

Xelay Foundation 2023 Annual Report

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1. Introduction

Established in 2015, Xelay Foundation was created to:

- A. Expand the social responsibility efforts initiated by Xelay Acumen
- B. Forge collaborations and partnerships with other non-profits, government agencies, businesses, and philanthropic organizations to leverage resources, share expertise, and maximize impact through collective action
- C. Develop members of the Xelay Family through philanthropy engagements

A. Expand the social responsibility efforts initiated by Xelay Acumen

Xelay Acumen has been steadfast in its commitment to expanding social responsibility efforts, aligning with its core values of addressing "Challenging Issues" and pursuing "Engagements That Matter." As an integral part of the Xelay Acumen family, the Xelay Foundation's mission remains focused on delivering extraordinary results while fostering the development of high-potential team members. In extending our social responsibility initiatives, we aim to create significant step changes in people's lives and society at large. The formation of the Xelay Foundation served as a pivotal step towards expanding our ability to positively contribute to society, reinforcing our commitment to giving back and making a meaningful difference in people's lives.

B. Forge collaborations and partnerships

In forging collaborations and partnerships with other non-profits, government agencies, businesses, and philanthropic organizations, the Xelay Foundation endeavors to leverage collective resources, share expertise, and maximize impact through unified action. Embracing the ethos of collaboration, we recognize the power of collective efforts in effecting positive change within communities and addressing pressing societal challenges. By actively engaging with diverse stakeholders, we seek to amplify our social responsibility commitments and foster sustainable solutions that resonate with our core values and principles.

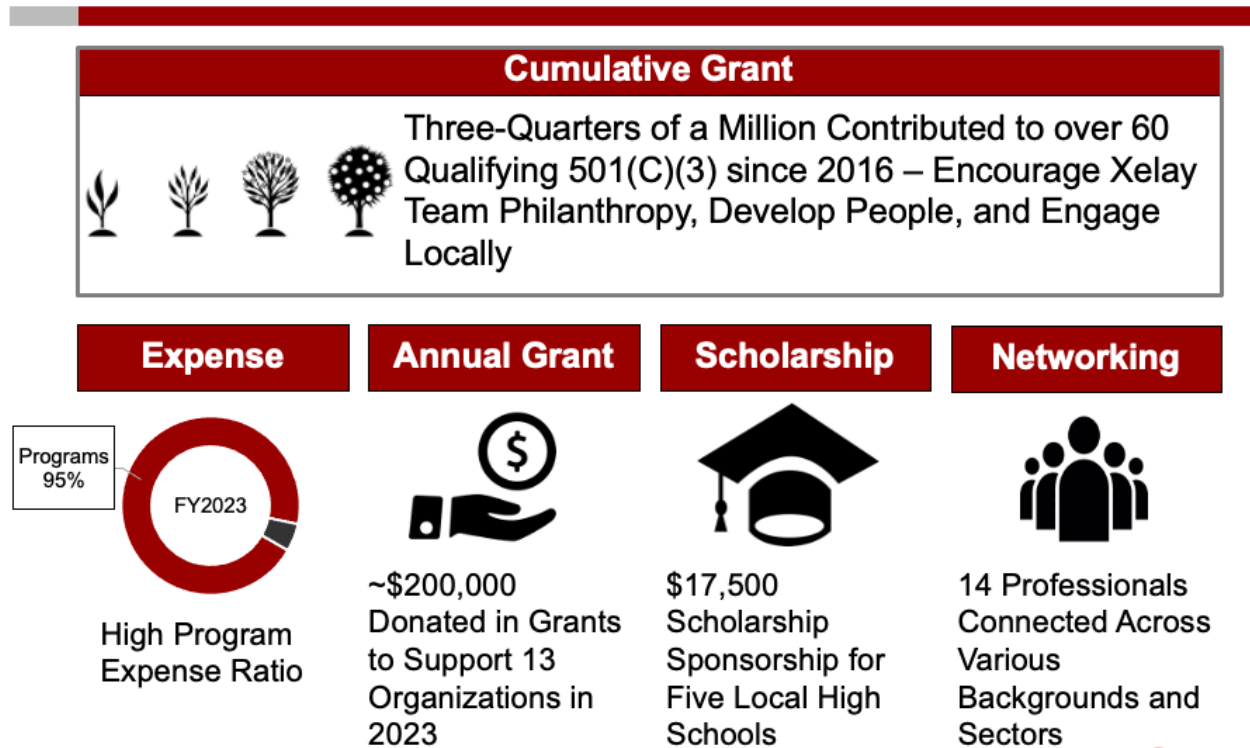
C. Develop members of the Xelay Family through philanthropy engagements

The development of members within the Xelay Family through philanthropic engagements stands as a cornerstone of our commitment to nurturing talent and fostering a culture of giving back to our communities. Grounded in our values of "Challenging Issues", "Engagements That Matter", and "Develop Our People", we recognize the intrinsic value of empowering individuals to make meaningful contributions to society. Through opportunities

to engage in philanthropic endeavors, we not only support local non-profits and community initiatives but also cultivate a sense of purpose and social consciousness among our team members. Embracing the servant leadership model, we strive to lead by serving others, catalyzing positive change, and leaving a lasting impact on the world around us.

