

# IMPACT

# REPORT

2024



USING OUR TIME, TALENT, AND TREASURE FOR IMPACT



Keystone  
Giving Program

at

TRADITION  
CAPITAL BANK

FDIC | Equal Housing Lender | NMLS #402168



# KEYSTONE GIVING PROGRAM

At Tradition Capital Bank, we see ourselves as more than a private bank. We are stewards of our community, here to serve and connect people in business and life. From our beginning, we've been building a legacy of generosity by investing our resources into meaningful partnerships with Nonprofit organizations.

Our *Keystone Giving Program* is how we focus our efforts to give back. Through Keystone, we engage employees, clients, and business partners in contributing their time, talents, connections, and financial resources to improve the communities in which we live and work.

We aren't out to prove anything. We don't want a pat on the back. We just want to consistently ask ourselves what we can offer to help people and places flourish and inspire others to do the same.

Thanks for being a part of the story,



**CORY GREGORY**

*DIRECTOR OF GENEROSITY*

# KEYSTONE PARTNERS: 2024

Our Keystone partners are a small group of nonprofit organizations chosen each year in whom we make a more significant investment of our time, talents, and network to amplify the impact of our financial gifts.



[www.capiusa.org](http://www.capiusa.org)

**CAPI** serves immigrants and refugees throughout the Twin Cities guiding clients in their journey toward self-determination and social equality through meeting basic needs, providing economic empowerment, and encouraging civic engagement.

**IMPACT** - Tradition Capital Bank pledged a multi-year commitment towards CAPI's historic 16,000+ sq. ft. expansion of their Immigrant Opportunity Center, with several employees bringing awareness to the project through board and committee service. Food donations from the Bank's "MATTERbox Madness" and "Ending Hunger Games" efforts filled their food pantry in the spring and fall, respectively. The TCB network showed up in service at the Twin Cities World Refugee Day and the annual "Give & Grow" cultural showcase.



[www.fmssc.org](http://www.fmssc.org)

**FEED MY STARVING CHILDREN** seeks to provide hope through feeding hungry kids all around the world in both body and spirit.

**IMPACT** - Tradition Capital Bank support targeted a specific Project-Based Food Assistance (PBFA) program in Guatemala City through a ministry called, "Believe Guatemala." This initiative regularly served over 80 children and provided critical nutrition stability that aided further education and employment efforts. Additionally, employees supported FMSC through several meal-packing events, sponsorship of their annual gala, volunteering at Twin Cities food truck festival events, and purposeful shopping through the FMSC global marketplace.



[www.stdavidscenter.org](http://www.stdavidscenter.org)

**ST. DAVID'S CENTER FOR CHILD & FAMILY DEVELOPMENT** is a regional leader in child and family development, offering educational support services for over 6,500 kids ages 16 months to kindergarten.

**IMPACT** - Tradition Capital Bank partnered with St. David's through a "Light the Way" sponsorship of their annual gala, where they announced a major initiative to expand their Downtown Minneapolis campus and nearly double their capacity. Employees rolled up their sleeves in service at the annual "Get Out & Grow" fall festivals.



[www.bega.org](http://www.bega.org)

**BOYS & GIRLS CLUBS OF GREATER SCOTTSDALE** provides safe places where kids can be themselves and participate in fun programs that build their skills for school, the workforce, and life.

**IMPACT** - As a presenting sponsor, Tradition Capital Bank helped deliver the inaugural Taste Fore The Tour in Scottsdale during the Waste Management Phoenix Open in February. This foodie fundraiser brought together top culinary talent and celebrities to address the needs of the hungry. In its first year, the event raised over \$169,000 for the Boys & Girls Clubs of Greater Scottsdale to start a new summer food program.







[www.matter.ngo](http://www.matter.ngo)

# ZIMBABWE INITIATIVE

**MATTER** is a Minneapolis-based nonprofit that brings together the best companies, experts, problem solvers, and doers to launch projects that improve communities both locally and around the world.



Since Tradition Capital Bank's beginning in 2005, we have been connected to MATTER (originally Hope for the City). This has led to annual engagement in competitive MATTERbox packing events and various meaningful sponsorship opportunities. In recent years, MATTER has developed a significant, focused presence in the African country of Zimbabwe, launching key projects in agriculture, health, and education.

In 2023, following employee visits to Victoria Falls, Zimbabwe, the Bank launched our own project, informally called the MATTER Loan Program. Through a combination of grant and loan dollars, by the end of 2024, we were able to lend over \$240,000 to 21 small loan recipients, which in turn, created 38 new jobs.

