

2020 RSM US Foundation

Giving Report



Making an **IMPACT** in the communities where we live and work



Welcome

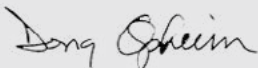
It's no secret that 2020 was a challenging year. At its start, it would have been difficult to imagine the effects COVID-19 and the call for racial equity would have on people around the globe.

As hardships unfolded, it was clear our communities and charitable organizations needed us more than ever. In the face of incredible challenges, our firm, our people and the RSM US Foundation found innovative, creative ways to continue making an impact and support our mission to build tomorrow's middle market leaders.

2020 challenged us to reimagine how we could not only raise funds and volunteer our time, but also how we could protect the health and safety of our colleagues, clients and communities. Powered by a long tradition of stewardship, we rose to the challenge. We are truly grateful to be in a position to give back, and I'm excited to share that giving through the foundation totals nearly \$21.4 million since its inception in 2015.

The foundation board expresses its sincere thanks to all RSM partners and employees, our clients and friends of the firm. It is through your commitment to stewardship that we are able to make a positive impact in our communities and profession.

Sincerely,



Doug Opheim,
Chairman of the RSM US Foundation

2020 RSM US Foundation

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Opheim



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Greer



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Kondisetty



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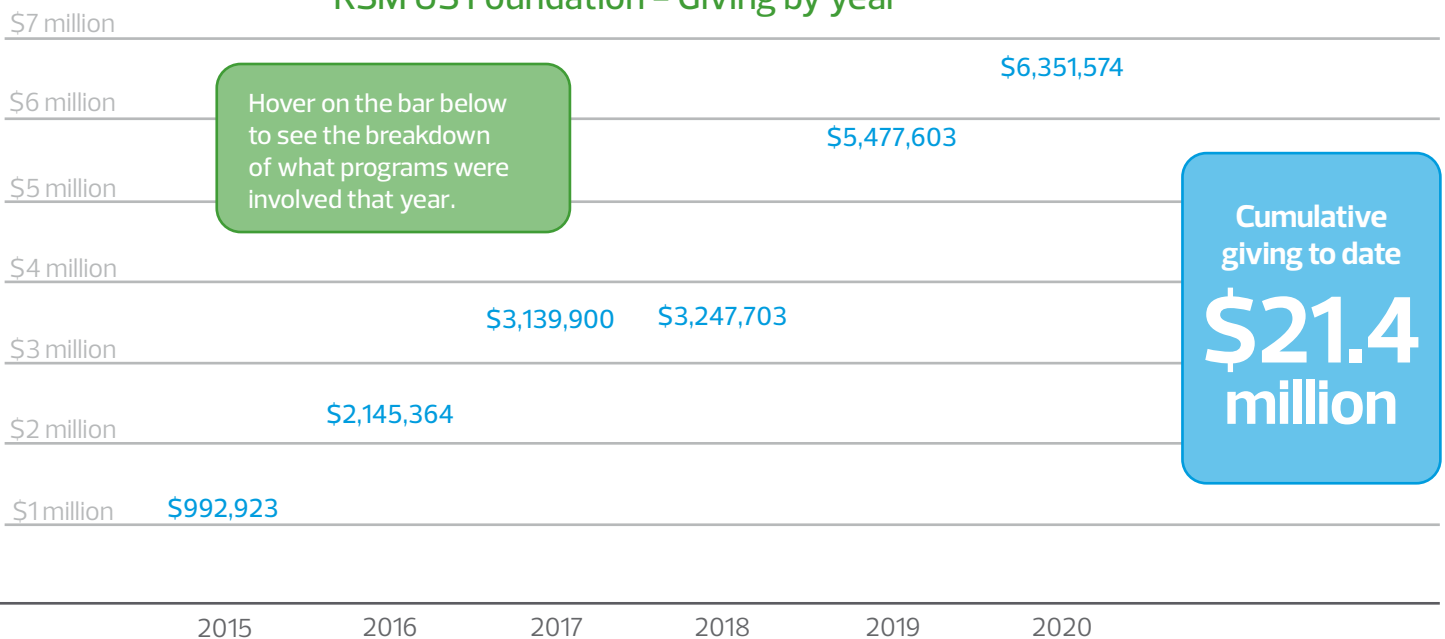


