



## **Ameriprise Financial Grant Making Guidelines**

At Ameriprise Financial, giving back is deeply rooted in our culture. We've initiated positive change in the communities where we live and work for more than 125 years. We believe our community involvement enables us to actively live our values. Through grant making, volunteerism and employee and financial advisor gift matching programs, we support a diverse group of over 7,000 nonprofits.

Our grant making is an important part of how we strengthen communities and help individuals and families in need. We focus on three key priorities. By targeting our giving, we make the most of our resources and engage our people to make a collective impact with greater benefit for communities.

### **Our grant making focus areas are:**

1. Meeting Basic Needs
  - a. Hunger
  - b. Shelter
  - c. Adult Self-Sufficiency
2. Supporting Community Vitality
  - a. Community Development
  - b. Cultural Enrichment
  - c. Disaster Relief and Recovery
3. Volunteer-Driven Causes in our headquarters community of Minneapolis and St. Paul

### **Volunteer engagement is a priority across all focus areas**

The engagement of Ameriprise Financial employees and advisors is a critical component of our philanthropy. Whether it's serving on a nonprofit board, engaging colleagues or clients in volunteering, or providing skills-based support, our relationships with nonprofits go deep while volunteerism is strongly preferred, it is not required to apply.

### **Supporting diversity and inclusion**

At Ameriprise Financial, we believe that through diversity, we access talent, innovative ideas and varied perspectives to deliver financial solutions that help meet clients' needs and make a difference in their lives. We foster an inclusive culture where we embrace the unique contributions of everyone at Ameriprise Financial. In our grantmaking we support organizations that share our value of diversity and inclusion and comply with our non-discrimination statement.

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## 1. Meeting Basic Needs

Ameriprise Financial helps clients achieve financial security and peace of mind. We also help the people in our neighborhoods who struggle to meet basic needs such as where their next meal comes from, where they'll sleep tonight or how they'll secure and maintain a livable wage job. We're here to help individuals and families through the three platforms of our Meeting Basic Needs focus area.

Consideration is given to applications addressing the following:

### a. Hunger

- Food banks, food shelves and food pantries, daily meal programs or meal services for the homebound
- Hunger-relief programs targeted to meet the special needs of ethnic populations, seniors, and children
- Programs addressing food deserts
- Holistic efforts to "shorten the line" and help solve hunger, for example, food distribution at a job training session
- Impact matters, programs reaching a larger number of individuals will be prioritized

Our hunger support does not include: nutrition education, cooking instruction or gardening programs.

### b. Shelter

- Emergency shelter, including youth homelessness
- Transitional housing, permanent supportive housing, and efforts to end chronic homelessness
- Housing-first models (programs quickly providing housing and then addressing needed services)
- Achieving and maintaining home ownership, repair and maintenance efforts helping keep seniors, veterans, and other populations in their homes

### c. Adult Self-Sufficiency

Programs serving adults age 21 and older that help increase financial security and address the following areas:

- Basic hard and soft skills that help adults achieve economic and family stability
- Basic financial and budgeting skills
- Work readiness and job transition programs helping increase employability and wages
- Removing barriers for people with disabilities to enter the workforce

Our adult self-sufficiency support does not include Individual Development Accounts (IDAs), scholarships or any type of financial incentive. We do not focus on the mobility of disabled adults.

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## 2. Supporting Community Vitality

We believe communities should be strong, healthy and resilient. We want livable places for all, where neighbors look out for one another, cultural events are well-attended and people pull together in times of crisis and joy. We work to create economic vitality and cultural enrichment through the following areas of focus:

Consideration is given to applications addressing the following:

### a. Community Development\*

- Economic development
- Strengthening and supporting small businesses and nonprofits through technical expertise, access to capital and affordable financing
- Neighborhood revitalization

### b. Cultural Enrichment

- Access for underserved populations
- Arts education
- Diverse artists, exhibitions and performances that spark topical community conversations

Our cultural enrichment support does not include festivals or individual artists.

