

800+
employees

Supporting
100+
charitable organizations

\$313,688
donated in 2019

2019 Charitable Giving Report



A Message from Our Chief Financial Officer



At AssetMark, we're dedicated to making a difference in the lives of advisors, their clients, and our shared communities. This mission is at the heart of all we do, including our charity and giving programs.

We strive to deliver on this mission through our key values of heart, integrity, excellence, and respect.

AssetMark, like all in the financial services industry, safeguards the savings of individuals and families in order to support their financial goals and support their communities. One of the most tangible ways we give back to the community is through our charity and giving programs, supporting organizations and causes that our advisors and employees care deeply about.

In 2019, through our corporate partnerships, Community Inspiration Award, Summer of Service, and employee matching program, we donated money and/or time to over 140 organizations in our communities. We encourage every employee at AssetMark to give back to their community, and support this through company-sponsored events and time off to volunteer for causes they value most. Together, we served lunches to those in need, gathered coats, socks and toys, built playhouses for Habitat for Humanity, and walked hundreds of thousands of steps to support children's health care, cancer prevention, and those with Alzheimer's.

AssetMark is also committed to increasing diversity and inclusion in the financial services industry. We believe everyone should have access to financial planning and advice, and that our industry needs to continue to expand its recruiting efforts so the talent we attract and our workforce reflects the communities we serve. That's why we're proud to partner with the Center for Financial Planning Board and Rainbow Community Center of Contra Costa County to help make our community and industry a more diverse, inclusive place.

We're excited about all that we accomplished through our charitable giving programs in 2019 and look forward to making a bigger difference in 2020!

A handwritten signature in black ink that reads "Gary M. Zyla". The signature is fluid and cursive.

Gary Zyla

EVP, Chief Financial Officer

Charity at the Heart of AssetMark

At AssetMark, we’re dedicated to making a difference in the lives of advisors, their clients, and our shared communities. Our business is built upon deep relationships and trust, and our advisors rely on us to do what is right—always.

We believe giving back is the right thing to do, which is why we’ve supported charitable giving for more than 20 years and formally established our charitable giving programs in 2017. Through activities like our Community Inspiration Award, Summer of Service, paid volunteer days, corporate partnerships, and employee matching program, we strive to make a difference and empower our employees and clients to do the same. Each year, we aim to donate at least one percent of our profits to support causes that positively impact our industry and our communities.



Charitable Giving Programs



Strategic Partners

AssetMark supports local and national strategic partners whose missions align with ours.

Nationally, we support the Center for Financial Planning (CFP) Board, which shares our commitment to increasing diversity in the financial industry. In 2018, we donated **\$250,000**, spread across five years, to help create a more diverse and sustainable financial planning profession, and give every American access to competent and ethical financial planning. Our Chief Solutions Officer Natalie Wolfson also serves on its Board of Directors.

Locally, our offices select charities that connect with our employees. Our Concord, California office supports the Monument Crisis Center (MCC)—which focuses on helping families in need—through frequent volunteer events and an annual donation. Our Phoenix, Arizona office supports two great charities: Neurological Music Therapy Services of Arizona (NMTSA) and New Pathways for Youth. NMTSA serves individuals with disabilities in the greater Phoenix area by utilizing music to positively impact neurological function. New Pathways for Youth provides one-on-one mentoring to youth affected by poverty and other adversities.



DONATIONS TO NATIONAL AND LOCAL PARTNERS

Center for Financial Planning (CFP) Board	\$50,000
Monument Crisis Center	\$20,000
Neurologic Therapy Services of Arizona	\$10,000
New Pathways for Youth	\$10,000

In addition to our national and local charity partners, we look to our employees to identify additional organizations to recognize through our charitable giving programs. Each organization listed below was selected by our associates because they give back in ways that reflect our values.

DONATIONS TO OTHER COMMUNITY PARTNERS

Bay Area Crisis Nursery	\$10,000
Rainbow Community Center of Contra Costa County	\$5,000
Todos Santos Business Association Arts Foundation	\$5,000
Trinity Center Walnut Creek	\$5,000

Community Inspiration Award



Our annual Community Inspiration Award honors advisors who are making a significant impact in their communities through dedicated service.

Every year, we select a few, peer-nominated advisors to be recognized at Gold Forum, our annual industry event. We award an additional financial donation to each advisor's chosen charity to shine a light on their work and inspire others to give back.

