

## Ameriprise Financial

The **Charities@Work Corporate Excellence Award** is our top award, given annually to one corporation for overall excellence in employee engagement, CSR and campaign management.

**The winner of the 2013 Charities@Work Corporate Excellence Award is Ameriprise Financial.**

The mission of the Ameriprise Community Relations program is to help strengthen communities and the Ameriprise brand by engaging its employees and advisors in strategic philanthropic programs, connecting resources with those who need them and facilitating a common experience for employees and advisors through community building. Key aspects of its Community Relations work include the National Day of Service, employee gift matching and the Annual Giving Campaign, and a corporate grant-making program.



Volunteering is a signature platform of Ameriprise Community Relations, used for professional and personal development activities as well as teambuilding activities. Through its signature partnership with Feeding America, Ameriprise organizes a National Day of Service event where Ameriprise leaders, advisors, employees, clients, and friends volunteer at Feeding America-member food banks and other hunger-relief agencies across the country. In 2012, the National Day of Service resulted in 9,000 volunteers at more than 350 sites in nearly all 50 states, making the Ameriprise Financial National Day of Service Feeding America's largest volunteer event.

Like National Day of Service, the Annual Giving Campaign is a highly engaging activity at Ameriprise. Community Relations organizes the national efforts, training and empowering more than 400 volunteer leaders to coordinate and execute the Campaign within their respective business units and regional offices. During the Campaign, business unit teams organize volunteering events, nonprofit learning seminars and other fun activities—all with the purpose of encouraging thoughtful charitable contributions. To encourage and reward participation, Ameriprise matches employee contributions up to \$2,000 annually. To incentivize advisor participation, meaningful contributions to the community and link the Giving Campaign to the company's commitment to fighting domestic hunger, Ameriprise offers a meal match to its franchise advisors: for every dollar a franchise advisor contributes, Ameriprise contributes one meal to fight domestic hunger. Since 2009 employee participation has increased from 72% to 77%, pledges have increased 50%<sup>1</sup>, and Ameriprise has donated more than 3.8 million meals.

Lastly, Ameriprise grant making is focused on three platforms, each tailored to best leverage its resources, meet needs in the community and match the interests of its people. While giving is targeted toward meeting basic needs and supporting community vitality, Ameriprise believes that its employees and advisors are its greatest asset so it wants them to help determine where and how a portion of the corporate support is directed. Volunteer-driven causes grants are intended to recognize the many nonprofit organizations that serve its communities and have captured the interest and support of Ameriprise employees.

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<sup>1</sup> 2009 participation 72%, pledges \$2.4M; 2012 participation 77%, pledges \$3.6M