Our mission of Stewardship

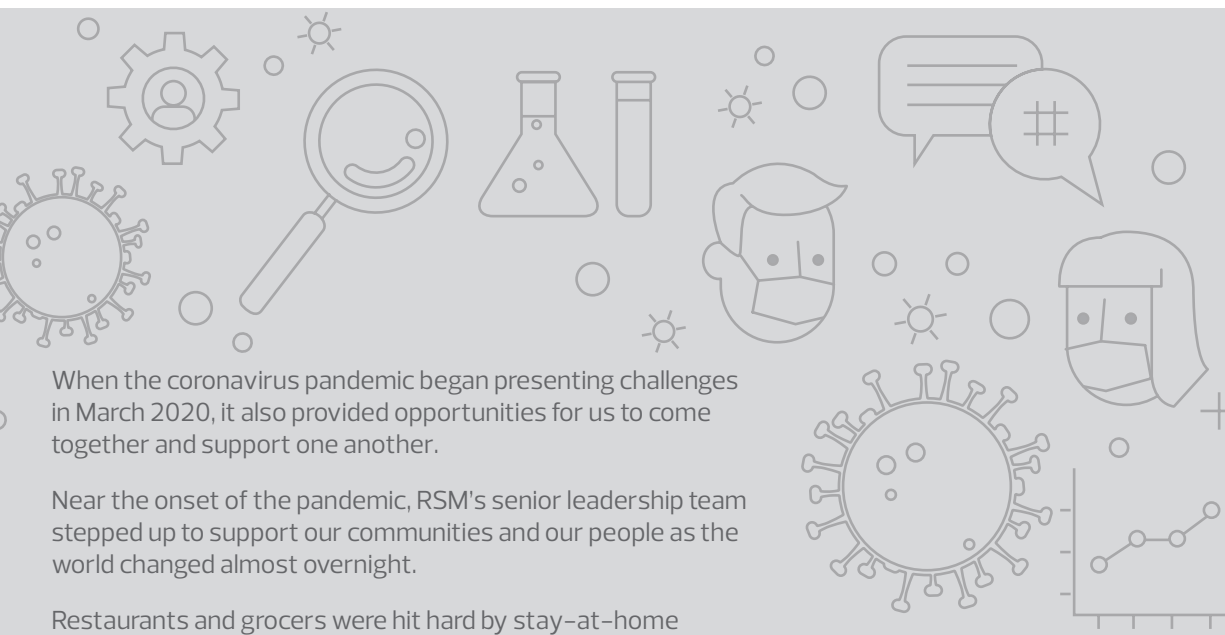
Since 1926, stewardship has been one of our firm's core values. The foundation brings those values to life through its mission to build tomorrow's middle market leaders by supporting programs focused on education and organizations serving youth in the areas of hunger, housing and health.

By The Numbers


RSM US Foundation – Giving by year




COVID-19 Relief



When the coronavirus pandemic began presenting challenges in March 2020, it also provided opportunities for us to come together and support one another.



Near the onset of the pandemic, RSM's senior leadership team stepped up to support our communities and our people as the world changed almost overnight.



Restaurants and grocers were hit hard by stay-at-home orders. To help ease their pain and support our people, RSM provided our employees with a weekly per diem allowance to purchase groceries or meals from restaurants from mid-March through the end of April. For those who elected not to take the per diem, the foundation donated the funds to local food banks across the country.



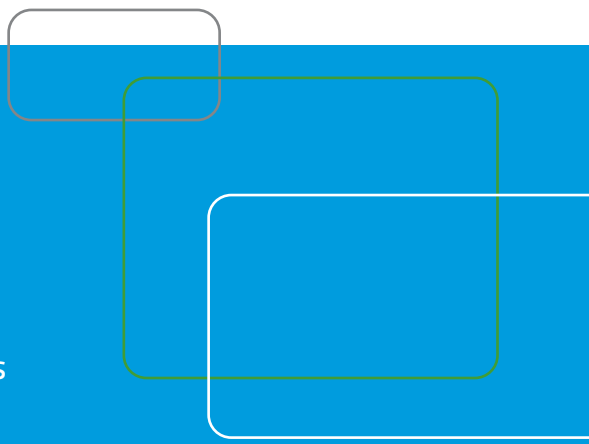
Both options ultimately supported the communities where our people live and work. More than \$1.8 million was donated to local food banks through this program, and \$2.9 million was spent by our people to support their local restaurants and grocers across the United States and in Canada.

