

Xelay Foundation 2022 Annual Report

Contents

1. Introduction
2. 2022 Accomplishments
3. 2022 Infographics

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. 2022 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 2022, we organized 8 engagements across our 7 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
- VII. Tennis Initiative** – Partner with SALA foundation, and with our active partake in AAA to promote a healthy and active society in the Bay Area

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 2022, 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 9 organizations for a total donation of over \$160,000!

Taiwanese American Organization

Kitchen Table Advisors

University of Chicago

MIT Alumni Association

The Odyssey School

The Nueva School

Silicon Valley Tsinghua Network

Hillsdale High School Foundation

Cambodian Children's Fund

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

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 2022, we expanded the Xelay Foundation Academic Scholarship program from including Two high schools to Five high schools, which fulfilled the promise we made in 2021. In total, we have granted over \$15,000 with this program, and we will continue our endeavor to support the future leaders of our communities.

Schools partnered in 2022:

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

VII. Tennis Initiative Program

Xelay Foundation is passionate about preserving a healthy and active society in the Bay Area. Through our collaboration with SALA foundation, our active partake in AAA, and our athletic scholarship, we are improving the well-being and tennis skills of our community.

In 2022, AAA Tennis and the Xelay Foundation hosted the first free community tournament — SALA Cup, with the assistance of the SALA Foundation. The tournament was a huge success, which attracted hundreds of participants and it was the most discussed tournament among the entire SF Bay Area community.

2022 was also the inaugural year of funding the Xelay Foundation Collegiate Scholarship Program. We granted \$5,000 in support for local San Francisco Bay Area students who play tennis at a high level and have an interest in continuing to pursue competitive tennis at the collegiate level.

3. Overall

Xelay Foundation has significantly contributed to our community this year through our 7 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 2022



