

Impact Report

FOUNDATION X

20
24

NORTHROCK
PARTNERS



Report Overview

03	<u>2024 Impact</u>
04	<u>NorthRock Client Giving</u>
07	<u>NorthRock Employee Giving</u>
13	<u>Events & Partnerships</u>
16	<u>Foundation X Giving</u>
19	<u>Total Impact</u>
20	<u>Thank You</u>



2024 Impact

Foundation X and NorthRock are redefining philanthropy through strategic giving, employee engagement, and innovative partnerships. By aligning client generosity, employee-driven initiatives, and impactful collaborations, we are creating a model that demonstrates the power of financial stewardship and community investment. This report highlights the tangible outcomes of our work, showcasing the collective generosity of clients, employees, and Foundation X partners.

**A better way
for doing good.**

NorthRock Client Giving

Driving Meaningful Philanthropy through Strategic Advising



At NorthRock, we believe that philanthropy is most powerful when it is intentional, strategic, and deeply personal. Our clients are at the heart of this impact, leveraging their resources to drive meaningful change through customized giving strategies designed to align with their values, passions, and long-term goals.

\$8.7M

DAF Giving

\$172M

Major Contributions

45

States Impacted

13

Countries Supported

NorthRock Client Inspired Giving

NorthRock is committed to amplifying the impact of our clients' philanthropic passions through a dedicated giving budget. This program is designed to support the causes our clients care about most, ensuring that their charitable efforts are not only recognized but strengthened.

\$27,375

donated to the
causes our clients
care about



Our Impact

Our role is to help clients give with clarity and confidence—whether through structured philanthropy, legacy planning, or immediate impact initiatives. By leveraging our expertise in financial advising and charitable planning, we empower individuals and families to create a legacy of generosity that endures for generations.

Employee Philanthropic Programs

NorthRock is committed to fostering a culture of generosity by equipping our employees with meaningful opportunities to give back. Through our philanthropic programs, we empower employees to support the causes they care about—whether through direct giving, volunteerism, or strategic partnerships. Our investment in these initiatives reflects our belief that giving isn't just something we do—it's part of who we are.



Matching Gifts

Supports and extends employee generosity by matching donations to nonprofits



Matching Time

Provides a \$20 match per hour to the organizations for which employees volunteer



Board Service

Trains, equips and supports NorthRock employees who volunteer to serve on nonprofit Boards

NorthRock Employee Giving

A Culture of Generosity In Action



At NorthRock, philanthropy is more than a financial commitment—it's an integral part of our culture. Through direct giving, company matches, hands-on volunteerism, and leadership in nonprofit board service, our employees demonstrate the power of generosity. In partnership with Foundation X, we are empowering our team to make a difference, both individually and collectively.

\$35K

Total Employee Giving

\$49K

Total NorthRock Matching Funds

807

Total Employee Volunteer Hours

94%

Employee Impact Participation Rate

Board Service Week

Building Leadership through Nonprofit Involvement



Board Service Week Activities

Board Service
Basics
Lunch and Learn

Board
Service
Panel

Mock
Board
Meeting

Board service is a powerful way for professionals to give back, leveraging their expertise to strengthen nonprofit organizations. During Board Service Week, NorthRock employees engaged in learning opportunities, explored board membership, and connected with nonprofit leaders.

Foundation X and the Impact Council provided board training, education, and nonprofit connections to employees interested in board service. Employees were encouraged to discover new ways to contribute their skills and leadership to causes they care about.

Board Service Highlight

Jacob Murray

Jacob's journey with Bolder Options began as a youth mentor, guiding his mentee through the program until they graduated together in September 2022. Wanting to stay connected and continue making an impact, he sought new ways to give back—maintaining his relationship with his mentee through high school and stepping into a leadership role in his community.

With the support and guidance of Foundation X, Jacob navigated his path to board service, gaining the confidence and knowledge to take on this role. Drawn to Bolder Options' mission and the meaningful connections he built with staff, leaders, and board members, he took the leap to deepen his involvement. Initially unsure of the value he could bring to board service, he embraced the opportunity to learn and lead. Now, as a board member, he continues to champion mentorship and community engagement, helping to shape the future of Bolder Options.



Years of Service

3



Position

Board Member, Committee Lead



Nonprofit Organization

Bolder Options



Day Of Service

Giving Back On Our Birthday

In celebration of NorthRock's birthday, we set aside our regular business activities to come together as a company and serve the communities that support us. This year's Day of Service was a testament to our team's commitment to making a meaningful impact.

