

900+  
employees

Supporting  
175+  
charitable organizations

\$530,263  
donated in 2021

# 2021 Charitable Giving Report



# A Message from Our Chief Financial Officer



At AssetMark, we have a mission-driven, client focused culture. 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.

Our team is what makes us great. Their commitment to our mission is guided by our strong values and culture of heart, integrity, excellence, and respect.

We believe we are all "In It Together". If one suffers, we all suffer. We know we should help, and so we do.

AssetMark, like everyone in the financial services industry, safeguards the savings of individuals and families in order to support their financial goals and support their communities. We strive to make a difference and impact with each interaction with our clients, our associates and those in our community. One of the most tangible ways we give back to the community is through our charity and giving programs, by supporting organizations and causes that our advisors and employees care about deeply.

Through our corporate partnerships, Community Inspiration Award, Summer of Service, and employee matching program, we donated money and/or time to over 175 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. Throughout the pandemic, we've delivered meals to seniors, fed the homeless, cleaned a local zoo, cleared community trails, helped rescued horses, donated blood and cycled for hope. Lastly, and one of my favorites, we held our annual step challenge which supported Alzheimer's research, children's health care, cancer prevention, food banks, wounded veterans, and the hearing impaired.

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 our workforce reflects the communities we serve.

That's why we're proud to support charities selected by our newly created Employee Resource Groups (ERGs) that empower women, people of color, and the LGBTQ community.

We are grateful for the charitable efforts we've been able to accomplish thus far. In 2022, we will strive to make an even greater difference in the lives of others, keeping true to our values of Heart, Integrity, Excellence, and Respect with Charity at the Heart of AssetMark.

A handwritten signature in black ink that reads "Gary M. Zyla". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

**Gary Zyla**

EVP, Chief Financial Officer

# Charity at the Heart of AssetMark

At AssetMark, we believe we are **In It Together**. We are committed to **making a difference** in the lives of advisors, their clients, and our shared communities. Our **team** is what makes us great. Their **commitment** to our mission is guided by our shared values of **Heart, Integrity, Excellence and Respect**.

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 our Charitable & Giving Programs, we strive to make a difference and empower our employees and clients to do the same. Each year, we are committed to supporting causes that positively impact our industry and our communities. We are proud of our accomplishments and look forward to making an even greater difference in the lives of others, keeping true to our values of Heart, Integrity, Excellence, and Respect, with **Charity at the Heart of AssetMark**.

**\$530,263** donated in 2021 through charitable giving programs

## Charitable Giving Programs



**CORPORATE PARTNERS**  
\$145,000



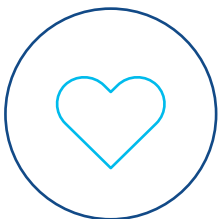
**EMPLOYEE FOCUS GROUPS**  
\$82,500



**SUPPORTING EMPLOYEE GIVING**  
\$131,763



**SUPPORTING OUR ADVISORS**  
\$91,000



**SUPPORTING OUR COMMUNITIES IN NEED**  
\$80,000



# Corporate Partners

When we say “We” are “In It Together”, we mean everyone, not just our associates. And so, to empower diversity and inclusion and embody our value of Excellence, we support both local and national strategic partners who align with our mission to make a difference. Nationally, we support: The Center for Financial Planning (CFP) Board, who shares our commitment to increasing diversity in the financial industry and growing opportunities for every American access to competent and ethical financial planning; Our Chief Executive Officer, Natalie Wolfson, also serves on its Board of Directors. The second national organization we support, Invest in Others Charitable Foundation, shares our passion for amplifying the volunteerism of financial advisors, employees, and their firms **while providing important financial support to the causes for which they are so passionate.**

Locally, our offices select charities that resonate with our employees.

- **Concord** supports the Monument Crisis Center (MCC), which focuses on helping families in need through frequent volunteer events and an annual donation.
- **Phoenix** supports two organizations: Neurological Music Therapy Services of Arizona (NMTSA), serving individuals with disabilities by utilizing music to positively impact neurological function and New Pathways for Youth, which provides one-on-one mentoring to youth affected by poverty and other adversities.
- **Chicago** supports the Catholic Charities of the Archdiocese of Chicago Mother and Child Nutrition Program, which provides food, clothing, shelter, and counseling to bring hope to the hopeless.
- **Atlanta** supports the Atlanta Community Food Bank, who is fighting to end hunger in Atlanta and inspiring change through education and outreach.
- **Encino** supports The Dream Center Los Angeles, addressing immediate and long-term needs in the areas of homelessness, hunger, poverty, addiction, abuse, education, and human trafficking.