AssetMark made donations of **\$10,000** in 2019 to each of the charities supported by our Community Inspiration Award winners:

- **Michael J. Santana Jr. Achievement Foundation** provides economic assistance to hard-working high school students, particularly those who have turned their lives around and are pursuing entrepreneurial activities or post-secondary education.
- **Life Remodeled** focuses on revitalizing Detroit neighborhoods through repurposing community assets, repairing homes, and mobilizing members in the community for beautification efforts.
- **The Foundation Latin America** strives to contribute to the prosperity of the Latin American community through education and action.
- **Special Olympics Southern California** provides sports training and competition in a variety of Olympic-type sports for children and adults with intellectual disabilities.
- **Camp Lightbulb** organizes and hosts summer camps for youth who identify as part of the LGBTQ+ community.
- **Pike Place Market Foundation** supports the community that works, learns, and lives in and around the Pike Place Market, particularly those in need of housing, healthcare, food, and childcare.



Employee Matching Program

Our employee matching program gives employees a way to support the causes that matter to them and make their donations go further.

AssetMark matches, dollar-for-dollar, eligible donations ranging from \$100 to \$500 and strives to match at least \$50,000 each year. During 2019, the program donated to over 100 organizations, totaling **\$65,871 in employee donations** and **\$51,348 in matching donations**, for a grand total of **\$117,219**.

Since its inception in 2017, our employee matching program has donated **\$354,816**.

A sampling of the charities our employees have chosen include: Alzheimer's Association, American Cancer Society, and Doctors without Borders. Categorically, many donations focus on local community services, such as food pantries, community outreach, education, veteran services, national park preservation, and animal rescue.

Matched donations to
100+
organizations in 2019

\$117,219
total donated in 2019

\$354,816
total donated since 2017



Volunteerism & Community



We know that through volunteering and community involvement, we can invest in bettering our communities. In addition to our Summer of Service, employees volunteered almost 900 hours in their local communities in Atlanta, Chicago, Concord, Encino, Phoenix, Sarasota, and State College.

SUMMER OF SERVICE

Every summer, we host multiple volunteer events for employees in their local communities. In 2019, we held **28 service events** across **7 offices** with **343 participants**, making a difference in the lives of **4,097 people** (and animals)!

In addition to volunteering time, we made monetary donations to the following nonprofits:

- Care Packages for the Troops
- Cycle Nation Chicago for American Heart Association
- Habitat for Humanity East Bay
- Monument Crisis Center Summer Picnic
- Trinity Center Brown Bag Lunch
- Phoenix Rescue Mission Backpack Drive





SEASON OF GIVING

The holidays can be an especially hard time for those in need, so each year AssetMark and our employees make a difference through our Season of Giving, where employees can adopt families and donate gifts and food. AssetMark also hosts a Holiday Drive—started over 15 years ago—to bring toys, joy, warmth, and food to those in need, and donates dinners to Meals on Wheels, coats, socks, and blankets to local shelters, and care packages to the homeless.

WELLNESS AND CHARITABLE GIVING

As part of our commitment to making a difference, we recognize the importance of physical and mental well-being. We found a wonderful opportunity to combine our wellness and charitable giving programs with our 3-on-3 basketball tournament and step challenge, in which the winners not only get eternal bragging rights, but also select a charity that we donate to on their behalf.

• KINDGrams:	American Heart Association	\$3,856
• 3-on-3 Basketball Winner:	Camp Kesem at UC San Diego	\$1,500
	Omega Psi Phi Scholarship	\$1,500
• Step Challenge Winners:	Children’s Healthcare of Atlanta	\$1,500
	American Cancer Society	\$1,000
	Alzheimer’s Association	\$1,500
	Hearing the Call	\$1,000



SALES PARTNERS

Our national Sales team has identified organizations in their communities to receive donations from AssetMark:

• Invest in Others Charitable Foundation	\$10,000
• Zoo New England	\$7,000
• Walk for MS	\$1,000
• Boys & Girls Club of Worcester	\$1,000
• Folds of Honor	\$2,000
• Fortunaires Club Charitable Foundation	\$1,000

