

Xelay Foundation 2024 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.

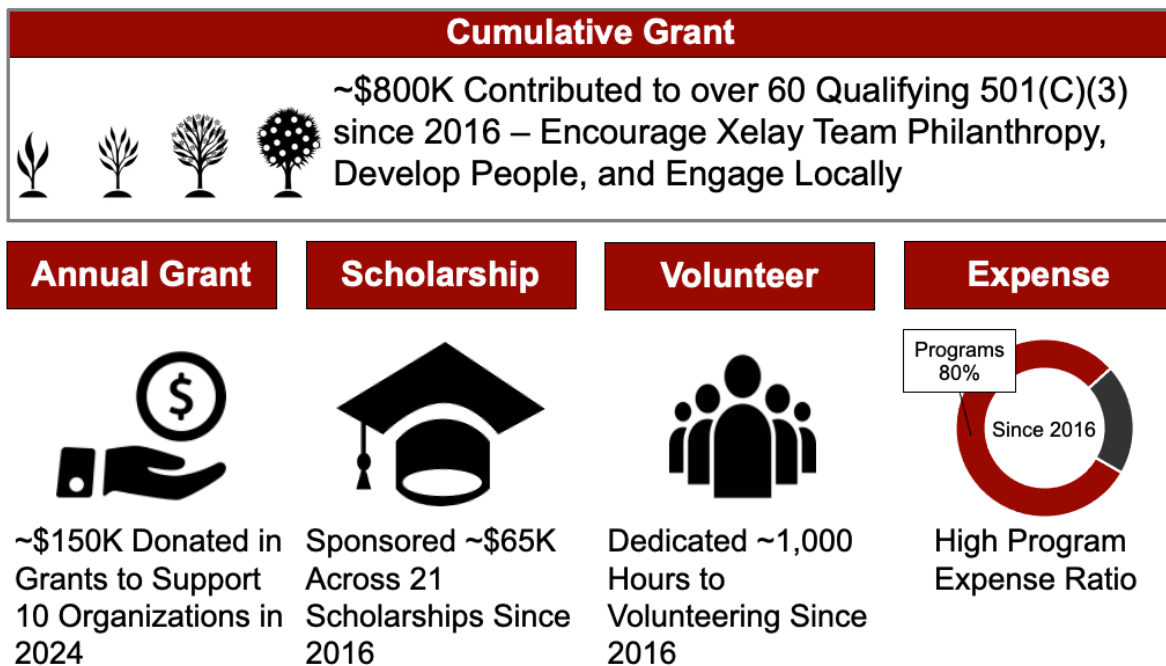
C. Develop members of the Xelay Family through philanthropy engagements

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 2024



2. 2024 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 2024, 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

2024 Partnership with Odyssey Middle School: In 2024, 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
- Host special Odyssey Middle School board meetings

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 ~\$800k across over sixty organizations to fulfill our commitment to contribute back to the community.

In 2024, we expanded our impact by partnering with the Taiwanese American Foundation to fund the documentary "*Life Lessons from Ah-Ma and Ah-Gong.*" This inspiring film explores intergenerational wisdom and cultural heritage, aligning with our mission to empower communities and preserve meaningful stories. Learn more about the film and its mission [HERE](#).

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 2024, 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 ~\$40,000 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 2024:

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 local community. Through thoughtful partnerships, we support the game of tennis at all levels from beginners, recreational players, collegiate players, and professional athletes.

i. AAA Tennis

Continuing our commitment to fostering a vibrant and healthy tennis community in the Bay Area, the Xelay Foundation remains dedicated to sponsoring and hosting innovative community focused team tennis tournaments in collaboration with AAA Tennis. AAA Tennis, founded in 2021 as part of the Xelay Foundation, aims to support and empower the local Bay Area tennis community. The mission of AAA Tennis is to connect and develop the San Francisco Bay Area tennis community through recreational competition, player development and support, and community engagement, aligning closely with the Xelay Foundation's mission of enhancing community health and wellness. Click [HERE](#) to learn more about AAA Tennis and our collaborative efforts in improving the local community. Since 2021, these tournaments (AAA Cup, formerly SALA Cup) have been eagerly anticipated annual events, drawing in over 150 enthusiastic participants each year.

Xelay Foundation and AAA Tennis also proudly partners with the Silicon Valley Tsinghua Network to sponsor the annual ZiJing Cup, a highly regarded Bay Area tournament that attracts hundreds of participants around the globe. This annual event is one of the main events if not the main event in the SF Bay Area tennis community for Asians. Alumni teams from 40+ global schools participate, network, and compete each year, including Tsinghua University, Peking University, UC Berkeley, UCLA, UC San Diego, University of Chicago, and MIT.

ii. Xelay Foundation 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 have proudly awarded ~\$30,000 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.

This tennis scholarship is intended for local SF Bay Area students who play tennis at a high level, have an interest in continuing to pursue competitive tennis at the collegiate level, and have been using their tennis skills or connections to give back to their community. Students must be accepted to a division I, II, or III U.S. school for the scholarship year. Click [HERE](#) to see the requirements and application information.

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 2024

Cumulative Grant



~\$800K Contributed to over 60 Qualifying 501(C)(3) since 2016 – Encourage Xelay Team Philanthropy, Develop People, and Engage Locally

Annual Grant



~\$150K Donated in Grants to Support 10 Organizations in 2024

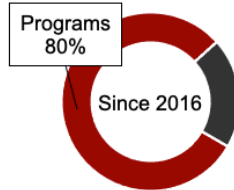


Sponsored ~\$65K Across 21 Scholarships Since 2016



Dedicated ~1,000 Hours to Volunteering Since 2016

Expense



High Program Expense Ratio