**CFP BOARD**

 **Invest in Others**

**Monument  
CrisisCenter**

 **Neurologic Music Therapy Services  
OF ARIZONA**

**New Pathways  
for Youth**

 **CATHOLIC  
CHARITIES  
ARCHDIOCESE OF CHICAGO**

 **ATLANTA  
COMMUNITY  
FOODBANK**

 **DREAMCENTER**

*“In 2021, the number of women, Black and Hispanic CFP® professionals hit all-time highs. In addition, the class of 2021 was the largest and most diverse in history. It’s wonderful to see the industry attract such diverse and impressive talent.”*

**Natalie Wolfson**  
Chief Executive Officer

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 employees because they give back in ways that reflect our values:

- AAAA Foundation
- Bay Area Crisis Nursery
- George Pocock Rowing Foundation
- Rainbow Community Center of Contra Costa County
- Meals on Wheels Mt. Diablo Region
- Trinity Center Walnut Creek

# Supporting Our Advisors

AssetMark is dedicated to helping advisors create great outcomes for their clients and in doing we aim to demonstrate our value of Integrity.



## 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 advisors to be recognized at Gold Forum, our annual industry event, where we award \$10,000 to the organization honored to shine a light on their work and inspire others to give back.

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

- **Angels of America's Fallen** helps children of our fallen military and first responders develop into strong and successful adults by providing them positive mentoring and developmental activities when they are at their most crucial development phase of life.
- **Cars 4 Kids Foundation** is dedicated to providing comfort, happiness and monetary support to critically ill or injured children through events focused around the shared passion for the automotive community!
- **Community Foundation of Greater Huntsville Racial Equity Fund** is a trusted leader in mobilizing generosity to improve the quality of life and addressing issues that impact our community.
- **Helping a Hero** provides adapted homes and emergency financial aid to severely wounded heroes. They give marriage and caregiver support, provide recreational activities and facilitate community support for the grant recipients.
- **Kids in Focus** is dedicated to empowering at-risk youth to reach their potential using photography to ignite their imagination and build their sense of confidence.
- **Phillip's Love Bears, Inc.** provides new, high quality Teddy Bears, and other plush animals, to those in need, including but not limited to individuals with special needs, child trafficking survivors, law enforcement, hospitals, missionaries, nursing homes and orphanages around the world in order to reflect the unconditional love and compassion of Christ.
- **Salem Rotary Foundation DBA Gerry Frank Salem Rotary Amphitheater** is an example of the Salem Rotary mission to foster, develop, promote and encourage the health and education and general welfare of young people. In a joint project with the City of Salem, the foundation is making an impact for years to come in this \$4.0M outdoor amphitheater and associated \$3.7M set of improvements in the surrounding section of Riverfront Park.

## SALES PARTNERS

Our national sales team also identifies organizations in their communities to receive donations from AssetMark. This year they selected the following:

- |   |  |
|---|--|
| • Invest in Others Charitable Foundation          | • Fortunaires Club Charitable Foundation |
| • Lurie Children's Hospital of Chicago Foundation | • Autism Speaks                          |
| • National Kidney Foundation                      | • Save Giraffes Now                      |
| • Cancer Commons                                  | • Milwaukee Kickers Soccer Club          |
| • ASK Childhood Cancer Foundation                 |  |

# Employee Focus Groups

## EMPLOYEE RESOURCE GROUPS

AssetMark has three Employee Resource Groups (ERGs): Women, People of Color, and the LGBTQ+ community. This year, they each nominated one charity that with aligned with their mission. Each charity received a \$20,000 donation to help further the meaningful work they are doing in the communities they support.

### LGBTQ+:

- 1N10 INC

### People of Color:

- Impact 6

### Women of AssetMark:

- Financial Women of San Francisco Scholarship Fund

*"As we continued to navigate unprecedented times in 2021, we are proud of how our team members stepped up to support one another and causes near and dear to each of us. At AssetMark our team members live our core values of Heart, Integrity, Respect and Excellence, and nowhere is this more strongly demonstrated than in our support of charitable programs and organizations that do so much for our communities"*

**Esi Minta-Jacobs**

EVP, Program Management, HR



## EMPLOYEE WELLNESS INITIATIVES

During this past year where most of our employees worked remotely, we made a point to focus on both physical and mental well-being. We found opportunities to get physical and charitable: Associates sent 847 Kudo Grams to other associates raising \$4k for the American Heart Association. Our annual Step Challenge included 12 teams, who collectively logged 29,038,056 steps, over the course of the month of September (that's nearly 200,000 miles!) to raise \$5,000 for four charities. "Team AssetMark" also walked, cycled, and gave blood in support of several worthy charities.