- **INSIGHT TRIPS** - In September, nine employees travelled to Victoria Falls, and visited loan recipients and other MATTER projects. In October, a group of Bank leadership, board members, and clients visited alongside these loan recipients and participated in MATTER's Business as Mission (BAM) conference.
- **JOB CREATION** - Through MATTER's Career Readiness Institute, the Bank was able to welcome native Zimbabwean, Sheryl Nyathi, as a year-long intern with our IT team. Having excelled in her work, Sheryl marked her graduation in October by accepting a full-time role with Tradition Capital Bank, working remotely from Zimbabwe.
- **MATTERBOX MADNESS** - An annual bank-wide tradition for employees, team members packed over 3,000 healthy meals for children in the Twin Cities and Phoenix areas.
- **ANNUAL EVENT** - The Bank supported MATTER as one of the lead sponsors of their annual fundraising event. "Stand-Up for a Cause" was headlined by Zimbabwean comedian, Learnmore Jonasi, finalist on America's Got Talent.



# OTHER NOTABLE PARTNERSHIPS:

## + AMPLIFY MISSION NETWORK | [WWW.AMPLIFYMISSION.ORG](http://WWW.AMPLIFYMISSION.ORG)



**MISSION** - Amplify Mission Network connects Christian business leaders with emerging nonprofit ministries to amplify kingdom impact.

**IMPACT** - Tradition Capital Bank supported Amplify through sponsorship of their bi-monthly AMP meetings and their annual fundraising event, featuring world-renown author and speaker, Bob Goff.

## + THE DREAM INSTITUTE | [THEDREAMINSTITUTE.ORG](http://THEDREAMINSTITUTE.ORG)



**MISSION** - The Dream Institute seeks to transform people's lives by giving them a place to heal and build a solid foundation for the future. Their goal is ending human trafficking and rebuilding lives.

**IMPACT** - Tradition Capital Bank supported the Dream Institute through sponsorship of their annual golf fundraiser as well as their annual Celebration of Christmas event.

## + HOPE ACADEMY | [WWW.HOPEACADEMYMPLS.ORG](http://WWW.HOPEACADEMYMPLS.ORG)



**MISSION** - Hope Academy is a K-12 school that fosters hope in God within the inner-city of Minneapolis by providing a remarkable, God-centered education.

**IMPACT** - Tradition Capital Bank supported Hope Academy as a sponsor of their 25th Anniversary gala.

## + JUNIOR ACHIEVEMENT NORTH | [WWW.JANORTH.ORG](http://WWW.JANORTH.ORG)



**MISSION** - Junior Achievement prepares young people with the skill set and mindset to build thriving communities through experiential learning focused on financial literacy, career readiness, and entrepreneurship.

**IMPACT** - Tradition Capital Bank partnered with Junior Achievement to bring quality hands-on educational experiences to elementary, middle school, and high school students throughout the Twin Cities and Phoenix through regular employee volunteerism with their J.A. In a Day, Biztown, and Finance Park programs.

## + MN ADULT & TEEN CHALLENGE | [WWW.MNTC.ORG](http://WWW.MNTC.ORG)



**MISSION** - MN Adult & Teen Challenge seeks to assist men, women, and teens in gaining freedom from chemical addictions and other life-controlling problems by addressing their physical, emotional, and spiritual needs.

**IMPACT** - Tradition Capital Bank supported MN Adult & Teen Challenge through sponsorship of both their spring gala and fall women's luncheon. Additionally, employees organized a summer "Grillin' & Games" event for over 80 of their resident clients.

# MORE PARTNERSHIPS, CONTINUED:

## + SAGUAROS CHILDREN'S CHARITIES | [WWW.SAGUAROS.COM](http://WWW.SAGUAROS.COM)



**MISSION** - The Saguaros are a group of young businessmen in Arizona proudly giving back to the community and supporting local children's charities through larger than life fundraising events.

**IMPACT** - Tradition Capital Bank supported the Saguaros through sponsorship of and engagement with multiple marquee events, including the 2024 Olympiad and the annual Niteflite gala.

## + TREEHOUSE | [TREEHOUSEHOPE.ORG](http://TREEHOUSEHOPE.ORG)



**MISSION** - TreeHouse is on a mission to unleash hope in teens everywhere.

**IMPACT** - Tradition Capital Bank supported TreeHouse through sponsorship of: "Women of Hope" luncheon, "Golf for Hope" golf tournament, and their special 40th Anniversary Celebration.

## + TWIN CITIES HABITAT FOR HUMANITY | [WWW.TCHABITAT.ORG](http://WWW.TCHABITAT.ORG)



**MISSION** - Twin Cities Habitat for Humanity seeks to bring people together to create, preserve, and promote affordable home ownership and advance racial equity in housing.

**IMPACT** - Tradition Capital Bank partnered with Habitat for Humanity to rehabilitate a recently purchased housing project in the southwest metro and sent over 50 employees over the course of a week to volunteer their time to assist with construction.

