



North Berkeley
WEALTH MANAGEMENT



2020 Community Engagement Report



Invest in Living. Invest in Community.

To Our Clients, Friends, and Community,

This last year was challenging and unsettling, yet we enter 2021 with a message of hope and gratitude. In 2020, we bore witness to local, national, and global communities facing health risks and financial uncertainty due to the global pandemic. George Floyd's death ignited a reckoning on racism, justice, and equality. Our elections painted a picture of deep political discord.

The adversities of 2020 demanded that we show up with hope and determination on behalf of our community and all our stakeholders. We witnessed many forms of resilience and are filled with gratitude for all the individuals, businesses, and organizations that stepped up to the challenges. We know that the impact of 2020 was not distributed equally.

Going forward, we are committed to fostering financial resilience for our clients, our team, and our community and doing our part to create a community alive with connection and stewardship.

With gratitude,

Kate Campbell King, CFP® and Brian Kozel, CFP®
and the Team at North Berkeley Wealth Management



Our Vision

A community
alive with
connection
and stewardship

Opposite page from top left:

Kate Campbell King, Brian Kozel,
Sam Wood-Bednarz, Sarah Green,
Matthew Gatt, Jena Regan,
Daniel Smyth, Dan Nakahara,
Debra Ellisen, Jim Sertich,
Maureen Sullivan, Shabana Shah,
and James Wilson



The North Berkeley Team
United in Giving





2020 Giving Overview

In 2020, our community engagement had to adapt to changes brought on by the coronavirus pandemic. Our regular landscape of giving shifted to address our community's changing needs. As a firm, we also evaluated our areas of giving and identified areas where we can support social justice and equality. Our 2020 Community Engagement Report reflects an adaptation to dramatic circumstances and a desire to evolve as a firm.

Areas of Interest

- Education
- Social Justice
- Environment
- Health Communities

Donation Highlights

- As You Sow
- Brown Girl Surf
- Color of Change
- Healthy Black Families
- The Hidden Genius Project
- Latino Outdoors
- SchoolCare
- Step One School
- YWCA

Volunteer Highlights

- Berkeley Food Network
- Berkeley Unified School District
- BILD Solano Avenue
- The Changemaker Project
- Crescendo Connect
- Jewish Community Federation
- Skate XP
- Yes Nature to Neighborhoods

\$3,250

Raised for **11** organizations addressing JEDI issues

38

Number of organizations donated to in 2020

2

Employee Giving Initiatives



6

Nonprofit Board Participation

14

Organizations volunteered at during 2020

6 Community Partners

- Berkeley Food Network
- Berkeley Public Library Foundation
- BHS Development Group
- Ecology Center
- Covenant House California
- YES!

375

Hours volunteered by our team



Engagement Stories

Engaging with Social Justice

On May 26, 2020, protests erupted across our country and abroad as a collective cry of outrage at the killing of George Floyd. The protests brought into sharp focus issues that our society has long struggled to address: racial inequality, police brutality, and social injustice. Unlike many previous blooms of civil protest, these events caused a deeper level of reaction across our society than we have previously experienced. 2020 was to become a reckoning. It led many of us to examine behaviors and beliefs, forcing us to discern our roles in upholding the truth and enacting change. This reckoning hit institutions and businesses as much as individuals. The status quo and good intentions were no longer acceptable.

In response, our team at North Berkeley Wealth is examining the issues of justice, equality, diversity, and inclusion (JEDI) in our community, our industry, and our workplace. We asked ourselves, how do we do more to engage productively to support racial justice, and work to dismantle systemic racism?

Recruiting & Hiring

The financial industry faces multiple challenges when it comes to racial equity. At professional and management levels, white employees dominate. Racial and gender diversity is correlated with better business outcomes, and we want to build the strongest possible team for our clients and community. We have long been interested in recruiting a diverse team, but in 2020 we expanded our efforts to proactively ensure that the hiring pool for any new position be deliberately diverse. We examined where we post open positions and what job requirements filter the candidate pool, in order to put in action our commitment to a process that provides opportunity to all potential candidates.

Our Services

Capital is not equally distributed in our society, for a variety of reasons, and our ongoing clientele is disproportionately wealthy and white. Efforts to support community organizations and provide targeted pro bono services is a priority for us for this reason, whether we are helping a pre-school teacher decide if they can afford to buy a condo, or support investment policy development for a social justice nonprofit. Economic justice begins with access to capital, and financial education and analysis can support closing the gap.

In addition to financial education and pro bono services for individuals, we also provide similar services for nonprofit organizations. In 2020, we witnessed a significant increase in local nonprofits seeking mission alignment of their financial resources by working with our investment team to incorporate social and environmental justice considerations into the management of their reserve and endowment assets.

