



**SUSTAINABLE CLEARSTEAD
2021 IMPACT REPORT**



CONTENTS

Letter From Dave Fulton, Chairman and CEO

Our Evolution

About Sustainable Clearstead

Our Work



WE BELIEVE OUR COMMITMENT HAS MADE US A BROAD-MINDED, INCLUSIVE, AND SUCCESSFUL FIRM.

We at Clearstead are committed to being good corporate citizens. Our commitment is embedded in the fabric of our firm, through our work with clients; our employment practices; our investment manager research; our arrangements with vendors; our sensitivity to our physical environment; our relationships with the communities we serve; and our dedication to keeping Clearstead a strong and secure enterprise. We believe our commitment has made us a broad-minded, inclusive, and successful firm, and is inseparable from our mission to help clients meet their financial objectives and build lasting legacies for themselves, their families, and their communities.

In 2020 we recognized our longstanding initiatives formally, and established Sustainable Clearstead, an umbrella for our various endeavors. Sustainable Clearstead comprises our Diversity & Inclusion Council; EmpowHER, our women's initiative; the Clearstead Foundation; the Clearstead Scholarship Fund with the Ohio Foundation of Independent Colleges; and the volunteer efforts and civic board service of our partners and employees. This 2021 Sustainable Clearstead Impact Report describes these activities, among others.

We are grateful for your support and business and hope our Impact Report will give you a glimpse into the kind of firm we are and strive to be.



David C. Fulton, Jr., CFA

Chairman and CEO

OUR EVOLUTION



60%

Increase in Minority Employees

50%

Department Leadership are Females

2021 TODAY

\$100,000+

In Charitable Contributions in 2021

3X

Number of Female Partners

2X

Women on Board of Directors

ABOUT SUSTAINABLE CLEARSTEAD

Clearstead recognizes the importance of not only being a steward of client capital, but of being a responsible corporate citizen. This means delivering on our corporate social responsibility by upholding our commitments to all stakeholders, including clients, employees, and the broader community in which we operate.

MISSION

Sustainable Clearstead's mission is to ensure the viability of the firm, invest in our future, and mitigate risk.

VISION

We aim to create a sustainable firm that can help our clients achieve their objectives now and in the future.

- Diversity, Equity, & Inclusion Initiatives
- EmpowHER
- Recruitment & Development
- Sustainable Suppliers
- Cybersecurity & Business Continuity

- Clearstead Foundation
- Firm Volunteer Work
- Employee Board Service



- Sustainable Investing
- Paradigm Institutional Investments

OUR WORK

OUR FIRM

The Diversity & Inclusion council leads the overall diversity and inclusion efforts at Clearstead and fosters a shared culture of accepting, respecting, and valuing differences that include age, race, gender, ethnicity, religion, sexual orientation, ability, language, family circumstances, diversity of thought and cultural backgrounds. The Council aims to foster an environment that enables staff and clients to feel empowered, valued, respected, and safe as well as cultivate a diverse and inclusive staff.



2021 Key Initiatives

Together with the Greater Cleveland Partnership, the Council participated in an Equity & Inclusion Organization Assessment that helped the Council identify strengths and weaknesses around diversity, equity, and inclusion (DEI).

Also launched this year was an assessment of managers we recommend. As part of our investment manager due diligence process we incorporated a DEI evaluation designed to track a number of DEI statistics and characteristics of each investment manager. We also began an underrepresented manager project, where we evaluated several minority or women led or owned investment managers, ultimately adding many of those firms to our approved investment managers list.

Employee Education & Development

In previous years, the Council has organized Unconscious Bias training and movie discussions to encourage dialogue on diverse issues. In 2021, the Council also sponsored an internal employee Panel discussion, where three of our employees shared their experiences as members of minority or often marginalized groups.

Monthly resources are also available to Clearstead employees on our Diversity & Inclusion Council intranet page, which includes videos and articles on diverse topics and important monthly observations and calendar dates that represent all backgrounds.

OUR FIRM

EmpowHER seeks to recruit, develop, and retain the women of Clearstead. While the COVID-19 pandemic posed many challenges, the group sustained several 2021 initiatives and events.

EMPOWHER



clearstead

Internally, EmpowHER sponsored Lean In Circles and a Story Club that meets quarterly to discuss topics pertinent to professional women. They also celebrated International Women's Day on March 8th by asking the firm to identify and honor their "SHEro" (a woman who persists against all odds).

