

PROFILE

# Diversity, Equity & Inclusion: A Holistic Approach

Diversity, equity, and inclusion efforts are integrated into everything we do, from growing our firm, to sourcing and monitoring investment managers, to forming relationships with clients and the investment industry as a whole.

## Our Commitment

Prime Buchholz is committed to supporting and promoting diversity, equity, and inclusion (DEI) across our firm, industry, and community in recognition of the immeasurable benefits and based on our strong belief that it's the right thing to do.

In recent years, we have redoubled our efforts to increase diversity at our firm, to promote DEI principles in our communities, to provide clients with the resources needed to build more diverse portfolios, and to engage the broader investment industry to improve opportunities for women, racial, ethnic, and other minorities.

Our DEI Council was constructed in 2019 to formalize our firm's holistic approach to DEI. The Council's strategy is multi-faceted, overseeing working groups to address:

- Talent acquisition
- Employee engagement and retention
- Diversity investment solutions
- Supplier diversity
- Community engagement



From left to right are former ESG intern Hien Phan and DEI Council members Lifan Yang and Catherine Powers.

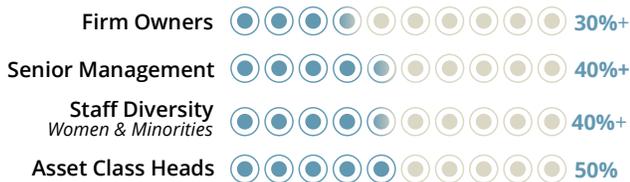
This profile was created to outline our efforts to positively influence our communities, clients, and industry in the areas of DEI, as well as report on the progress we have made toward our goals.

## Our Firm

Our people are truly our greatest asset. With this in mind, we strive not only to be an employer of choice for all populations but to build lasting relationships with our staff. We believe this comes from nurturing a culture that values and actively gives voice to the varying perspectives our employees bring to the table.

Since 2016, we have expanded ownership to include 30 additional employees, of which 11 are women. As a whole, women and minorities make up more than 40% of our employee base. This includes 30% of our owners, 40% of senior management, and 50% of our asset class heads. These statistics lead our overall industry.

### Diversity at Prime Buchholz



While ethnic minorities make up only 8% of our staff we are taking steps to enhance our recruiting efforts and engage with and develop our employees. We seek to build a staff that is diverse in racial, ethnic, cultural, religious, and service backgrounds, of varying ages, genders, orientations, and abilities, which is reflected in our equal-opportunity recruiting process.

We utilize multiple resources in an effort to recruit more diverse candidates, including Toigo Foundation, 100 Women in Finance, National Association of Securities Professionals, Handshake, and Diversity.com. In addition we implemented a diverse internship program that promotes women and people of color in finance and we believe will serve as an important hiring pipeline.

In an effort to engage our employees on DEI issues, we committed to DEI training programs for both leadership and staff, established DEI roundtable/discussion groups, and will survey all employees to gain perspectives on our culture and community, work/life balance and engagement. We developed a mentorship program with the intent to identify interests, develop talent, and increase collaboration across the firm. We also launched an internal social media platform dedicated to engaging and supporting employees across a wide spectrum of topics, including a forum dedicated to developing solutions for working parents.

This commitment to continual learning and improvement and access to these invaluable resources places our firm in an excellent position to continue improving our diversity.

### Our Community

We encourage diversity outside of our walls as well. In that vein, we invest in and engage with communities and support organizations that seek to serve underrepresented and underserved constituencies.

Our pillars of community engagement include equality and social justice, as well as financial and economic inclusion—which we proactively support through direct participation, content generation, and sponsorship of initiatives such as the NH Summit for Systemic Inclusion and Investing for Racial Equity. Prime Buchholz is a founding member of the

Our people are our greatest asset, which is reflected in our culture and the relationships we share with our valued, mission-minded client partners. We are committed to growing as a diverse firm, which will only strengthen that culture.



**Bill McCarron | President**

Diversity Workforce Coalition (DWC), launched in 2012 by a group of employers and community members seeking to promote DEI in the workplace through education, networking, and training. Our DEI Council chair and director of engagement, is an active member of DWC's Board of Directors and several of our staff members contribute in the efforts to fulfill DWC's mission.

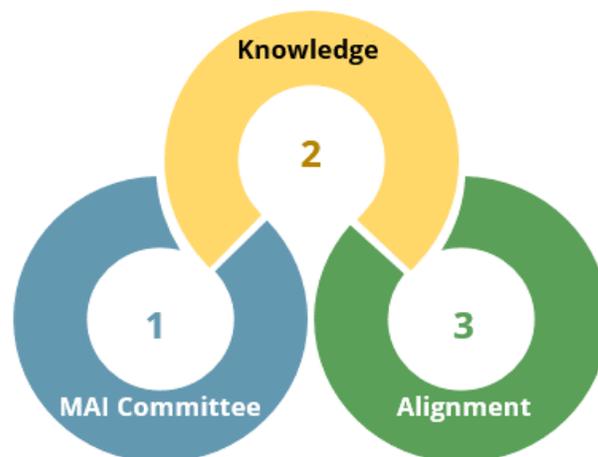
In 2019, Prime Buchholz funded and supported our DEI Chair's successful completion of the Georgetown University Executive Program in Strategic Diversity and Inclusion Management. This program expanded our network and provides the firm with fresh perspectives, strategies, and techniques in refining our DEI approach.

Our investment professionals are also active in local communities serving as role models, engaging on financial literacy, and promoting the investment industry, in an effort to encourage the next generation of investment professionals.

These outreach efforts are also integrated into the firm's business operations. We make DEI a priority as we hire vendors and suppliers, proactively seeking women- and minority-owned businesses.