### KUDO Grams:

- American Heart Association – 847 Kudo Grams to Associates

### Team AssetMark Blood Drive:

- Donations to the American Red Cross – 400 lives saved and a \$4k donation

### Virtual Events:

- Cycle of Hope for Habitat for Humanity – 100 riders and \$5.5k donation
- Walk to END Alzheimer's – 50 walking and \$5k donation

### Step Challenge Winners:

- Tunnel to Towers
- Hearing the Call
- Atlanta Community Food Bank
- Feeding America



# Supporting Employee Giving

*"In 2021, despite everyone working remote, our employees' giving spirit was stronger than ever. We directed our donations to the charities that meant the most to employees and our matching program raised the most funds ever. We believe that employee involvement in our Giving program is essential to ensuring our company's culture remains strong and mission of making a difference is truly heart-felt."*

**Gary Zyla**

EVP, Chief Financial Officer

We know that through  
volunteering and community  
involvement, we can invest  
in bettering communities.



## SUMMER OF SERVICE

We look forward to when we can fully support our charities in person. Every summer, we host multiple volunteer events for employees in their local communities. Even though we social distanced a second year, our resiliency and commitment to helping those in our communities is strong. Though we could not volunteer in person with as many charities as we have in the past, we still helped with: Jared Boxes for Kaiser Permanente, Angels for Minis horse rescue, Save Mt. Diablo clean-up, delivering meals to seniors and working the food pantry as well as doing yard work at the Oakland Zoo.

In addition to volunteering time, muscle, food and gift boxes, we made monetary donations to 13 community nonprofits:

- Andre House of Arizona
- Angels for Minis
- Atlanta Habitat for Humanity
- Conservative Society of California – Oakland Zoo
- East Bay SPCA
- Florence Crittenton Services of Arizona, Inc,
- Food Bank of Contra Costa County
- Meals on Wheels Diablo Region
- Ronald McDonald House Charities of Central and Northern Arizona
- Save Mt. Diablo
- Shoe Box Ministry, Inc.
- St. Mary's Food Bank of Phoenix
- UMOM New Day Centers
- Trinity Center Brown Bag Lunch





## 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, donations to qualified 501(c)(3) charities ranging from \$100 to \$500 and strives to match at least \$50,000 each year. During 2021, the program donated to 137 organizations, totaling **\$60,739 in employee donations** and **\$52,617 in matching donations**, for a grand total of **\$113,356**.



Matched donations to  
**137**  
organizations in 2021

**\$113,356**  
total donated in 2021

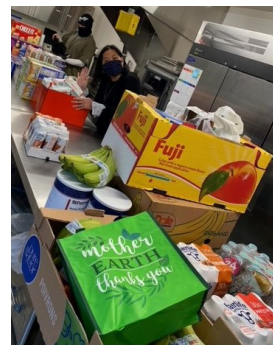
**\$618,226**  
total donated since 2017

## SEASON OF GIVING

For over twenty years AssetMark has hosted a giving tree / holiday drive to bring cheer to those in need. Normally we would have requests for toys. This year, we were humbled by the number of requests for gift cards to purchase food.

The Season of Giving should be every day. It is however most recognized during the holidays, before Thanksgiving and through Christmas. Living our company value of Heart, we reach out to bring cheer to those in need. We normally receive Angel Tree wish lists for gifts. This year however, the popular ask was for food. This is very humbling. AssetMark Charitable & Giving donated 343 gift cards for food, made 75 Winter Night Shelter food bags, and 30 gift bags supporting:

- Bay Area Crisis Nursery
- Love a Child Mission
- Meals on Wheels Diablo Region
- Monument Crisis Center
- Trinity Center Walnut Creek
- UCSF Benioff Children's Hospital Thalassemia Clinic





# Supporting our Communities in Need

AssetMark is committed to support our communities beyond just our local areas through our Charitable & Giving reserves funds for special initiatives and unforeseen disasters. We aim to identify organizations whose work impacts issues that are currently and directly affecting our employees and their communities. In 2021, we supported: disaster recovery from the tornadoes, COVID relief efforts in India, justice for targets of hate crimes, and fire relief in the State of California.

