

Xelay Foundation 2023 Annual Report

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1. Introduction

Established in 2015, Xelay Foundation was created to:


1. Focus on 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.

Xelay Foundation Made Significant Strides Through Programs and Networking in 2023

Cumulative Grant



Three-Quarters of a Million Contributed to over 60 Qualifying 501(C)(3) since 2016 That Fall within Our Areas of Interest to Encourage Xelay Team Philanthropy, Develop People, and Engage Locally

Expense	Annual Grant	Scholarship	Networking
<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 2px; font-size: 8px; margin-right: 5px;">Programs 95%</div>  </div> <p style="margin-top: 10px;">High Program Expense Ratio</p>	 <p style="margin-top: 10px;">\$195,330 Donated in Grants to Support 13 Organizations in 2023</p>	 <p style="margin-top: 10px;">\$17,500 Scholarship Sponsorship for Five Local High Schools</p>	 <p style="margin-top: 10px;">14 Professionals Connected Across Various Backgrounds and Sectors</p>

2. 2023 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) to 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 share Xelay’s vision
- VII. **Tennis Initiative** – Promote a healthy and active society in the Bay Area with our active partake in the AAA Tennis

I. Volunteer Program

At Xelay, we ignite positive change and vibrant community connections through our quarterly volunteer events! Our team comes together to provide hands-on support to local community-led organizations, tackling projects that make a high-impact difference for our communities. By working collaboratively in teams, we not only efficiently complete tasks but also foster a spirit of unity and camaraderie among our team members.

These quarterly adventures go beyond just volunteering – they're opportunities for our team to immerse themselves in various social issues through the lens of the organizations we support. It's a chance to broaden our perspectives, learn about diverse challenges, and make a real impact on the community we call home.

At Xelay, these volunteer events are more than just tasks; they're experiences that bring our team closer together. It's about building meaningful relationships, enhancing team bonding, and creating lasting memories while making a positive mark on the community around us.

II. Consulting Program

The Xelay Foundation is dedicated to supporting 501(c)(3) organizations through our pro-bono consulting services. We recognize the vital importance of addressing key organizational challenges faced by nonprofits, particularly in areas such as long-term strategic planning and operations. Often, the financial constraints that these organizations encounter make it challenging to invest in these critical areas for growth.

Our Pro-Bono Consulting Services:

- **Objective:** Alleviate the funding gap in the nonprofit sector by offering free consulting services
- **Focus Areas:** Long-term strategic planning and operational efficiency

2023 Partnership with Odyssey Middle School: In the year 2023, we collaborated with the board at Odyssey Middle School to:

- Establish a comprehensive long-term financial model
- Forecast various strategic scenarios
- Inform near-term financial and investment decisions
- Plan for the school's sustainable long-term future

Internal Process Improvements: To enhance our pro-bono consulting services, we have refined our internal processes by:

- **Defining Our Services:** Clearly outlining the spectrum of consulting services we provide
- **Prioritization Criteria:** Establishing a system to prioritize projects based on our capabilities, available resources, and alignment with our organizational objectives
- **Execution Approach:** Outlining a structured approach to 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. To date, the Xelay Foundation has donated ~three quarters of a million dollars across over sixty organizations to fulfill our commitment to contribute back to the community.

List of Organizations Supported:

1. Social Justice and Minority Representation

- Taiwanese American Foundation
- Taiwanese American Organization
- AHS-Oakland Chinatown
- Stop AAPI hate
- Hateisavirus
- NAACP
- Advancing Justice
- API Chaya
- AAPIP
- NAPAWF
- Red Canary Song Northwest
- Community Bail Fund

2. Community

- Samaritan House
- Peninsula Family Service
- Social Justice Fund
- Make a Wish Foundation
- Silicon Valley Leadership Group Foundation
- San Mateo Sunrise Rotary Foundation
- Afro Brazil Arts
- Rainier Valley Corps
- Thich Nhat Hanh Foundation
- The Giant Race
- Actblue

3. Environment

- Kitchen Table Advisors
- Surfrider Foundation

4. Education

- Cambodian Children's Fund
- Odyssey Middle School
- The Nueva School
- Aragon High School Foundation

- Burlingame High School Foundation
- Carlmont High School Foundation
- Springfield High School Foundation
- Hillsdale High School Foundation
- Not This Time
- IATS College Fund
- Intersection for the Arts
- Teach for America
- Wikimedia Foundation

5. Health and Medicine

- Leukemia & Lymphoma Society
- National Kidney Foundation
- St. Jude Children's Research Hospital
- AIDS Walk SF
- RX Art
- Lupus Foundation

6. University Research Institutions

- University of Chicago, Booth School of Business
- University of Chicago, Pritzker School of Medicine
- Massachusetts Institute of Technology
- Stanford University
- Georgetown University

7. Animals

- Peninsula Humane Society & SPCA
- Conservation Ambassadors

8. Xelay Initiated

- Xelay Foundation Academic Scholarship
- Xelay Foundation Local SF Bay Area Collegiate Tennis Scholarship

IV. Match Program

Through Xelay Match Program, we proudly offer a 1:1 match for qualifying charitable donations our dedicated Xelay Acumen team members make during the year. This initiative enables us to collectively make a greater impact and support the various causes our team is passionate about. Additionally, the Xelay Foundation plays a crucial role by further amplifying the team's contributions, ensuring that our collective efforts result in an even more significant positive influence on the communities and causes we hold dear.

V. Pooled Program

In addition to matching pooled contributions, the Xelay Foundation has taken significant strides this year to enhance the effectiveness of its philanthropic initiatives. A notable development includes the creation of a user-friendly application, coupled with a streamlined review process, aimed at bolstering efficiency within our team and fostering a more seamless experience in applying for the pooled program.