We have long been committed to providing ESG and impact investment options to all our clients that allow them to live their values through their investments, including options that engage corporate management to consider more progressive policies, and to make their deeds match their words. Some help funnel loan capital for housing and entrepreneurship to the underserved communities of people of color and women, so focus on environmental innovation and transparency in governance. Our investment models and portfolios provide access to the areas our clients hold most dear, and where they want to have the greatest impact.

JEDI Giving Initiative

Enacting systemic change needs to occur on many levels, including personal engagement. This past fall, North Berkeley Wealth established a JEDI giving initiative, intended to use the firm's local philanthropy to engage our entire team on systemic racism.

The idea is simple. Provide funds for each team member and ask them to consider a list of local organizations working toward racial equity and the elimination of systemic racism. We encouraged team members to expand that list to include organizations they were aware of and each person could decide where the firm should donate their allotted funds. Then, as a team, we discussed the organizations, their essential role in our community, and how we engage with them as a firm. It was a small initial step with a significant effect, providing an opportunity for engagement that is both personal and collective.

Looking Ahead

As we move into 2021, we are excited to iterate and expand on all our areas of focus that can make a positive difference in the effort to create true racial justice.



Healthy Black Families



11

Organizations Supported during our JEDI Campaign



Albany Middle School



everychild.onevoice.®





Engagement Stories

Berkeley Food Network Responding to the Needs of the Community



The Berkeley Food Network is an innovative organization coordinating the provision of healthy food to the people in Berkeley who need it. They also operate a food recovery program that transforms locally unused food into ready-to-go meals, and partner with other food justice organizations on advocacy for a fair food system.

A large distribution hub is at the center of their food distribution operation, sourcing groceries from food banks, restaurants, and local farms and making it available to various programs and individuals. North Berkeley Wealth partner Kate King helped found the organization in 2016, and we have been fortunate to participate in BFN's growth in numerous ways since then. BFN has grown each year since its founding in 2016. Last year, the coronavirus pandemic pushed its evolution faster and further, leading to a tripling of their services.

Responding to the Pandemic

According to Executive Director, Sara Webber, the demand for their services increased dramatically in 2020 from serving 1600 people a week to 5,000 a week. This increased need has also meant increased staffing, with BFN moving from two full-time and one part-time employee to six full-time and three part-time employees. Before the pandemic, the number of regular volunteers hovered around 35. By the end of 2020, that number was closer to 200. "It's amazing to live in a city that is so generous in money and time," says Webber. Along with the outpouring of in-person and in-kind support, BFN saw a huge influx of donations in 2020.

Connection and Stewardship

North Berkeley Wealth is proud to support the Berkeley Food Network, and our community partnership provides an example of our multi-layered engagement with a local nonprofit. In 2020, we were able to continue to assist with leadership, to volunteer at the distribution hub, and provide design support for BFN's branding and messaging.

Community engagement is a central tenet of the North Berkeley ethos, and our work with the Berkeley Food Network illustrates our firm's vision of a community alive with connection and stewardship.



2016

Berkeley Food Network Founded

5,000

Average number of people served per week by BFN since the start of the pandemic.

200+

Regular volunteers with an average of 85 participating per week.

80+

Network of local organizations fighting food insecurity

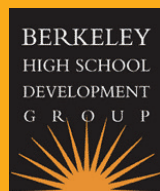


Community Partners

We partner with select local organizations by providing direct financial support, professional guidance, and staff volunteer time. We believe in their missions and will continue to contribute to their operation and success.



The goal of BFN is to create a Berkeley where no one goes hungry. Using an innovative, community-centered approach to food sourcing and distribution, they are providing easy and convenient access to healthy, high-quality free food for people who need it.



The mission of BHSDG is to support and strengthen the educational experience of all BHS students by raising and distributing funds. BHSDG partners with the BHS administration, the Berkeley Athletic Fund, and Berkeley Public Schools Foundation.



Libraries connect us, building our community, expanding our world, and changing lives. Through fundraising and advocacy, the BPLF amplifies public investment in the Berkeley Public Library to make an already great library extraordinary.



In partnership with nature, YES nurtures leaders who champion the wellbeing of their community. Their vision is for Richmond youth, adults, and families to lead healthy, connected lives; motivate change in their neighborhoods; and inspire a safe, thriving community.

YEAH!

YEAH, a service from Covenant House California, supports young adults (ages 18-25) in Berkeley who are homeless by providing basic necessities, offer case management, establish linkages to education, employment and housing.



The mission of the Ecology Center is to inspire and build a sustainable, healthy, and just future for the East Bay and beyond by transforming the ideals of sustainability into everyday practice.