## SPECIAL INITIATIVES

We are In It Together to promote the wellbeing of all, especially in the area of diversity and inclusion. The highlighted racial hatred and inequalities must be addressed. To support victims of violence against Asians, we donated **\$20,000** to the Asian American Advancing Justice, who seek to advance civil and human rights for Asian Americans and to build and promote a fair and equitable society for all.



Additionally, to honor the life of someone whose values deeply inspired us, we donated to the Taranaki Endowment Foundation. The legacy endowment fund will continue to support the inclusive coaching programs that were the passion and life's work of Coach Steve McKean, and that continue to touch the lives of many youths.

## COVID RELIEF

We donated **\$5000** each to the following charities in India:

- MAP International USA
- Pratham International USA
- Sewa International USA

## FIRE DISASTER RELIEF IN THE STATE OF CALIFORNIA

Since 2017, the state of California has experienced a rash of massive wildfires, and this year was no exception. The wildfires burned hundreds of thousands of acres across the state. To support firefighters, communities, and surrounding forests impacted by these fires, AssetMark made donations of **\$10,000** to:

*"At AssetMark we are focused on making a difference in the lives of advisors and their clients. We are also focused on making a difference in the communities where we, and you, live and work! In 2020, many of our communities faced unprecedented challenges. From the pandemic to natural disasters, there were many challenges across our nation. I am proud of our organization, employees, and clients for all we were able to do to help."*

**Carrie Hansen**  
Chief Operating Officer

- **California Community Foundation Wildfire Relief for Cal Fires** supports communities across the state as they work to rebuild and recover from wildfires. Assisting people who have lost housing, property and jobs, helping to rebuild homes and provide help with health care and respiratory equipment.
- **The California Fire Foundation** provides critical support to victims, firefighters, and communities affected by wildfire and disaster throughout California.

## DISASTER RELIEF

In December 2021, dozens of tornadoes tore through multiple states, including Kentucky, Tennessee, Arkansas, Missouri, Illinois and Indiana. They left behind considerable destruction and a devastatingly high death toll. On top of the countries critical supply of blood donations, The American Red Cross sent teams to help in the impacted areas. AssetMark made a **\$10,000** donation to help in the relief.

# Donor-Advised Fund

AssetMark's charity and giving programs are facilitated by our donor-advised fund and administered by ImpactAssets. Through this fund, AssetMark can 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; 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 \$505,775 through donor-advised funds in 2021.**

	Donations by Quarter				Total
	Q1	Q2	Q3	Q4	2021
<b>DONOR-ADVISED FUND</b>					
<b>Beginning Balance</b>	<b>\$191,869</b>	<b>\$225,589</b>	<b>\$139,062</b>	<b>\$586,020</b>	<b>\$191,869</b>
Contributions					
Corporate Contribution	\$100,000	\$130,287	\$501,773	\$2	<b>\$732,062</b>
Mutual Fund Contribution	-	-	-	-	-
Withdrawals					
Grants and Donations	(\$65,546)	(\$218,000)	(\$54,600)	(\$165,186)	<b>(\$503,332)</b>
Administrative Fee	(\$383)	(\$434)	(\$361)	(\$535)	<b>(\$1,712)</b>
Market Appreciation	(\$352)	\$1,621	\$146	\$1,076	<b>\$2,491</b>
<b>Ending Balance</b>	<b>\$225,589</b>	<b>\$139,062</b>	<b>\$586,020</b>	<b>\$421,378</b>	<b>\$421,378</b>
Implied Fee Rate (on average assets)	0.80%	0.77%	1.04%	0.42%	<b>0.00%</b>
Implied Market Impact (on average assets)	-0.2%	0.9%	0.0%	0.2%	<b>0.8%</b>
Donations made outside of the Donor-Advised Fund	\$5,000	\$5,000	\$548	\$13,940	<b>\$24,488</b>