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. In the spirit of transparency and accountability, we are pleased to present an infographic that highlights key milestones, outcomes, and the collective impact of our efforts.

Xelay Foundation Made Significant Strides in 2023



2. 2023 Accomplishments

A. Programs

Our programs enable our team and families 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 2023, we organized 8 engagements across our 7 programs.

- I. Volunteer** – Organize opportunities for our team members (1) 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 values
- VII. Tennis Initiative** – Promote a healthy and active society in the Bay Area with our active partake in the AAA Tennis and our merit-based collegiate tennis scholarship

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.

i. 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 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

ii. 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
- **Establishing Prioritization Criteria:** Establishing a system to prioritize projects based on our capabilities, available resources, and alignment with our organizational objectives
- **Optimizing 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 We Support

Category	Organization Name	
Social Justice and Minority Representation	<ul style="list-style-type: none"> • Taiwanese American Foundation • Taiwanese American Organization • AHS-Oakland Chinatown • Stop AAPI hate • Hateisavirus 	<ul style="list-style-type: none"> • NAACP • Advancing Justice • API Chaya • AAPIP • NAPAWF • Red Canary Song Northwest • Community Bail Fund
Community	<ul style="list-style-type: none"> • Samaritan House • Peninsula Family Service • Social Justice Fund • Make a Wish Foundation • Silicon Valley Leadership Group Foundation • San Mateo Sunrise Rotary Foundation 	<ul style="list-style-type: none"> • Afro Brazil Arts • Rainier Valley Corps • Thich Nhat Hanh Foundation • The Giant Race • Actblue
Environment	<ul style="list-style-type: none"> • Kitchen Table Advisor 	<ul style="list-style-type: none"> • Surfrider Foundation
Education	<ul style="list-style-type: none"> • Cambodian Children's Fund • Odyssey Middle School • The Nueva School • Aragon High School Foundation • Burlingame High School Foundation • Carlmont High School Foundation 	<ul style="list-style-type: none"> • Springfield High School Foundation • Hillsdale High School Foundation • Not This Time • IATS College Fund • Intersection for the Arts • Teach for America • Wikimedia Foundation
Health and Medicine	<ul style="list-style-type: none"> • Leukemia & Lymphoma Society • National Kidney Foundation • St. Jude Children's Research Hospital 	<ul style="list-style-type: none"> • AIDS Walk SF • RX Art • Lupus Foundation
University Research Institution	<ul style="list-style-type: none"> • University of Chicago, Booth School of Business • University of Chicago, Pritzker School of Medicine • Massachusetts Institute of Technology 	<ul style="list-style-type: none"> • Stanford University • Georgetown University
Animals	<ul style="list-style-type: none"> • Peninsula Humane Society & SPCA 	<ul style="list-style-type: none"> • Conservation Ambassadors
Xelay Initiated	<ul style="list-style-type: none"> • Xelay Foundation Academic Scholarship 	<ul style="list-style-type: none"> • 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.

V. Pooled Program

Xelay Foundation organizes pooled contributions of Xelay Team Members. 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 aspect of our approach lies in empowering team members to propose initiatives they believe will have a substantial impact. This forward-thinking strategy fosters 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.

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 maintained our commitment to sponsor the Xelay Foundation Academic Scholarship program, as pledged in 2021, with a total of 5 high schools. 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.

i. 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 the Xelay Foundation and AAA Tennis, 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.

ii. 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. Since the inaugural year of 2022, we proudly awarded more than \$19,000 to date 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.

B. 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.

I. 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 [Organization We Support](#) page.

II. 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.

III. 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.

IV. 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.

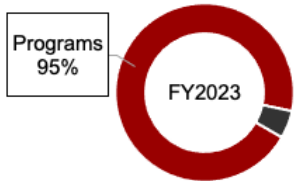
Xelay Foundation Made Significant Strides in 2023

Cumulative Grant



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

Expense



High Program Expense Ratio

Annual Grant



~\$200,000 Donated in Grants to Support 13 Organizations in 2023

Scholarship



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

Networking



14 Professionals Connected Across Various Backgrounds and Sectors