## + WASHBURN CENTER FOR CHILDREN | [WASHBURN.ORG](http://WASHBURN.ORG)



**MISSION** - Washburn Center for Children seeks to nurture every child and family's well-being and full potential through transformative children's mental health care.

**IMPACT** - Tradition Capital Bank supported Washburn Center for Children through sponsorship of their annual "Dawn of Hope" breakfast as well as employee engagement in a bank-wide presentation about their resources and services.

## + YOUNG LIFE | [YOUNGLIFE.ORG](http://YOUNGLIFE.ORG)



**MISSION** - Young Life is a Christian ministry that reaches out to middle school, high school, and college students to help them grow in their faith.

**IMPACT** - Tradition Capital Bank supported Young Life through pledged support to the Scott County area, sponsorship of the Southwest Twin Cities annual golf event, and the growing Greater Minneapolis Capernaum ministry.

# BIG T FOUNDATION:

As a proud part of the vertically integrated consortium of companies known as Tradition Companies, Tradition Capital Bank supports the goal of the Big T Foundation to band together and multiply our efforts to be a force for good in our community.

Through the Big T Foundation, the Bank supported efforts with the following organizations:

- + EVERY THIRD SATURDAY
- + UNITED HEROES LEAGUE
- + GRIEF CLUB
- + WHISPERS OF HOPE
- + THE RANCH/EAGLE'S HEALING NEST
- + HOPEKIDS

# EMPLOYEE DIRECTED GIVING:

Through employee-directed grants, paid time off for volunteering, and a “double match” on employees’ charitable giving, we encourage our employees to give their time, talent and treasure in ways that are meaningful for them, and that help shape our community. In 2024, Tradition Capital Bank employees volunteered over 4,300 hours and distributed grants to 172 nonprofit organizations.

- + EMPLOYEE VOLUNTEERED **4,300** HOURS
- + ELECTED GRANTS TO OVER **170** NONPROFIT ORGANIZATIONS

The Keystone Program was something that drew me to Tradition and that I'm proud to talk about with clients and partners. One thing that sets it apart from the charitable giving at other institutions is that it's so highly driven by employee engagement. We work together to engage all TCB team members... and we have so much FUN doing it!

- KRISTI JACOBSON,  
EMPLOYEE - RELATIONSHIP OFFICER, BUSINESS BANKING



*The Free Book Buggie event at  
a local school*



# ORGANIZATIONS WE GAVE TO IN 2024:

1776 Owens Foundation  
360 Communities  
A Breath of Hope Lung Foundation  
Aim Higher Foundation  
Alex's Lemonade Stand Foundation for Childhood Cancer  
All Saints Catholic School  
Alzheimer's Association  
American Cancer Society of Minnesota  
American Foundation For Suicide Prevention  
American Red Cross  
Amor Y Vida Twin Cities  
Amplify Mission Network  
Animal Ark  
Animal Humane Society  
Aris Foundation, Inc.  
Arizona Law Enforcement Canine Association, Inc.  
Arizona Musicfest  
Ascension Catholic Church  
Best Buddies Minnesota  
Best Prep  
Bethany International  
Bethlehem Baptist Church  
Big T Foundation  
Blessed Trinity Catholic School  
Bloomington Optimist Youth Foundation  
Bolder Options  
Boys And Girls Club of Greater Scottsdale  
Breast Cancer Education Association  
Bridging  
Brighter Days Family Grief Center  
Brooklyn Middle STEAM School  
C.A.S.T.  
Campus Faith Clubs  
CAPI  
Caring For Cats  
Chabad Young Jewish Professionals  
Chanhassen Athletic Association  
Children's Minnesota  
Citizens Against Sex Trafficking (C.A.S.T.)  
Classic Gymnastics Booster Club  
College Golf Fellowship  
Community Emergency Service  
Cornerhouse  
Cranio Care Bears  
CRU  
Cystic Fibrosis Foundation  
Delano Youth Hockey Association Inc  
DinoMights  
Dream Institute  
Dream of Wild Health  
Eagan Rotary  
Edina Community Foundation  
Edina Hockey Association  
Edina Rotary Foundation  
Edina Sting Baseball Club  
El Amor De Patricia  
Elevate Hope House  
Every Meal  
Every Third Saturday  
Faithful Shepherd Catholic School