In June, EmpowHER held an event honoring 101 years of the Suffragettes Movement, which included a performance by actresses portraying historical women and a panel about women in politics, finance, and law. In October, they hosted their Annual Luncheon as a hybrid event featuring Tami Longaberger, who spoke about the importance of balancing grit with grace and expressing gratitude for how far we have come. To support Tami's charitable efforts, EmpowHER partnered with women's groups from two other Cleveland firms to send sewing kits to female Afghan refugees.

EmpowHER's Fundraising efforts for the year totaled \$1,500 for the Greater Cleveland Food Bank, which was matched through the Clearstead Foundation, for a total of \$3,000.



OUR FIRM

Human Resources & Recruitment

Clearstead is committed to cultivating a diverse workforce and inclusive environment. To attract diverse talent, we audited our job ads for inclusive language, ensuring that we are not excluding qualified candidates through our job descriptions. We also used targeted diversity websites to expand our pool of candidates.

To foster a more diverse candidate pool in the financial industry, we hired diverse interns for the summer of 2021 and launched the Clearstead Scholarship through the Ohio Foundation of Independent Colleges (OFIC) for talented students of color. Through these efforts, we intend to increase the potential for diverse employees in finance. We also revised our Work From Home policy and flexible hours to accommodate the diverse needs of our employees.

Sustainable Suppliers & Facilities

Clearstead is committed to dealing with diverse suppliers and vendors. We sent questionnaires to these groups to assess their diversity and inclusion make up, as well as assess how we can encourage our vendors and suppliers to participate in these efforts both within and outside their companies. We hope this will keep us mindful of the companies we engage with in the future.

Additionally, Clearstead has done away with disposable silverware, cups, and plates within our offices. In 2020, the firm also began offering a lunch program to employees through a local, sustainably focused company that reuses containers and silverware to eliminate unnecessary waste.

Cybersecurity & Business Continuity

Clearstead's most valuable resource is data and understands its fiduciary duty to protect Client's confidential information and interests. Clearstead has taken a proactive approach to ensuring that its personnel, policies and security measures are robust enough to protect our client's information and ensure a continuous level of service.

OUR WORK WITH CLIENTS

Sustainable Investing

Clearstead applies the same rigorous, institutional investment approach regardless of whether Sustainable Investments are included in clients' portfolios. We lead the process to educate, identify objectives, determine approach, construct portfolios, and provide reporting and risk management. We can help clients evaluate ESG, SRI, and Impact investing strategies.

Currently, over \$200 million of our assets under advisement are invested in sustainable strategies identified by our Investment Office.

Supporting Minority-Owned Businesses

Paradigm Institutional Investments is one of the only minority-owned investment advisors in Cleveland. They guide clients towards fiduciary excellence and achieving their objectives, while striving for positive change to diversity and inclusion in the investment industry. Paradigm also created the Inclusionary Investment Portfolio ("TIIP") as way for investors to implement inclusionary investing in their portfolios. Clearstead serves as a Sub-Advisor to Paradigm, who uses the firm's full resources to serve clients.



**PARADIGM
INSTITUTIONAL
INVESTMENTS**

OUR COMMUNITY ENGAGEMENT

Clearstead Foundation

The Clearstead Foundation was Launched in 2020 to support our non-profit clients and communities through charitable giving. In 2021, the Clearstead Foundation made over \$30,000 in grants.

Clearstead Scholarship

In 2021, our D&I Council announced an annual scholarship with the Ohio Foundation of Independent Colleges (OFIC). The Clearstead Scholarship will help talented students of color pay for their education and open the opportunity for internships and employment with donors such as Clearstead. By 2023 we expect to have three students receiving Clearstead Scholarships.

Engagement in Diverse & Community Programs

Eight Clearstead employees went through the vetting process to become mentors through the College Now Mentoring Program, which aims to support retention, persistence, and graduation of students who are eligible for and have secured financial aid through the organization in Northeast Ohio.

Firm Volunteer Work & Employee Board Service

We encourage employee Board service and have several employees who serve on prominent civic, endowment, and foundation boards across Cleveland. We also have an active partnership with Business Volunteers United (BVU, Inc.), which has resulted in five of our shareholders being placed on civic boards.

Our firm also organizes volunteer opportunities through local organizations, including Providence House and the Greater Cleveland Food Bank. In 2021, our employees completed more than a combined 3,000 hours of volunteer service.





LEARN MORE AT
[CLEARSTEAD.COM/
SUSTAINABLE](https://clearstead.com/sustainable)