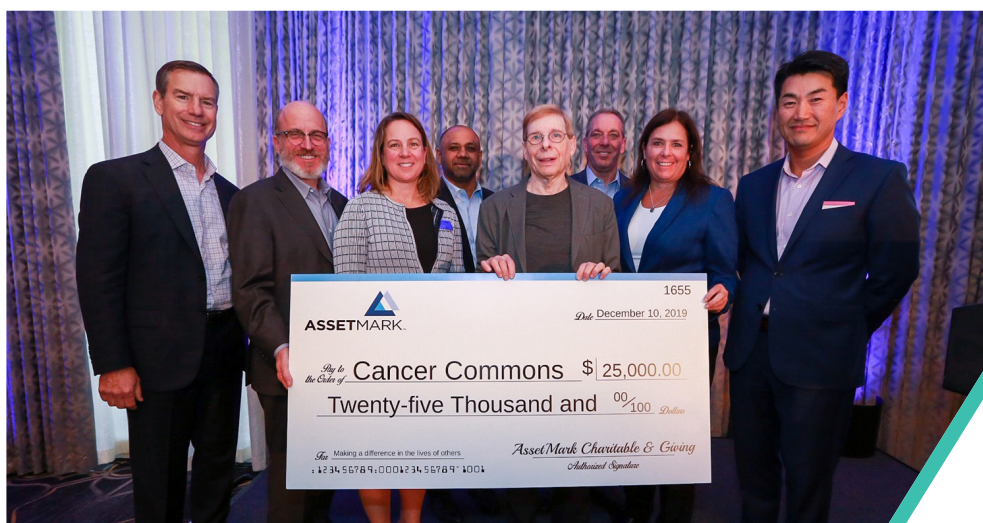


Special Initiatives

In addition to our programs, we identify organizations whose work impacts issues that are currently and directly affecting our employees and their communities. In 2019, we chose to donate to two such causes: cancer and gun violence.

SPECIAL GIVING FOR CANCER PATIENTS AND THEIR FAMILIES

Cancer is a disease that strikes close to home for many of us—many of our employees and their family members are directly affected by cancer. To show our support, we donated **\$25,000** to Cancer Commons, a cancer support and resource organization. During 2020, we're also providing a special employee match, where we will match up to **\$25,000** to organizations that provide cancer research and support, for a total of up to **\$75,000 in donations** from AssetMark and our employees.



SPECIAL GIVING FOR VICTIMS OF GUN VIOLENCE

In July, 2019, gun violence tragedies swept across the nation, hitting us close to home in Gilroy, California, and leaving us deeply shaken. To help further the cause of reducing gun violence, AssetMark made donations of **\$5,000** to:

- **Dayton Oregon District Tragedy Fund**, which helps individuals most directly impacted by the mass shooting in Dayton, Ohio's historic Oregon District.
- **El Paso Victims Relief Fund**, which distributed donations to support victims and survivors of those directly impacted by the shooting in El Paso, Texas.
- **Gilroy Garlic Festival Victims Relief Fund**, which supports the victims of the Gilroy Garlic Festival shooting and their families, and aids local nonprofit organizations providing relief to those affected in the community.

Donor-Advised Fund

AssetMark's charity and giving programs are facilitated by our donor-advised fund and administered by ImpactAssets. Through this fund, AssetMark is able to pool contributions and make donations to eligible charitable organizations. ImpactAssets provides an investing platform that enables donors to preserve and grow their giving dollars while optimizing their social and environmental impact; it is called a triple-impact giving strategy.

How We Do It



Through our donor-advised fund, the Giving Fund, we can make our charitable donations go further with tax-free growth on invested assets to support charities with grants from the account.

AssetMark donated **\$250,774** through donor-advised funds in 2019.

	Donations by Quarter				Total
	Q1	Q2	Q3	Q4	2019
DONOR-ADVISED FUND					
Beginning Balance	\$302,548	\$391,050	\$275,434	\$250,774	\$302,548
Contributions					
Corporate Contribution	\$100,000	-	-	\$150,000	\$250,000
Mutual Fund Contribution	\$41,160	-	\$175	-	\$41,335
Withdrawals					
Grants and Donations	(\$61,000)	(\$122,000)	(\$28,000)	(\$80,748)	(\$291,748)
Administrative Fee	(\$470)	(\$661)	(\$585)	(\$520)	(\$2,236)
Market Appreciation	\$8,813	\$7,045	\$3,749	\$4,864	\$24,471
Ending Balance	\$391,050	\$275,434	\$250,774	\$324,370	\$324,370
Implied Fee Rate (on average assets)	0.14%	0.20%	0.22%	0.18%	0.72%
Implied Market Impact (on average assets)	2.5%	2.1%	1.4%	1.7%	7.9%
Donations made outside of the Donor-Advised Fund	\$8,500	\$3,500	\$5,484	\$8,600	\$26,084