### c. Disaster Relief and Recovery

As a company committed to personal financial planning, we strongly believe in preparing for the unexpected in life. Annually we support the [American Red Cross](#) Disaster Relief Fund and International Response Fund so that they can immediately help when the unexpected hits a community. We also annually support [SBP](#) a nonprofit created after hurricane Katrina, helping shrink the time between disaster and recovery.

We do not accept applications in this focus area. Our disaster relief and recovery support is only by invitation.

## 3. Volunteer-Driven Causes

The Volunteer-Driven Causes focus area supports organizations in our Minneapolis and St. Paul headquarters community that have active Ameriprise Financial volunteer engagement and don't fall under the grant criteria of Meeting Basic Needs and Supporting Community Vitality

If your organization meets the eligibility requirements in either Meeting Basic Needs or Supporting Community Vitality, and has volunteer engagement, please apply under one of those categories.

Consideration is given to applications under Volunteer-Driven Causes that:

- Currently engage **25 or more** Ameriprise volunteers in the Twin Cities area of Minneapolis and St. Paul

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- Ameriprise Financial volunteers include employees, financial advisors and/or staff or a combination of any Ameriprise volunteers
- An average Volunteer-Driven Causes grant amount is \$5,000

## Eligibility

Eligible programs and organizations must:

- Hold a 501(c)(3) IRS designation
- Clearly match one of our three grant making focus areas as defined in this document: Meeting Basic Needs, Supporting Community Vitality and Volunteer-Driven Causes
- Provide a complete application, including an uploaded Federal 990, financial audit or Financial review that was completed within the last two years in accordance with Generally Accepted Accounting Principles (GAAP)
- Show measurable results and clearly documented outcomes
- Demonstrate financial stability
- Provide required reporting if a prior grantee

### **Non-eligible programs and organizations:**

- Organizations that do not meet all of the eligibility criteria stated above
- Organizations that do not comply with the Ameriprise Financial non-discrimination policy:
 

“We are committed to equal employment opportunity and unbiased treatment of all individuals based on job-related qualifications and without regard to race, color, gender, age national origin, religion, creed, sexual orientation, gender identity marital status, citizenship, disability, veteran status or any other basis prohibited by law.”
- Capital or endowment campaigns
- Multi-year commitments
- Private foundations
- International organizations or domestic organizations requesting funding for programs outside the United States and its territories
- Organizations requesting funding for re-granting
- Sponsorships, galas, fundraising dinners/tables, sporting tournaments (including youth athletics), camps of any kind, tickets and advertising
- Fraternal, social, labor, athletic, veterans or other membership organizations, or their affiliated foundations
- Individuals or groups seeking support for personal needs, travel, scholarships or research
- Medical research, medical programs, hospitals and clinics
- Political organizations, programs or initiatives whose primary purpose is to influence legislation, advocacy, candidates or political campaigns
- Religious organizations for religious purposes, as defined by the nonprofits IRS coding and/or public language on websites
- Start-up funding for new organizations
- In compliance with the U.S.A. PATRIOT Act, organizations that fund terrorist groups or activities

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**Deadlines**

Annual deadlines are January 15 and May 15. Applications must be submitted before midnight Central Time.

- All deadlines are firm
- Nonprofits will receive an email confirming their submission. Please do not call or email regarding the status of your application.
- Because of our thorough review process, funding decisions will be communicated within approximately four months of the deadline

**Note:** All required documents must be uploaded as part of an application. Submitting a placeholder or instructions on how to receive a document will automatically result in the declination of a funding request.

**Letters of endorsement**

The Ameriprise grant application includes an option to upload a letter of endorsement. This truly is an option and is not a requirement, Applications without an endorsement letter will not be penalized. Please only include an endorsement letter if there is an existing relationship with a representative of Ameriprise Financial.

If you have questions that have not been addressed in these guidelines, please send an email to [Community.relations@ampf.com](mailto:Community.relations@ampf.com).

\*Community development support also may be available through Ameriprise Bank. If you have specific questions, please contact [community.relations@ampf.com](mailto:community.relations@ampf.com)

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