

# Xelay Foundation 2021 Annual Report

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## 1. Introduction

Established in 2015, Xelay Foundation was created to:

1. Focus our ongoing internal commitment, investment, and programs (social responsibility)
2. Broaden our outreach and breadth of involvement in our local communities
3. Dedicate resources to advance our operations, finances, and relationships

As part of the Xelay Acumen family, our mission has always been to deliver extraordinary results through the development of high potential team members. In line with Xelay Acumen's core values, addressing "Challenging Issues" and pursuing "Engagements That Matter" enables us as an organization to create significant step changes in people's lives and society. The social responsibility to contribute back has always been the driving force behind each of our professional consulting and investment engagements, and the formation of Xelay Foundation allows us to expand on our ability to positively contribute to society.

The Foundation works closely with Xelay Acumen, the leading healthcare strategy and management consulting firm, to create long lasting impact through social responsibility. We support local non-profits through multiple types of support and develop our people through opportunities to engage in philanthropy. Our values of "Engagements That Matter", "Challenging Issues", and "Develop Our People" lead to contributing broadly in value added ways through the servant leadership model – to lead by serving others.

## 2. 2021 Accomplishments

### Programs

Our programs enable our team to participate in philanthropic opportunities and engage with local nonprofits. Our programs are designed to ensure we cover all types of support that charities may require: hands-on support, internal infrastructure support, and financial support. In 2021, we organized 4 engagements across our 6 programs.

- I. Volunteer** – Organize opportunities for (1) our team members to engage and learn about different types of issues and (2) provide hands on support to local organizations
- II. Consulting** – Develop our people through engaging on a deeper level with different charities while helping organizations strengthen their strategic planning, infrastructure, and internal processes
- III. Grant** – Provide financial support to empower organizations to implement decisions
- IV. Match** – Encourage Xelay team members to donate back to the communities they care about and support the causes they care about
- V. Pooled** – Leverage the team to increase our ability to provide greater financial support

**VI. Scholarship** – Partner with local education institutions to support students who shared Xelay’s vision

**I. Volunteer Program**

We coordinate monthly volunteer events for Xelay staff to provide hands on support to local organizations. By working in teams, we efficiently complete large projects that provide high impact to the charity. For our team, we are able to learn about different issues through the organizations we support, connect with the community, and improve staff bonding.

**II. Consulting Program**

The Xelay Foundation offers pro-bono consulting services to potential partner 501(c)(3) organizations. We problem-solve key organizational challenges organizations face, such as long-term strategic planning and operations. These areas are crucial for the growth of nonprofit organizations; however, organizations often lack the funding to do so. Our pro-bono consulting services aim to alleviate some of this gap in the nonprofit sector.

In 2021, we partnered with the board at Odyssey Middle School to set up a long-term financial model to forecast various strategic scenarios, inform near-term financial and investment decisions, and plan for the school’s long-term future.

In addition, we’ve also improved internal processes for pro-bono consulting services by defining:

- What consulting services we provide
- How to prioritize the projects based on our capabilities, resources, and alignment with our objectives
- How we approach executing pro-bono consulting projects

**III. Grant Program**

We award general operating grants to qualifying 501(c)(3) organizations that fall within our areas of interest to encourage Xelay Team Philanthropy, Develop Our People, and Engage Locally. We prioritize partner organizations by their alignment to our approach of Empowering Communities, Listening to Empathize, and Providing Feedback. This year, we were able to support 10 organizations for a total donation of over \$106,192!

- University of Chicago \$66,000
- Massachusetts Institute of Technology \$20,000
- Odyssey Middle School \$2,631.9
- Hillsdale High School Foundation \$2,500
- Advancing Justice \$2,000
- Asian Americans/Pacific Islanders in Philanthropy \$2000
- Kitchen Table Advisor \$2000
- Stop AAPI Hate \$2,000
- Red Canary Song \$2,000
- Cambodian Children’s Fund \$1,960

- Hate is a Virus \$1,000
- Asian Health Service \$1,000
- National Asian Pacific American Women's Forum \$1000

#### **IV. Match Program**

Through Xelay Match Program, we contribute a 1:1 match for qualifying charitable donations our Xelay Acumen team members make during the year. Together we are able to make a greater impact and support the causes our team cares about.

#### **V. Pooled Program**

Xelay Foundation matches pooled contributions of Xelay team members. By leveraging the team and support of Xelay Foundation through group giving, we are able to achieve a larger impact for the organizations we support.

This year, we developed an application and streamlined the review processes to increase efficiency for our team to apply for the pooled program.

#### **Networking**

As a Foundation, it is critical for us to continue to connect and develop relationships with nonprofit organizations in the Bay Area to:

- Spread awareness of our Foundation and the programs that we provide
- Learn from the experiences of foundations and nonprofits in the field
- Learn about the nonprofit landscape in the Bay
- Identify and support partners
- Increase awareness of our team around a range of issues

This year, we were honored to be invited to the donor appreciation dinner hosted by **Peninsula Family Service** as a major supporter and to celebrate PFS's and donors' achievements.

#### **VI. Scholarship Program**

This merit-based need-blind scholarship intends to support college-bound local high school seniors that have demonstrated not only academic excellence but empathy and compassion for improving the lives of their local community and community members.

In our inaugural year of funding the Scholarship Program, Xelay Foundation initially partnered with Carlmont High School and Hillsdale High School and awarded 2 students for total of \$2,000 in 2020-2021 school year. We're looking to expand this program to include the following local community schools in 2022:

1. Aragon High School
2. Burlingame High School
3. Carlmont High School
4. Hillsdale High School

5. Springfield High School

### 3. Overall

Xelay Foundation has significantly contributed to our community this year through our 5 programs. We aim to continuously dedicate our resources and expand our outreach to empower our communities.

## Xelay Foundation Made Significant Strides Through Programs and Networking in 2021