In addition, in April 2020, the foundation provided a total donation of \$100,000 to four New York first-responder organizations to help with the purchase of personal protective equipment. Central Park Medical Unit Inc., where the son of an RSM partner works, benefited directly from this donation. [Watch the video here](#). The NYU Langone Hospitals, the FDNY Foundation and the New York Police Foundation also received funds.

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The Power of Love

Two of RSM's most popular stewardship programs—Birdies Fore Love and Volunteer Week—joined forces to give back to our communities. We called it the Power of Love.



Birdies Fore Love



“
Boston and Jacksonville surpassed the \$1 million mark in fundraising.”

RSM's Boston office hosted a Birdies Fore Love virtual game night, an event they live-streamed so everyone could participate safely from home. Throughout the event, recipients shared stories of how Birdies Fore Love donations affected their organization and the local community.

Other unique virtual fundraising events included cooking classes, online silent auctions, walkathons and bike-a-thons, photo scavenger hunts, and many more fun and creative activities. We also saw local offices reach milestones, with both Boston and Jacksonville surpassing the \$1 million mark in fundraising over the past five years.

Volunteer Week

Our Volunteer Week activities supported

80

charitable organizations

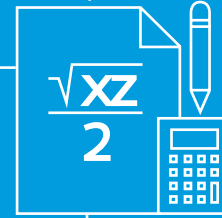


Unprecedented times call for innovative thinking, and our Volunteer Week coordinators embraced the challenge to find new ways to make a positive impact on our communities over the course of two whole months. Abiding by local COVID-19 guidelines, they transformed a 10-year tradition of hands-on, on-site projects to activities that allowed our people to stay safe while meeting needs in their communities.

For example, Minneapolis employees, partners and their families ordered supplies and assembled back-to-school backpacks that were donated to nine Minneapolis schools. Other offices held grocery drives for local food banks, assembled personal hygiene kits and started seedlings for a community garden. Employees in Baltimore, Edmonton and throughout Nebraska crafted cards to brighten the spirits of kids and the elderly in their communities. Our Volunteer Week activities supported 80 charitable organizations and showcased our commitment to stewardship in the communities where we live and work.

Supporting education

RSM and the foundation are committed to building the next generation of business professionals through our support of colleges and universities.



University Giving Match



DePaul University

In 2020, the RSM US Foundation made a \$1 million gift to DePaul University to promote academic excellence at DePaul's School of Accountancy and Management Information Systems (MIS). Sponsored by RSM partner, Paul Nockels, the gift established two endowed faculty fellowships at the school's Driehaus College of Business. RSM employees and partners who are DePaul alumni, including Managing Partner and CEO Joe Adams, contributed \$500,000, which was matched through the foundation's University Giving Match Program.

The RSM Fellowships will help DePaul attract and retain outstanding accounting faculty by enhancing teaching and research opportunities for two distinguished DePaul professors. RSM Fellows will educate and mentor DePaul's highest-achieving accountancy students, and receive support for their research, including underwriting conference work and scholarly activities.



Missouri University of Science and Technology

RSM principal, Jeff Marker, along with colleagues who are also alumni, raised funds to create an endowed scholarship for Missouri University of Science and Technology. With matching funds from the foundation, the school received a total grant of \$52,050. The grant established the RSM Scholarship of Excellence, which supports current and future Missouri S&T students enrolled in the university's business and information technology department.



University of Illinois at Urbana-Champaign

RSM partners, including match sponsor Randy Dunlap, completed a five-year fundraising program to support the RSM Faculty Initiative for the University of Illinois at Urbana-Champaign. The donation established an endowment that provides long-term funding for university staff to maintain a positive work culture and to foster creativity, camaraderie and individual growth among faculty. This program aligns with RSM's culture-building efforts and supports the university in being an industry leader in accounting education. The \$186,500 award included \$96,700 raised by partners and an \$89,800 match from the foundation.