290
Total Volunteer Hours



Through our partnership with The Birthday Party Project, we purchased 50 birthday gifts and handwrote 500 heartfelt birthday cards, ensuring that children in need feel celebrated and special on their big day. This initiative helps spread joy and create lasting memories for kids who might not otherwise have the opportunity to experience a birthday celebration.

THE
BIRTHDAY
PARTY
PROJECT

Giving Tuesday

A Day of Collective Impact

On Giving Tuesday, NorthRock employees came together for a single day of giving—made even more powerful through a special match opportunity deployed by NorthRock. In just one day, employees and NorthRock collectively contributed nearly \$28,000 to nonprofits, making it one of the most impactful giving moments of the year.

\$14,477

Employee Giving

\$13,077

NorthRock Match

impact council
presents



Giving Tuesday

Pedaling Impact:
Every Donation Fuels
The Journey!

DECEMBER 3, 2024

Digital campaign to
facilitate donations
supporting causes
we care about.

All-Staff Impact Activity

Building Bikes, Building Futures

During our Year End meeting, we harnessed the power of gathering together to make a tangible difference with all of our staff. This year, we partnered with Foster Love to build bikes for children in foster care, ensuring they experience the joy and independence that comes with having their very own bicycle.



\$18,500

DONATED

80

BIKES BUILT

Events & Partnerships

Connecting Purpose, Amplifying Impact

Beyond individual contributions, NorthRock and Foundation X actively invest in high-impact events and partnerships that extend the reach of generosity. Through strategic collaborations, we not only provide financial support but also strengthen networks of purpose-driven individuals and organizations, fostering innovation in philanthropy and creating memorable experiences for those who serve our communities.



Foundation X Golf Tournament

A Day of Collective Impact

The Foundation X Golf Tournament introduced new audiences to Minneapolis-based nonprofits advancing effective philanthropy. This event was not just about fundraising—it was about connecting nonprofits with new supporters and expanding their network of funders to sustain long-term impact.

Nearly \$10,000 donated and matched

Nonprofit Partners



WIRED to Give

Innovative Philanthropy for Women

In partnership with WIRED To Give, we embraced innovative philanthropy by empowering event attendees to participate in real-time charitable giving. Through a unique, interactive voting process, four women-founded or women-led nonprofits had the opportunity to share their missions and receive critical funding based on participant votes.



\$100

Donation Per
Registration

\$15K

Granted to
4 Nonprofits

Foundation X Client Giving

Maximizing Philanthropic Capital for Good



Foundation X clients are leading change by channeling resources into their own philanthropic initiatives. Our client section will detail the total funds raised into client organizations, as well as the total amount granted out to nonprofits. By providing strategic guidance and operational support, Foundation X supports clients so that their philanthropy is both impactful and sustainable.

Foundation X Client Giving

Maximizing Philanthropic Capital for Good

Foundation X clients are making a meaningful impact across a diverse range of cause areas, from education and healthcare to economic empowerment and environmental conservation. Their generosity has reached communities in 28 states and extended across two continents, supporting organizations that drive lasting change. This broad geographic and philanthropic reach reflects the deeply personal and strategic approach our clients take to giving—ensuring their contributions create real, measurable impact where it's needed most.



\$1.1M

Raised by Client
Organizations in 2024

\$845k

Granted to Nonprofits
by Foundation X Clients

28

States
Impacted

Foundation X Client Highlight

Tolliver Family Foundation

The Tolliver family believes that generosity starts at home, and their children have taken that belief to heart in a remarkable way. Through the Tolliver Family Foundation, the next generation of givers mobilized to raise funds for clean water access in Africa, embodying their family's values of service and impact. In less than a year, their efforts raised over \$66,000—enough to build multiple wells and provide sustainable water solutions to communities in need.

By rallying friends, family, and their broader network, the Tolliver children demonstrated the power of intentional giving, proving that age is no barrier to making a difference. Their commitment to philanthropy not only changes lives across the globe but also reinforces the family's legacy of generosity, ensuring that giving back remains at the heart of their foundation's work.



Dollars Raised

\$66,000



Continent Impacted

Africa



Youth-Led Philanthropy

Fundraisers created by kids



Total Impact

\$181.8M in grants

SUPPORTING

959 organizations in

45
states



+ **13**
countries

Thank You

The combined efforts of NorthRock Partners and Foundation X are shaping a new standard for philanthropy—one that integrates financial strategy with intentional generosity. Through client advising, employee programs, strategic partnerships, and innovative giving models, we are unlocking capital for good and transforming communities. This report serves as both a reflection of our shared impact and an inspiration for continued generosity in the years ahead.

A heartfelt thank you to our employees, partners, clients, and communities for your support and shared commitment to making a difference. Your generosity and partnership make this work possible, and together, we are creating better ways for doing good.



A better way for doing good.