



2025

# IMPACT REPORT

FOUNDATION X



NORTHROCK

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# Report Overview

At NorthRock Partners and Foundation X, generosity rarely happens in isolation. It is shaped by values, carried by people, and strengthened through shared effort. Together, we work alongside clients, employees, and partners to help generosity move with intention, directing resources, time, and expertise toward the causes and communities they care about most.

Throughout 2025, this shared approach translated intention into action. Across advising relationships, donor strategies, employee engagement, and client-led initiatives, generosity flowed through people and organizations, reaching communities locally, nationally, and globally.

*What follows is a reflection of that collective effort and the impact made possible when strategy, participation, and purpose align.*

# NorthRock Client Giving

*NorthRock clients continue to demonstrate the power of intentional philanthropy when paired with coordinated planning.*

In 2025, clients leveraged donor-advised funds, additional charitable vehicles and direct contributions to support a wide range of nonprofit organizations addressing needs across education, health, human services, and community development.

Through donor-advised fund grants, NorthRock clients directed **\$8,480,213** to **1,192 nonprofit organizations**, ensuring resources reached causes they care deeply about. In addition, clients contributed **\$16,614,156** into donor-advised fund accounts, positioning future generosity for sustained impact. Together, these efforts reflect a long-term commitment to philanthropy that is both strategic and deeply personal.

Beyond structured giving, NorthRock clients and advisors also contributed **\$95,715** in advisor-led giving to **30 nonprofit organizations**, reinforcing the shared belief that generosity is part of how we show up, for clients and communities alike.

In one example of focused impact, a client directed a **\$60,000,000** contribution to a single organization, demonstrating how concentrated philanthropy can accelerate meaningful change.<sup>1</sup>

<sup>1</sup> Client examples are provided for illustrative purposes only and are not representative of all client experiences.

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**\$8.48M**

Granted

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**1,192**

Nonprofits Supported

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**\$16.6M**

Contributed for  
Future Giving

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**\$95K**

Advisor-Led Giving

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**\$60M**

Transformational Gift

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# Employee Giving & Volunteerism

Generosity is embedded in NorthRock's culture, showing up through both financial giving and hands-on service. In 2025, employees actively participated in giving and volunteering initiatives that supported causes meaningful to them and their communities.

Employees contributed **\$77,000** in charitable donations, supporting **205 nonprofit organizations** across a wide range of cause areas. This generosity was complemented by NorthRock's corporate support, with **782 employee volunteer hours** contributed across **39 nonprofit organizations**. These efforts reflect a culture of sustained engagement that extends beyond a single transaction.



# Employee Engagement Highlights

## *Impact Week*

Impact Week brought NorthRock's values to life through firmwide action and engagement. More than **90 employees** participated, with **100% of offices** engaging in at least one of four impact initiatives. Employees dedicated over **50 volunteer hours** to making **91 blankets** for Project Linus, providing comfort to children in need. During Impact Week alone, **\$8,230** was donated to **14 nonprofit organizations**, fueled by employee generosity and Foundation X support.

Employee feedback underscored the meaningful nature of these experiences, with participants highlighting the fulfillment of hands-on service and the opportunity to connect deeply with community impact.

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90+

Employees Engaged

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100%

Office Participation

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\$8,230

Donated During Impact Week

## *Annual Day of Service & Company Celebration*

On September 11, 2025, NorthRock employees came together across **11 cities** to celebrate the firm's birthday through its annual Day of Service. With **94% employee participation**, more than **200 employees** engaged in service activities alongside **12 nonprofit partners**, contributing over **400 hours of service**.

Employees volunteered with hands-on projects spanning food access, youth facilities, environmental and agricultural restoration, community-based homes, and hospital support. These efforts reinforced a shared commitment to impact, belonging, and community, bringing teams together in meaningful ways.

# Giving Tuesday

On Giving Tuesday, NorthRock employees joined the global movement of generosity, supported by Foundation X through a **2:1 match**. This match inspired increased participation and amplified collective impact.

In just 24 hours, over **\$38,000** was donated, with **110 employees** engaged and an average donation of **\$235**. Contributions supported **94 nonprofit organizations** across **22 states** and **15 cause areas**. By surpassing participation goals, employees unlocked a **\$10,000 Foundation X grant**, which was awarded to a nonprofit advancing financial literacy—extending the impact of the day even further.

*Personal stories shared by employees reflected how Giving Tuesday created space for generosity that was both personal and community centered.*

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**\$38K+**

Raised in 24 Hours

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**94**

Nonprofits Supported

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**\$10K**

Grant Unlocked



# Foundation X Client Giving

Foundation X clients continued to lead philanthropic initiatives shaped by their values and supported through strategic guidance and operational expertise. In 2025, Foundation X clients donated **\$5,414,614**, supporting **786 nonprofit organizations** across **27 states** and **4 countries**.

In addition to client-directed giving, **\$77,000** was distributed through Foundation X community grants, extending resources to organizations advancing meaningful work within their communities. These efforts reflect Foundation X's role in helping generosity move efficiently from donors to nonprofits supporting meaningful community initiatives.

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**\$5.4M**

in Client Giving

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**786**

Nonprofits Supported

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**27**

States Reached

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**4**

Countries Impacted

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**\$77K**

in Community Grants



# Foundation X Client Highlight

## *Gobundance Foundation: Building a Trusted Home for Collective Generosity*

Founded in 2025 by Gobundance CEO Matt King, the Gobundance Foundation was created to serve as a trusted and reliable source of giving for the Gobundance community. What began as a clear need to simplify how members give, serve, and create impact together became a shared commitment to generosity rooted in trust, transparency, and long-term impact. With strategic support from Foundation X, the Foundation was thoughtfully designed and launched with operational support designed to help implement the founder's vision.

In its inaugural year, the Foundation mobilized the Gobundance network to raise over \$120,000, activating members not only as donors, but as advocates and connectors. Through personal outreach, shared storytelling, and collective momentum, the tribe transformed individual generosity into a coordinated force for good. This launch marked more than the creation of an organization. It established a lasting platform where members can give with confidence, knowing their contributions are stewarded with integrity and multiplied through community. The result is a powerful example of what happens when generosity is aligned, trusted, and shared. The power of one, multiplied by all of us.

# Signature Activity Highlight: End of Year Impact

At the annual End-of-Year Business Meeting, Foundation X partnered with NorthRock to facilitate a firmwide employee impact activity focused on supporting children in foster care. Together, employees created more than **250 superhero boxes** for Foster Love, providing essential items and encouragement to foster care agencies and children throughout the Minneapolis community where NorthRock is headquartered.

*This hands-on activity exemplified the power of collaboration bringing employees together around a shared purpose and translating generosity into tangible support for children who need it most.*





# Closing Reflection

Together, the combined efforts of NorthRock Partners and Foundation X reflect a year of generosity carried forward through thoughtful advising, engaged employees, committed partners, and the trust of our clients.

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**This year's impact reflects what happens when generosity is supported, shared, and sustained. Across clients, employees, and partners, resources moved with intention, creating meaningful outcomes for organizations and communities near and far.**

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*As NorthRock Partners and Foundation X look ahead, we remain committed to guiding generosity wherever it leads, strengthening the connections between financial strategy and community impact, and continuing to create better ways for doing good.*

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