



Greenleaf Gives – Our Communities

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President*

Many of you have heard me and other teammates talk about Greenleaf Trust’s belief in the importance of the three “C’s” – clients, colleagues, and communities. Our commitment to them is part of what makes our culture and firm uniquely different. It should be no surprise that as part of our annual strategic planning process, we develop strategic initiatives for the year that focus on nurturing each of these areas of our business and culture.

From a community perspective, we specifically set out this year to look for ways that Greenleaf Trust could have an even greater impact on the communities in which we live and work. Our team currently serves on non-profit and not-for-profit boards, partners financially with community impact firms through giving and fundraising efforts, and collectively volunteers countless hours each year. With our ingrained spirit of continuous improvement, however, we challenged ourselves to do more in 2019.

Our commitment to the communities we serve was strengthened once again through our fourth annual Day of Caring. Each Presidents’ Day, with capital markets closed, teammates are given the day off to form groups and volunteer together at a non-profit of their choosing within their respective communities. As our team has grown, so has our impact. Over 1,000 hours on this day alone were spent giving back to food pantries, youth programs, resource centers and other non-profit institutions, many of which are clients within the communities in which we live, work, and seek to remain deeply rooted.

Because we know them at a deeper level, our existing

non-profit clients and partners provide us with added inspiration. They also provide us with the opportunity to make a real difference quicker because of their existing infrastructures and rich history of local impact. Therefore, in recognition of this, we are strengthening our support of our non-profit clients and partners in 2019.

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This April we also held our first ever “Greenleaf Gives” philanthropy event. We drew the inspiration from other community groups that do this already. The concept is simple – together we can do more. Each team member was given the opportunity to nominate a local non-profit that is close to his or her heart and present that organization’s mission to the rest of the team including what the non-profit would do with the funds collected if they were chosen as the winner. Everyone who attended the event donated \$20 to receive a ballot. Not only was the event fun and a good way to raise money for a worthy cause, but it was a great opportunity for our entire team to learn more about the amazing non-profits in our community.

At Greenleaf Trust, we believe that small actions multiplied by lots of people can equal a big change. We embrace this teamwork philosophy as we serve on behalf of our clients. Moreover, in 2019, we challenged ourselves to leverage our penchant for teamwork to make an even bigger difference in our communities. I am proud to be part of a not-only-for-profit organization that makes a real difference not only in the lives of our clients, but also the communities in which we live and work. 