One distinguishing feature of our approach is the empowerment of team members to propose initiatives they believe will have a substantial impact. This forward-thinking strategy encourages a culture of innovation and inclusivity, allowing individuals the freedom to suggest projects aligned with their passion and insights. By leveraging the collective expertise and diverse perspectives within the team, we ensure that a broad spectrum of ideas is considered, ultimately leading to a more comprehensive and thoughtful evaluation process.

This open-ended approach not only cultivates a sense of ownership and engagement among team members but also harnesses the collective intelligence of the entire Xelay community. Each team member has the liberty to propose initiatives they find meaningful, and the collaborative evaluation process ensures that the most impactful and innovative projects receive the support of the Xelay Foundation. Through this democratic and inclusive framework, we continue to amplify the positive impact of our pooled contributions, making a meaningful difference in the organizations we support.

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.

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 2023, we extended the reach of the Xelay Foundation Academic Scholarship program, maintaining partnerships with the five schools established in 2022, a commitment we made in 2021. With this program, we have awarded ~\$30,000 in total, and as we continue our mission, we proudly report that we have received over 150 applications—double the number from the previous year. Additionally, marking a significant milestone, we successfully conducted our award ceremony for the first time since the onset of the Covid pandemic, further celebrating and recognizing the achievements of the deserving scholarship recipients

Schools partnered in 2023:

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 committed to maintaining and improving the health and wellness of our community. Through thoughtful partnerships, we have created an environment wherein the loyal enthusiasts of tennis can grow their game and compete in recreational matches. Additionally, we have developed a merit-based scholarship to support elite collegiate athletes.

The Xelay Foundation-AAA Cup

Continuing our commitment to fostering a vibrant and healthy community in the Bay Area, the Xelay Foundation remains dedicated to hosting the annual Xelay Foundation-AAA Cup, a premier, free community tournament, in collaboration with the AAA Tennis. Since 2022, the Xelay Foundation-AAA Cup has been an eagerly anticipated annual event, drawing in over 150 enthusiastic participants each year, and the Xelay Foundation has been an integral part of its continuing success and growth. This annual event, along with our ongoing tennis scholarship initiatives, underscores our unwavering dedication to enhancing both the well-being and tennis proficiency within our community.

In the most recent edition of the Xelay Foundation-AAA Cup, jointly organized by AAA Tennis and the Xelay Foundation, we celebrated yet another resounding success. In 2023, we increased the number of teams from 8 to 10 and the spots were filled up immediately after the tournament info was released. In addition, we are thrilled to announce that in our ongoing efforts to elevate the player experience at the Xelay Foundation-AAA Cup, we partnered with Swing Vision to enhance the technical support available to participants. By inviting Swing Vision to collaborate with us, we significantly bolstered the tournament's infrastructure, providing players with cutting-edge technology and invaluable insights to refine their skills on the court. Overall, the tournament drew an impressive turnout, attracting enthusiastic participation from hundreds of individuals and sparking lively discussions throughout the entire SF Bay Area community.

As we look ahead, planning for the 2024 Xelay Foundation-AAA Cup is already underway. We're excited to scale up the event and provide many more improved processes and infrastructures, reaffirming our dedication to fostering community engagement and excellence in tennis for years to come.

Xelay Foundation Local SF Bay Area Collegiate Tennis Athletic Scholarship

Our long-term commitment to nurturing young talent in tennis continues to flourish through the Xelay Foundation Local SF Bay Area Collegiate Tennis Athletic Scholarship Program. Building on the momentum of our inaugural year in 2022, we proudly awarded \$5,000 in support to deserving local San Francisco Bay Area students who exhibit exceptional tennis prowess and aspire to pursue competitive tennis at the collegiate level.

Networking

Xelay Foundation is deeply committed to fostering partnerships and collaborations that drive positive change across various sectors. In the pursuit of our mission, we have established meaningful connections with over 60 organizations, amplifying our impact and reach in diverse communities.

Partnerships: Our collaborative efforts extend across a spectrum of areas, reflecting our dedication to holistic societal improvement. The organizations we support operate within seven major domains:

1. **Social Justice and Minority Representation**
2. **Community**
3. **Environment**
4. **Education**
5. **Health and Medicine**
6. **University Research Institutions**
7. **Animals**

For a comprehensive list of organizations we support, please visit our [Organizations We Support](#) page.

Volunteer Engagement: Xelay Foundation actively engages in quarterly volunteer events, forging enduring relationships with esteemed partners such as Samaritan House, Peninsula Family Service, and Peninsula Humane Society & SPCA. Through these collaborative initiatives, we strive to address immediate needs and foster lasting community bonds.

Pro-Bono Consulting Services: Recognizing the importance of strategic planning and capacity-building within local organizations, Xelay Foundation offers pro-bono consulting services. We extend our expertise and resources to assist organizations in developing sustainable strategies that align with their missions and drive meaningful impact.

Building Relationships in the Bay Area: 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.
- Understand the nonprofit landscape in the Bay Area.
- Identify and support partners aligned with our mission.
- Increase awareness of our team around a range of issues.

At Xelay Foundation, we believe that our network of partnerships and collaborative efforts are instrumental in effecting positive change. Together, we are committed to building a more resilient, equitable, and thriving future for all.

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.

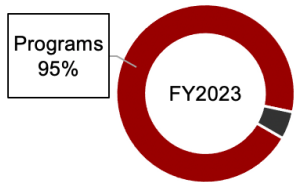
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Expense



High Program Expense Ratio

Annual Grant



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Scholarship



\$17,500 Scholarship Sponsorship for Five Local High Schools

Networking



14 Professionals Connected Across Various Backgrounds and Sectors