Charitable Giving Summary

	Donations by Quarter				Total
	Q1	Q2	Q3	Q4	2019
STRATEGIC PARTNERS					
CFP (Center for Financial Planning) Board	-	\$50,000	-	-	\$50,000
Monument Crisis Center	-	\$20,000	-	-	\$20,000
New Pathways for Youth	-	\$10,000	-	-	\$10,000
Neurologic Therapy Services of AZ	-	\$10,000	-	-	\$10,000
Community					
Central Mountain High School Drama Club, PA	\$500	-	-	-	\$500
The Bridge Church - Home Building in Baja, Mexico	\$1,000	-	-	-	\$1,000
Rainbow Community Center of CCC	-	\$5,000	-	-	\$5,000
Todos Santos Business Assoc Arts Foundation	-	\$5,000	-	-	\$5,000
Trinity Center Walnut Creek	-	\$5,000	-	-	\$5,000
Bay Area Crisis Nursery	-	-	-	\$10,000	\$10,000
COMMUNITY INSPIRATION AWARD					
Camp Lightbulb	\$10,000	-	-	-	\$10,000
The Foundation Latin America	\$10,000	-	-	-	\$10,000
Life Remodeled	\$10,000	-	-	-	\$10,000
Michael J. Santana Jr. Achievement Foundation	\$10,000	-	-	-	\$10,000
Pike Place Market Foundation	\$10,000	-	-	-	\$10,000
Special Olympics Southern California	\$10,000	-	-	-	\$10,000
EMPLOYEE MATCHING PROGRAM					
Matching Funds	-	-	-	51,348	\$51,348
VOLUNTEERISM & COMMUNITY					
Summer of Service					
Cycle Nation Chicago for American Heart	-	\$2,500	-	-	\$2,500
Habitat for Humanity East Bay	-	-	\$4,000	-	\$4,000
Care Packages for the Troops	-	-	\$3,097	-	\$3,097
Additional Summer of Service Programs	-	-	\$2,387	-	\$2,387
Wellness Initiatives					
American Heart Association - KINDGrams	\$3,856	-	-	-	\$3,856
3-on-3 Basketball Challenge: Camp Kesem UC San Diego	-	-	\$1,500	-	\$1,500
3-on-3 Basketball Challenge: Omega Psi Phi Scholarship	-	-	\$1,500	-	\$1,500
Step Challenge Winner: Childrens Healthcare of Atlanta	-	-	\$1,500	-	\$1,500
Step Challenge Winner: American Cancer Society	-	-	\$1,000	-	\$1,000
Step Challenge Winner: Alzheimer's Association	-	-	\$1,500	-	\$1,500
Step Challenge Winner: Hearing the Call	-	-	\$1,000	-	\$1,000
Sales Partners					
Invest in Others Charitable Foundation	-	\$10,000	-	-	\$10,000
Zoo New England	-	\$7,000	-	-	\$7,000
Walk for MS	-	\$1,000	-	-	\$1,000
Boys & Girls Club of Worcester	-	-	\$1,000	-	\$1,000
Folds of Honor	-	-	-	\$2,000	\$2,000
Fortunaire's Club Charitable Foundation	-	-	-	\$1,000	\$1,000
SPECIAL INITIATIVES					
Cancer Commons	-	-	-	\$25,000	\$25,000
Dayton Oregon District Tragedy Fund	-	-	\$5,000	-	\$5,000
El Paso Victims Relief Fund	-	-	\$5,000	-	\$5,000
Gilroy Garlic Festival Victims Relief Fund	-	-	\$5,000	-	\$5,000
Total Donations Made	\$65,356	\$125,500	\$33,484	\$89,348	\$313,688

Contact Us

We're always looking for ways to add more value to our communities, advisors, and the greater financial community. If you have ideas or suggestions about how we can grow our charitable giving, we'd love to hear from you. Contact us at charitablegiving@assetmark.com.

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Important Information

AssetMark, Inc. is an investment management and consulting firm that helps independent financial advisors build great businesses. This is for informational purposes only and is not a solicitation for investment. Individual investors should consult with their financial advisor to determine if the services available through the AssetMark platform are appropriate.

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