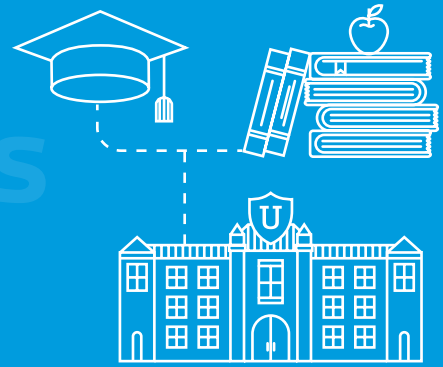
**ILLINOIS STATE
UNIVERSITY**

Illinois State University

RSM partners successfully raised \$50,000 during a five-year challenge match for Illinois State University and the foundation matched their efforts dollar-for-dollar resulting in a total donation of \$100,000. Sponsored by Zack Fortsch, an RSM partner and lead campus liaison for his alma mater, the grant created an endowment to provide long-term support for the recruitment and retention of accounting faculty and provides professional development for both accounting faculty and student leaders.

University Scholarships (campus-based)

The foundation provides annual scholarship funding to nearly 50 colleges and universities across the United States and Canada that are aligned with our firm's recruiting strategy. For 2020, the foundation provided \$277,500 and RSM campus teams worked with colleges and universities to provide deserving business students with funds to help them excel in education.



University Impact Fund

Through an application process open to all RSM employees and partners in the United States and Canada, the University Impact Fund provides financial support for U.S. and Canadian colleges and universities that have an impact in communities where we live and work.

Funding supports programming, events and activities that help the schools empower future professionals, often with an emphasis on women, technology and innovation. Launched in the fall of 2019, RSM partners and employees had to get creative to support our colleges and universities amid the pandemic when in-person events were not possible. These two grants showcase how we were able to pivot in these unique times.

The foundation, with efforts led by RSM Principal Sudhir Kondisetty, provided a grant that allowed us to become the title sponsor for Temple University's annual Owlhacks hackathon. The event supports college, high school and middle school students interested in IT security. Nearly 200 students from around the world gathered virtually to work in teams or individually to create their projects and vie for prizes. During the 24-hour virtual event, several RSM volunteers participated in networking, recruiting and mentor activities to help drive interest in both RSM and the field of technology.

The University of North Carolina Charlotte received a grant to fund a two-part virtual speaker series called Women, Innovation and Technology. Dave McLaughlin, an RSM director and UNCC campus

champion, saw this as an opportunity to strengthen RSM's relationship with UNCC while also providing a program that gives back to students.

An amazing opportunity ...very beneficial and much appreciated!"

Geared toward women, the series is open to all interested UNCC students and faculty. At the first session, Latesha Byrd, a career coach, shared salary negotiation tools and techniques to enhance women's skills and confidence in the interview room. Following the presentation, students practiced what they'd learned through mock interviews with RSM professionals. One student described the event as "an amazing opportunity...very beneficial and much appreciated!"

Other university giving

Active Minds, an organization that focuses on mental health awareness and education for young adults, received a grant to fund Send Silence Packing: Beyond the Backpack. Visitors to this virtual interactive exhibit learn how their everyday actions can help to create a new and better culture around mental health with reduced suicide rates, and share their own message of hope by answering the simple question: what would you say to someone who's struggling?

Power Your Education

The foundation gives back to our profession through our Power Your Education scholarships, awarding 10 U.S. students every year with \$10,000 each to put toward their business- or technology-related undergraduate degree.

The 2020 winners were selected based on a number of core criteria, including a short statement describing something that makes them unique and a 30-second video response to the question: "What does RSM's brand promise—the Power of Being Understood—mean to you?" Judges assessed the applications based on creativity, quality of writing, reflection of the applicant's individuality and the degree to which each video submission reflected RSM's core values of respect, integrity, teamwork, excellence and stewardship.

Meet our 2020 Power Your Education winners [here](#).

We're excited to expand this program into Canada in 2021 by granting \$20,000 in scholarships to four Canadian students.

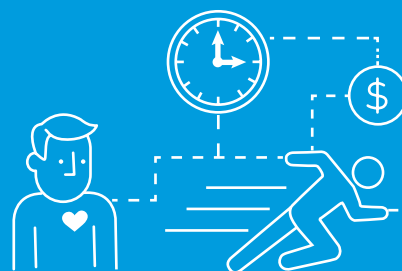
Dollars for Doers

The foundation provides grants to match employees' direct individual or team volunteer time serving charitable organizations, including Volunteer Week and stewardship events at conferences, which align with the foundation's mission. Dollars for Doers has grown its impact each year since launching in 2015, as more individual employees and groups of employees leverage the program. Despite the challenges 2020 brought, RSM employees continued to make a difference in their communities through Dollars for Doers.

