asked for $10,000 and raised about $4,000.[1]
- About 1 in 6 medical campaigns raised nothing at all.[2]
- Results depend on the size of your network and how well your story moves people to give.
- Money comes in only if — and when — others choose to donate.

Counting on your own coverage

$5K–$50K

lump-sum benefit you choose

- Tax-free **payment directly to you** upon diagnosis of a covered illness: cancer, heart attack,* stroke and advanced Alzheimer’s Disease.
- **Use it for anything:** deductibles, rent, groceries, childcare or travel for treatment.
- **No medical exam or labs required.**
- No story to tell. No goal to hit.

Even with health insurance, the financial gap is real

$10,600

Maximum an individual could pay out of pocket on a 2026 ACA plan for covered care, before the plan pays the rest[3]

$7,476

Average 2026 bronze plan deductible. More people chose this plan this year for the lower premiums[4]

33%

of Americans say they’d go into debt to pay a $1,000 emergency expense[5]

What it can cost to protect yourself

Sample monthly premiums

Age	$10,000 Benefit Female / Male	$25,000 Benefit Female / Male
35	$8.99 / $9.11	$18.90 / $19.25
45	$13.95 / $16.36	$31.14 / $37.09
55	$21.58 / $29.84	$50.08 / $70.42

Hypothetical examples based on Non-Tobacco, Nebraska



About 30¢ a day

That's what **$10,000 of protection** can cost a 35-year-old. That's more than twice what a typical cancer fundraiser raised — ready when you need it.

Take the power of protection into your own hands.
Ask your insurance professional for a personal quote today.

1. American Cancer Society press release, Nov. 10, 2025, "More Cancer Survivors Using Crowdfunding Campaigns to Pay Medical and Living Expenses, New ACS Study Shows" (Zheng et al., "Cancer-Related Crowdfunding Economy in the United States," JNCCN 23(11), Nov. 2025).
2. Kenworthy & Igra, American Journal of Public Health, Medical Crowdfunding and Disparities in Health Care Access in the United States, 2016–2020, March 2022.
3. Healthcare.gov, out-of-pocket maximum (2026 limit)
4. KFF.org. Deductibles in ACA Marketplace Plans 2014-2026, May 19, 2026.
5. Bankrate Emergency Savings Report, January 2026.

* Heart attack does not include established (old) myocardial infarction occurring prior to the issue date, sudden cardiac arrest, cardiac arrest or cardiopulmonary arrest.

This policy may contain limitations and exclusions. Product availability, features, rates, limitations and exclusions may vary by state. For costs and complete details of the coverage, please contact your insurance representative or Assurity to review the policy for more information. The state specific policy form is the ultimate authority for any questions about this product.

NOT FOR USE IN NEW YORK. IN NEW YORK, THIS PRODUCT IS MARKETED AS SPECIFIED DISEASE.
IMPORTANT NOTICE— CRITICAL ILLNESS INSURANCE PROVIDES LIMITED BENEFIT COVERAGE. It is not a comprehensive major medical plan or Medicare supplement policy and does not satisfy the requirement for minimum essential coverage under the Affordable Care Act (ACA). It is not a substitute for major medical insurance and may not be appropriate for Medicaid recipients.

Circular 230 Disclosure: Any U.S. tax information contained in this communication is not intended or written to be used, and cannot be used, for the purpose of (i) avoiding penalties under the Internal Revenue Code, or (ii) promoting, marketing or recommending to another party any matters addressed herein.

Assurity reserves the right to order, at the company's expense, evidence of insurability which the company feels is necessary for the prudent evaluation of the risk.

Policy Form No. I H1820 underwritten by Assurity Life Insurance Company, Lincoln, NE.

Assurity is a marketing name for the mutual holding company Assurity Group, Inc. and its subsidiaries. Those subsidiaries include but are not limited to: Assurity Life Insurance Company and Assurity Life Insurance Company of New York. Insurance products and services are offered by Assurity Life Insurance Company in all states except New York. In New York, insurance products and services are offered by Assurity Life Insurance Company of New York, Albany, NY. Product availability, features and rates may vary by state.