# Charitable Giving Summary

	2021 Total
<b>CORPORATE STRATEGIC PARTNERS</b>	<b>\$145,000</b>
CFP Board (Center for Financial Planning)	\$50,000
Invest in Others Charitable Foundation	\$25,000
Monument Crisis Center	\$30,000
New Pathways for Youth	\$10,000
Neurologic Therapy Services of Arizona	\$10,000
Catholic Charities of the Archdiocese of Chicago	\$10,000
Atlanta Community Food Bank	\$10,000
Dream Center Los Angeles	\$10,000
<b>EMPLOYEE FOCUS GROUPS</b>	<b>\$82,500</b>
<b>AssetMark Employee Resource Groups</b>	<b>\$60,000</b>
LGBTQ+: 1N10 INC	\$20,000
People of Color: Impact 6	\$20,000
Women: Financial Women's Assoc of SF Scholarship	\$20,000
<b>Employee Wellness Initiatives</b>	<b>\$22,500</b>
American Heart Association - KUDO Grams	\$3,000
American Red Cross	\$4,000
Alzheimer's Association – Walk to END	\$5,000
Habitat for Humanity – Cycle of Hope	\$5,500
Step Challenge Winner: Tunnel to Towers	\$1,500
Step Challenge Winner: Hearing the Call	\$1,000
Step Challenge Winner: Atlanta Community Food Bank	\$1,500
Step Challenge Winner: Feed America Stepping on Hunger	\$1,000
<b>SUPPORTING EMPLOYEE GIVING</b>	<b>\$117,744</b>
<b>AssetMark Summer of Service</b>	<b>\$32,600</b>
Habitat for Humanity East Bay	\$15,000
Care Packages for the Troops	\$23,263
Trinity Center Walnut Creek	\$2,169
Jared Boxes Foundation	\$548
Ronald McDonald House of Central & Northern Arizona	\$1,000
Additional Summer of Service Donations	\$25,000
<b>Employee Donation Match</b>	<b>\$52,617</b>
<b>Season of Giving</b>	<b>\$8,546</b>
Bay Area Crisis Nursery	\$1,000
Love a Child Mission	\$1,528
Meals on Wheels Diablo Region	\$1,000
Monument Crisis Center	\$1,500
St. Mary's Food Bank Phoenix	\$1,546
Trinity Center Walnut Creek	\$1,125
UCSF Benioff Children's Hospital Thalassemia Clinic	\$1,500
<b>Community</b>	<b>\$38,000</b>
AAAA Foundation	\$5,000
Rainbow Community Center of CCC	\$5,000
Trinity Center Walnut Creek	\$5,000
Bay Area Crisis Nursery	\$5,000
Meals on Wheels Diablo Region	\$3,000
George Pocock Rowing Foundation	\$5,000
It Starts with Me Foundation	\$5,000
Todos Santos Business Association Arts Foundation	\$5,000



	2021 Total
<b>SUPPORTING OUR ADVISORS</b>	<b>\$91,000</b>
<b>Community Inspiration Awards</b>	<b>\$70,000</b>
Angels of America's Fallen	\$10,000
Cars 4 Kids Foundation	\$10,000
The Community Foundation of Greater Huntsville Racial Equity Fund	\$10,000
Helping a Hero	\$10,000
Kids in Focus	\$10,000
Phillip's Love Bears, Inc.	\$10,000
Salem Rotary Foundation	\$10,000
<b>Sales Partners</b>	<b>\$21,000</b>
Ann & Robert H. Lurie Children's Hospital of Chicago Foundation	\$5,000
Cancer Commons	\$3,250
National Kidney Foundation	\$3,500
Fortunaire's Club Charitable Foundation	\$1,000
Autism Speaks Michigan	\$1,000
ASK Childhood Cancer Foundation	\$1,000
Other Charities	\$6,250
<b>SPECIAL INITIATIVES: SUPPORTING COMMUNITY IN NEED</b>	<b>\$80,000</b>
American Red Cross Hurricane Disaster Fund	\$10,000
Asian American Advancing Justice	\$20,000
Monument Crisis Center Pandemic Donation	\$10,000
MAP International USA	\$5,000
Pratham USA	\$5,000
Sewa International USA	\$5,000
California Fire Foundation	\$10,000
California Community Foundation for Cal Fire Relief	\$10,000
Taranaki Endowment Foundation	\$5,000
<b>Total</b>	<b>\$530,263</b>
<b>Donations made through the DAF</b>	<b>\$505,775</b>
<b>Donations made outside of the DAF</b>	<b>\$24,488</b>

## Contact Us

We're always looking for ways to add more value to our communities, advisors, and the greater financial services 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](mailto:charitablegiving@assetmark.com).

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### Important Information

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