Family of Christ Church  
Farm of the Child  
Feed My Starving Children  
Feline Rescue  
Fellowship of Christian Athletes (FCA)  
Fentanyl Free Communities Foundation  
Firefly Sisterhood  
Gather And Grow Waconia United Food Shelf  
GEN Children's Charity  
Giving Voice  
Glacier National Park Conservancy  
Gopher Campfire Wildlife Sanctuary  
Grace Church of Eden Prairie  
Grace Hospice  
Green Acres Animal Rescue  
Groveland Elementary PTA  
Guild Services  
Hand In Hand Christian Montessori  
Hands Of Freedom  
Hazelden Betty Ford Foundation  
Heart Response Ministry  
Hearts 4 Henry  
Hendrickson Foundation  
Hennepin Healthcare Foundation  
Henry's Heroes  
Holes Fore Hope  
Holy Family Academy  
Hope Academy  
Hope Chest For Breast Cancer Foundation  
Hope Filled Cafe  
Hope United CDC  
Hopekids  
Hopkins Education Foundation  
Hospitality House Youth Development  
Housing First Minnesota Foundation  
Hunger Related Events  
Huntsman Cancer Foundation  
Huntsman Cancer Institute  
InSports Foundation  
Intercongregational Communities Association (ICA)  
International Justice Mission  
Jack's Basket  
Jackson Elementary School  
Jeremiah Program  
Jesus In The City Fellowship  
Joy Collaborative  
JSAW  
Junior Achievement North  
Junior Achievement of Arizona  
Kaboom!  
Leukemia & Lymphoma Society  
Life Rebuilders  
Lifeworks Services  
Littles Softball Club MN  
Live And Learn  
Lost Ones Found  
Love Inc.  
Madison Cat Project  
Mary Kay Foundation  
MATTER

# ORGANIZATIONS WE GAVE TO IN 2024:

Maui Humane Society  
Mes Amis French School And Cultural Foundation  
Minnesota Adult & Teen Challenge  
Minnesota Diversified Industries, Inc.  
Minnesota Hillel  
Minnesota Knights of Columbus Student Loan Fund  
Minnesota Neonatal Foundation  
Mission Animal Hospital  
Mount Olivet Lutheran Church  
Mount Olivet Rolling Acres  
My Very Own Bed  
National Marrow Donor Program  
Northwest Minnesota Foundation  
Oakley's Oath  
Okademy  
One Classroom  
One Good Deed  
Onward Hope  
Open Hands Foundation  
Opportunity International  
Our Lady of Grace Church  
Ovarian Cancer Research Alliance  
P.E.A.S.E. Community Foundation  
PACT Charter School  
Pancreatic Cancer Action Network (PANCAN)  
Parachute Foundation  
Paws 4 A Cause  
PGA Reach Minnesota  
Phoenix Children's Hospital  
Pinky Swear Foundation  
Prairie's Edge Humane Society  
ProAct Inc.  
Project Healing Waters  
Rachel Foundation  
Redemption Ranch Family Ministries  
Retrieve a Golden of the Midwest (RAGOM)  
Robbinsdale Women's Center  
Rockford Education Foundation  
SACA Food Shelf & Thrift Store  
Saguaros Children's Charities  
Sahuarita Food Bank  
Saint Michael Catholic Church  
Salvation Army  
Sanctuary Covenant Church  
Sanneh Foundation  
SEARCH Twin Cities  
Second Harvest Heartland  
Shakopee Diversity Alliance  
Shakopee Dollars For Scholars  
Shakopee High School Booster Club  
Shakopee Lions Club  
Shiloh Missionary Baptist Church  
Sky Sanctuary Rescue  
South Cities Church  
Southwest Christian High School  
SouthWest Options for Women  
Special Olympics Iowa  
Special Olympics Minnesota  
St. David's Center for Child and Family Development  
St. Edward The Confessor Episcopal Church  
St. Joseph School

St. Louis Park HS Band Parent Network, Inc  
St. Paul Urban Tennis  
St. Paul's Outreach, Inc.  
State Forty Eight Foundation  
Suicide Awareness Voices of Education  
Summit Academy OIC  
Superman Sam's Survival Kit  
Tanglen Elementary School  
The ARC Minnesota  
The Bond Between  
The Grief Club of Minnesota  
The Link  
The Open Door Pantry  
The Overcomer Foundation  
The Reel Hope Project  
The Retreat  
The Widow Collaborative  
Thrive AZ  
Thrive Family Recovery Resources  
Tonka Area Gymnastics Association  
TreeHouse  
Tricia's Troops Cancer Connection  
Tubman  
Twin Cities Habitat For Humanity  
Twin Cities Habitat For Humanity  
Uncommon Ministry Fund  
Union University  
United Heroes League  
Unity Catholic High School  
University of Northwestern St. Paul  
VEAP  
Verus Community  
VraniCURE  
Wallin Education Partners  
Washburn Center for Children  
Way To Grow  
West Metro Miracle League  
Westfield Homeless Cat Project  
Westgate Church  
Where Hope Lives  
Whispers of Hope  
White Bear Lake Baseball Association  
Wiggle Your Toes  
Women's Orchestra of Arizona  
World Vision  
Wounded Warrior Project  
Young Life  
Young Life Caperanum  
Youth Frontiers  
Youth On Their Own  
YWAM