

FOR IMMEDIATE RELEASE



January 7, 2025

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**TRUENORTH ANNOUNCES ANNUAL GIVING MILESTONE
AND THE LEGACY FOUNDATION'S
THIRD ANNUAL FOUNDERS FUND RECIPIENT**

(Cedar Rapids, Iowa, January 2025) - TrueNorth Companies, L.C., a closely and privately held risk management and insurance brokerage firm headquartered in Cedar Rapids, Iowa, announced at their December all-colleague meeting that the firm's annual community impact efforts exceeded \$1.3 million in donations in 2024, surpassing the organization's million-dollar philanthropic landmark in 2023. These funds came through various channels, including TrueNorth and First MainStreet's community impact funds, quarterly colleague-led fundraising efforts, the firm's colleague match program and the TrueNorth Legacy Foundation, ultimately impacting over 350 nonprofit organizations throughout the United States.

During the annual meeting, TrueNorth's Legacy Foundation also awarded its third annual Founders Fund Award. The award recognizes one TrueNorth colleague for their exceptional commitment to a nonprofit through volunteerism and other means. The 2024 honoree is Claims Specialist, Teri Krumm, recognized for her work with Sleep in Heavenly Peace (SHP), a local chapter of an international nonprofit with a mission to ensure every child in Linn County has a bed to call their own.

"The intention of the Founders Fund is to recognize colleagues who are stepping up to be there for their families and clients while making a difference in the community." said Matt Evans, TrueNorth Legacy Foundation Board President. "Honoring the philanthropic spirit of our six founding members, this annual award offers our colleagues a platform to shed light on good work and secure funding to further the organization's mission."

In addition to colleague recognition, the Legacy Foundation's Founders Fund contributes \$10,000 to the chosen cause in recognition of the appointed colleague's commitment. "Throughout her tenure at TrueNorth, Teri has made a tremendous impact on TrueNorth's Community Outreach efforts," said Anne Parmley, TrueNorth's Community Impact Director. "She really is a role model to other colleagues and has inspired us all to support and uplift the causes that matter to us."

The Founders Fund completes TrueNorth Legacy Foundation's 2024 grant cycle. In September of last year, TrueNorth announced the distribution of \$540,000 to various community causes. Grant recipients are chosen based on three key criteria: 1) a need and future vision for a transformational gift; 2) alignment with the Legacy Foundation's core pillars of children and education, vibrant communities, emergency response and preparedness; 3) a champion from within TrueNorth's colleague base.

This announcement reinforces TrueNorth's longstanding commitment to community stewardship, being a resource and a quest to positively impact millions of lives. Learn more about this year's Founders' Fund nonprofit recipient:

<https://vimeo.com/truenorthinsure/2024foundersfund>.

ABOUT TRUENORTH

TrueNorth® Companies, L.C. is a risk management and insurance brokerage firm focused on creating value for our clients, colleagues and communities. The organization is designed to maintain its closely held and privately held business model supported by an organic growth and internal perpetuation strategy. TrueNorth is headquartered in the Midwest with offices in Iowa, Illinois and Colorado and colleagues located in over 20 states across the nation. Learn more at truenorthcompanies.com.

ABOUT THE TRUENORTH LEGACY FOUNDATION

Established in 2021, TrueNorth Legacy Foundation is a private foundation that furthers TrueNorth Companies' commitment to community, honoring and perpetuating the philanthropic legacy of our founders for years to come. We take great pride in ensuring grants are provided to causes demonstrating future vision and transformational projects that will enhance organizational impact and address community needs. To learn more, visit www.TNLegacyFoundation.org.