## Our Clients

We believe a client's mission is intrinsic to its investment program. How mission alignment manifests in a client's investment portfolio will vary greatly by institution. We work with clients that have made great strides in addressing acute social issues



### How We Bring Mission-Aligned Investment (MAI) Solutions to Clients

- 1** MAI Practice – We guide clients through mission-aligned portfolio structure and implementation.
- 2** Knowledge – We survey nearly 350 recommended managers annually to determine woman/minority ownership and representation on management and investment teams.
- 3** Alignment – We seek firms with histories of advancing women and minorities in leadership and providing access to capital and/or beneficial products/services to underrepresented communities.



There's a lot of progress left to be made concerning DEI in the workplace, and we recognize that progress is impossible without action. We are holding ourselves accountable for taking that action now and in the future.

**Valentina Dingle** | DEI Council Chair and Director of Diversity and Engagement

From the top down, it is evident that the firm is investing time, energy, and resources to ensure that all voices are heard. These are critical DEI efforts that benefit us all.

**Marcus Gray | DEI Council Member and Performance Analyst**



and supporting gender and racial diversity through their investment portfolios.

For one of our clients, a prominent HBCU, we have partnered with the investment committee to identify firms and strategies led by African-Americans. We also actively survey and engage with the other managers in their portfolio to hold them accountable for diversity and inclusion. In an effort to deepen our partnership, we are developing an internship program with the university and working with the business school to find ways to broaden its networks in finance and investment management. We have developed a number of analytical tools that provide information to support our clients' DEI decision-making. Our annual survey of recommended managers provides our clients with insight into the gender and ethnic diversity of the managers in their portfolios, as well as DEI practices and initiatives.

Through our client portal, clients are able to interact with their ESG and DEI portfolio data. We recently developed functionality that illustrates the diversity impact made by potential portfolio decisions. The tool shows the total portfolio diversity impact of proposed flows between investment managers as it relates to ownership, senior management, and the investment team. (These reports are currently available via traditional reporting packages with the intent to provide this functionality to clients via the portal in 2021.)

This unique insight allows clients to make informed decisions on the managers they include in their

portfolios, and to promote diversity on a larger scale by communicating their DEI goals to the investment industry.

## Our Industry

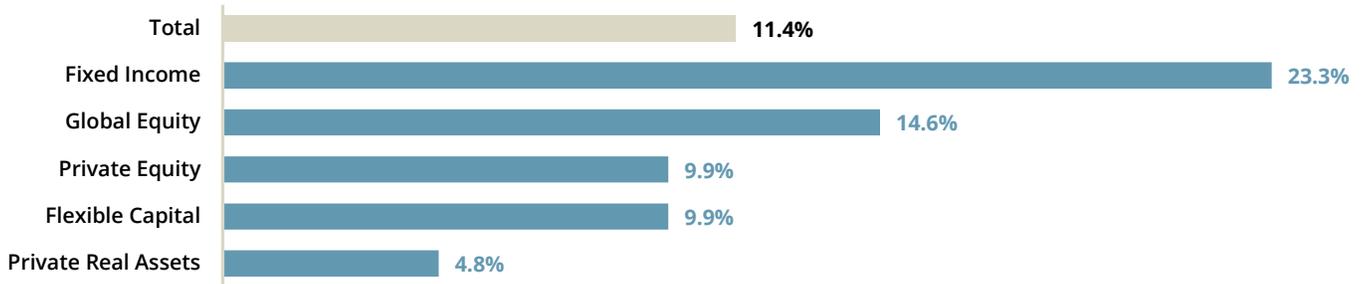
Promoting DEI at Prime Buchholz also extends to our pipeline of investment managers and the investment industry as a whole.

For investment managers, this includes a diversity assessment as part of our initial due diligence and ongoing assessment of managers across all asset classes. We actively engage all of our recommended managers on efforts to expand and promote diversity in their firms and the companies in which they invest. We also seek managers, both established and emerging, that we believe are exemplary in their diversity.

### Assessing DEI of Investment Managers *A Holistic View of Important Factors*



## Diversity Data for Prime Buchholz-Recommended Managers



*Diverse-owned firms are defined as those with 25% or more representation by minorities or women at the ownership level. Some managers included in these numbers are unable to provide or collect diversity data. Data as of September 30, 2020.*

Diverse populations have long been under-represented in the investment industry. We believe joining forces with like-minded partners can amplify our efforts. Prime Buchholz is a founding member of the Intentional Endowment Network (IEN) and sits on IEN's Working Group on DEI, which aims to educate and support endowments in considering DEI factors at all levels of the investment process.

Other organizations play a key role as representative partners or valuable industry resources, including 100 Women In Finance, National Association of Securities Professionals, Mission Investors Exchange, UN Principles for Responsible Investment, Diverse Asset Managers Initiative, and the Forum for Sustainable and Responsible Investment.

By engaging with investment managers directly and supporting these leading organizations, we believe

that we can be an integral spoke in the wheel of change.

## Our Path Forward

While we are proud of the progress we have made as a firm, we recognize we still have work to do—both in terms of the diversity of our firm and in our role as a resource for our clients, industry, and community.

We are committed to expanding and improving the tools we offer clients seeking to build diverse portfolios and achieve their DEI goals.

We pledge to continually learn and improve and are heartened by the words of the late Supreme Court Justice Ruth Bader Ginsburg: "Real change, enduring change, happens one step at a time."

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**TO LEARN MORE:** Please see our Investment Perspective, [The Diversity Dynamic](#), which reviews the state of diversity in the asset management industry and provides guidance for investors seeking to promote diversity. If you have any questions about our DEI efforts, please contact Val Dingle at [valentina.dingle@primebuchholz.com](mailto:valentina.dingle@primebuchholz.com).