Sponsorships

Sponsorships provide substantive financial support for nonprofit organizations doing exceptional work to make our communities healthy and prosperous. In 2020, organizations dealt with engaging donors in the virtual rather than the physical world. Some organizations faced an increased demand for their services, while others struggled to meet their core missions because of the coronavirus pandemic.



Art/Act: Local - Wildplaces
@ The David Brower Center
Sponsored by North Berkeley Wealth
photo by Matt Garamy

Impact and Visibility

North Berkeley supports events and fundraisers in our community. By directly funding causes we believe in, we hope to align our firm's values with the broader community.

Community Building

The need to remain connected was more evident this year and helped strengthen our resolve to engage with our nonprofit partners.

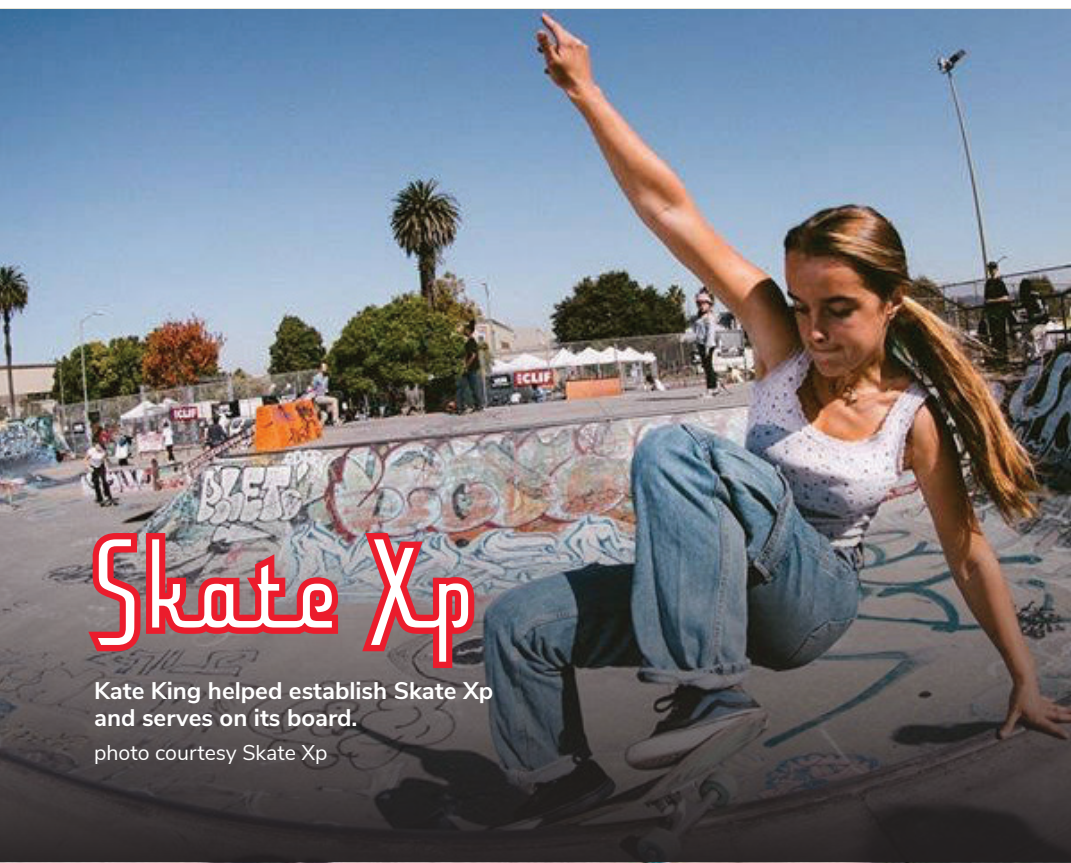
Guidelines

The firm's leadership team reviews sponsorships throughout the year. Sponsorships focus on non-profit 501(c)(3) organizations that benefit the well-being of our local communities.



Community Involvement

We use our time and expertise to support local organizations and to have a positive impact on the community. Our methods of engagement morphed this year when group activities became restricted and community needs shifted. Our advisory team continued to provide expertise and counsel to our community partners and other organizations.



Skate Xp

Kate King helped establish Skate Xp and serves on its board.

photo courtesy Skate Xp

Paid Service Time

North Berkeley Wealth Management provides five paid service days a year for each member of its team.

Expertise in Action

Nonprofit organizations often lack access to our expertise, and our leadership team seeks opportunities to guide through active participation on boards and committees.

Volunteering

Our team engaged in support of local nonprofit organizations by giving their time to support the mission of the organization. In total our team volunteered over 375 hours in 2020.