Our San Antonio office's partnership with Communities in Schools of San Antonio (CISSA) began 10 years ago when Marc Sewall, RSM partner and CISSA board chair, helped form a volunteer group for CISSA's pen pals program. Since 2012, RSM volunteers have served as pen pals to students in need, partnering with CISSA in their mission to prevent drop outs and provide students with tools to be successful in school and in life. Working closely with the local school district and CISSA representatives to match volunteers with students, the San Antonio office has had up to 40 volunteers at one time. In 2020, 14 employees were each paired with a student and volunteered 158 hours, generating a \$1,900 Dollars for Doers team grant, and they will continue working with CISSA to help support the next generation.

Laurie Vigen, a facilities coordinator in St. Petersburg, Florida, used her Dollars for Doers grant to match her volunteer time at Big Brothers Big Sisters of Tampa Bay. Actively involved with the organization since January 2020, Laurie provides a positive mentoring role to Sephen, her "Little." Some of the pair's favorite outings include taking their dogs to the park, baking, creating art and exploring new places together.

RSM's Kansas City office supported Big Brothers Big Sisters of Greater Kansas City over the holidays through an adopt-a-family project. The 21 RSM volunteers raised \$5,800 dollars and their time spent giving back generated an additional \$1,800 Dollars for Doers grant. Their efforts made the season bright for five local families, with each family member receiving gifts from their wish list. Each family also received a gift card to put toward their holiday dinner.



CDI Impact Fund

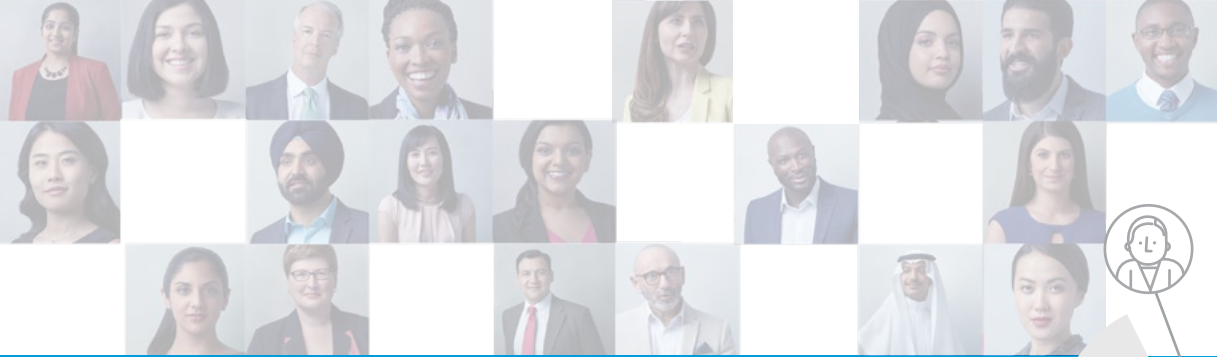
IMPACT

At RSM, we believe in the value of every person. Our culture embodies inclusiveness and understanding, empowering our people to be their authentic selves and share their unique perspectives.

In partnership with our culture, diversity and inclusion (CDI) team, the foundation established the CDI Impact Fund in 2019. The fund was created to attract and support underrepresented populations for careers in public accounting, technology or business, and to support organizations committed to providing stable foundations for youth to help them excel in education.

Our firm awarded 12 scholarships of \$5,000 each to student members of three diverse professional organizations: the National Association for Black Accountants (NABA), the Association of Latino Professionals for America (ALPFA), and Ascend, a Pan-Asian organization for business professionals, executives and students. These scholarships were awarded to students pursuing undergraduate degrees in accounting or business.

To further our support for students, especially during a challenging year like 2020, we created the RSM Power of Inclusion Scholarship that awarded two students with \$10,000 each toward their tuition for the 2020/2021 academic year. The scholarship honors our firm's first chief diversity officer, Richard Caturano, who served as the 100th chair of the AICPA and helped establish the organization's National Commission of Diversity and Inclusion. As the chair of the AICPA, Rich inspired CPA firms across the country to add diversity and inclusion as a top strategic priority and has personally delivered the message of diversity and inclusion to tens of thousands of professionals and business leaders both inside and outside of the accounting profession.



Racial Equity



RSM's second annual Season of Service, which honors Dr. Martin Luther King Jr.'s legacy of service, provided a chance to help others by sharing our time, talent and resources throughout the holidays.

RSM volunteers found ways to safely make and deliver meals to the homeless, stuff backpacks with school supplies to help underprivileged students and adopt families in need for the holidays. Through projects that qualified for the foundation's Dollars for Doers program, 447 volunteers provided 1,308 service hours and generated \$16,900 in grants for five charitable organizations whose missions align with that of our foundation, and 217 employees donated to RSM's Racial Understanding Campaign raising an additional \$28,300.

June 30 marked the first-ever RSM Day of Understanding. Spurred by events in the United States, employees were encouraged to pause that day to affirm our support of diversity and inclusion, and our belief that there is no place for hatred, violence or discrimination in our firm or our society.

Our Day of Understanding was also a stewardship opportunity, and employees were encouraged to get active in their communities by volunteering with local organizations that promote racial equity and understanding. Our African American and Canadian Excellence (AAACE) employee network group (ENG) identified six racial equity organizations where we could make an impact in our extended communities, and through the Racial Understanding campaign, the foundation matched employee and partner donations to these organizations. Our 2020 Culture, Diversity and Inclusion Leadership Summit included a charity challenge to raise funds for these organizations, as well, raising \$20,000 over four days. With the foundation's dollar-for-dollar match, the campaign provided \$73,228 to support these racial equity organizations. Our firm also made [RSM resources for racial understanding and inclusion available](#) on our website. All are welcome to use these resources and share them with others.

Racial equity organizations supported by the foundation:

- [National Black Child Development Institute](#)
- [Braven](#)
- [100 Black Men of America](#)
- [Boys & Girls Club of America](#)
- [BUILD Inc.](#)
- [Mainspring School](#)

Other Support

Kids on Course Program

The RSM US Foundation supported the Zach Johnson Foundation's Kids on Course program, which provides tutoring, enrichment, parent engagement, summer learning and long-term mentoring. During the pandemic, the foundation provided support to ensure technology access for the program's 85 participants. This included secure, reliable internet access for all families of Kids on Course students and access to devices to ensure successful virtual schooling.

Disaster Relief Fund

Relief

The foundation's Disaster Relief Fund was activated by three federally declared disasters in 2020 including Tropical Storm Isaias, the Tennessee tornadoes and the derecho windstorm in Iowa. The fund, which was made available to employees in the affected counties through an application process, provided financial support directly to employees who had a financial need as the result of a federally declared national disaster.

“Thank you so much! I cannot tell you how appreciative I am that I work for a firm that supports its employees in numerous ways—the offer of RSM US Foundation assistance in the face of a natural disaster being one of them. You have no idea how much this assistance means to my family. Forty-five minutes of unexpected storm damage really hurt us financially. And just as unexpectedly, RSM is helping make us whole again. I am so very grateful.

Again, thank you for treating my family like part of the larger RSM family!”

~ Disaster relief recipient





Looking Ahead

Boys & Girls Clubs of America

Recognizing the digital divide and educational disparities in communities and school systems experiencing underinvestment, RSM is working to expand its longtime sponsorship and support of the Boys & Girls Clubs of America through a new investment in BGCA's Workforce Readiness program. RSM's support will help fund BGCA's overall workforce readiness strategy, build the capacity to supply critical experiences and opportunities at scale, and prepare youth for success in career and in life. This helps ensure young people have the essential skills necessary to enter the workforce by incorporating social-emotional skills into all five core program areas: education, health and wellness, sports and recreation, leadership and service, and arts.

First Gen Scholarship

Launching in January 2021, the RSM US Foundation is helping first generation college business or technology students succeed in the business world with additional financial support to complete their education and realize their dreams through the First Generation Scholarship Program. To build tomorrow's leaders, the foundation will award five students each with a \$10,000 scholarship per academic year for up to three years, for a total of up to \$30,000 per scholarship. [Visit our website](#) for more information about the application timeline and eligibility requirements.

RSM Community College Scholarship

The RSM US Foundation is funding a new scholarship program to assist community college students so they may succeed in the business world. When the program launches, eligible applicants will be in their second year of a business administration transfer program at a community college with plans to attend a four-year university and pursue an accounting degree.

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