Volunteering Highlights

- Albany Middle School PTA
- Berkeley Food Network
- BUSD
- Berkeleyside Uncharted
- BILD Solano Avenue
- The David Brower Center
- The Changemaker Project
- Crescendo Connect
- Jewish Community Federation
- Personal Financial Planning Program @ Cal Extension
- Skate XP
- UCB Financial Planning Prog.
- Unity Church
- Yes Nature to Neighborhoods



Donations

We believe that the continued support of valued organizations helps our community grow stronger together. Our leadership team initiates giving throughout the year. We also encourage our team to engage in our giving program by providing \$250 a year per employee for charitable donations. This year we doubled this opportunity.

2 Employee Giving Initiatives

Spring Giving Initiative: Responding to a Pandemic

The coronavirus pandemic changed the demands on and the needs of many nonprofit organizations. We created a giving drive for our team to help address the stress being put on nonprofits in 2020. We provided each team member with \$250 to support any organization they felt needed extra help during these difficult and extraordinary times.

20 Organizations Supported

Fall Giving Initiative: Engaging with Social Justice

Social justice, systemic racism, and long-standing inequities came into sharp focus this year. Issues that most of us haven't adequately addressed in the past. As a firm, we want to look directly into the face of these issues and determine our responsibilities. To spark conversation and engagement, we provided each team member with \$250 to give to organizations working on justice, equity, diversity, and inclusion.

See our engagement stories to learn more.

Donations Highlights

Affect Real Change
Alameda County Food Bank
Albany Middle School PTA
As You Sow
Bail Project
Berkeley Food Network
Brown Girl Surf
The David Brower Center
Berkeley Public Library Foundation
Berkeley Public Schools Fund
Cancer Support Community
The Changemaker Project
Children of Faith
Color of Change
Dave Purchase Project
East Bay Community Foundation
Food Bank of Contra Costa County
Healthy Black Families
The Hidden Genius Project
Hip Hop for Change
Latino Outdoors
Moms for Housing
Oakland Roots Justice Fund
Occur
Richmond Art Center
Roots Community Health Center
SchoolCare
Step One School
Unity Church of Richmond East Bay
West Oakland Punks with Lunch
YWCA



Business as Community Engagement

Community engagement goes beyond the realm of giving. We are a certified B Corp, which recognizes our commitment to doing business as a force for good. We seek to have a positive impact in our business choices, our service offerings, our work with nonprofit clients, and our promotion of the arts.

Our Choices Matter

Impact is possible when choices are made thoughtfully and with all stakeholders in mind. During the course of a year, we make hundreds of business decisions, ranging from the service providers we use to the supplies we buy. 2020 emphasized the need to put our community at the center of those decisions, as the effects of the pandemic hit some businesses harder than others.

Community Banking

We use a community bank because of its local focus and the fact that it channels its loans to the neighborhoods where its depositors live and work, which helps local businesses and communities thrive. It is a Community Development Financial Institution (CDFI) with a keen focus on creating equal opportunity for all community members.

Business as a Force for Good

We became a B Corp because we are interested in providing a visible, sustainable alternative to big financial institutions that are full of conflicts of interest, guided by short-term investment horizons, and appear to have little overall stakeholder involvement. Being a B Corp helps identify us as part of the solution needed in our industry: a wave of local, socially sustainable financial services firms.



Valued Local Vendors

Using local vendors for the products and services we need supports our local economy and deepens our connection to the people who work in our communities. During difficult economic times, like those caused by COVID-19, it is crucial to support local businesses.



Art at North Berkeley

We believe that art is a vital component of a healthy community. Our art program's mission is to provide a venue for people to discover local artists' work, foster art, nourish our cultural roots, and strengthen community ties. In 2020 our quarterly exhibits were temporarily put on hold but were restarted in a new virtual format in the fall. Like so many aspects of our community engagement, we believe it is vital to continue to support artists during difficult times.

Our Work with Nonprofits

In addition to our work with individuals and families, we also provide services for nonprofit organizations. Nonprofits provide a vital role in our communities but may want guidance on aligning their investments with their mission. We help strengthen nonprofits by providing financial clarity and stability through the proper management of their reserves. We charge a reduced fee to make our services more accessible and bring our pro-bono and nonprofit volunteer experience to the relationship.



Our Services

Many of our clients desire to have an impact with their investments, one that reflects their values and their desire to promote a sustainable future. We provide services for our clients to be a positive force in their communities, including impact investing options (aka socially responsible), and shareholder engagement.

Impact Investing

A growing percentage of our clients elect to engage in some form of impact investing. This ranges from investing in high impact notes that promote local businesses to creating negatively screened portfolios that remove unwanted businesses.

Shareholder Resolutions

When you own a share, you own a part of a company. We help clients use the power of the shareholder vote to voice opinions about a company's policies.



Invest in Living. Invest in Community.



More Information

northberkeleywealth.com

Questions & Comments

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