

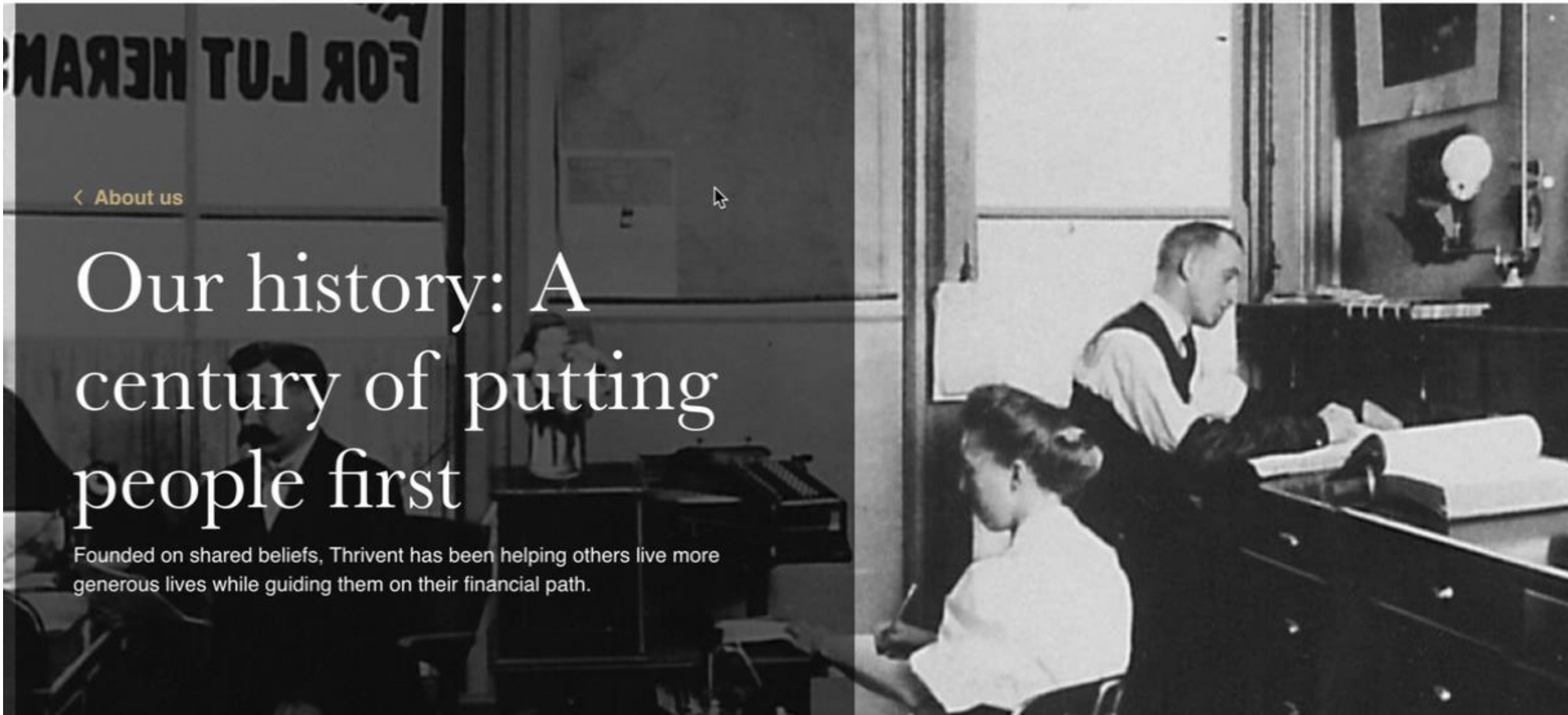
Being a Purpose-Driven Company

Steve Prentice
VP, Client Insights & Strategy



thrivent

thrivent



[< About us](#)

Our history: A century of putting people first

Founded on shared beliefs, Thrivent has been helping others live more generous lives while guiding them on their financial path.

2020

Our Purpose, Promise, Principles & Values

Purpose: Why we exist

We believe humanity thrives when people make the most of all they've been given.

Promise: What we exist to do

We help people achieve financial clarity, enabling lives full of meaning and gratitude.

Principles: How we uniquely deliver

Fusion of finance and faith

Money is not a goal but a tool. By inspiring generations to make financial choices guided by Christian values, we provide the expertise and support enabling our clients to take care of themselves and others.

Inspiring generosity

Actions speak louder than words. With the help of our proven programs, products, and advice, our colleagues' and clients' generosity and impact amplify.

Invested in one another

Everything we do is in service of our clients. Our unique business model enables a client-focused, long-term view to all we do and the investments we make, helping individuals and their communities thrive.

Simply transparent

Trust is built on transparency and honesty. We are committed to providing simple, clear and meaningful experiences that are in the best interest of those we serve.

Values

We live in service

We serve our clients and unique communities with the same passion we show each other, committing in heart and mind to put empathy and care into action.

We act as one team

We understand and treasure the responsibilities we're given, holding ourselves and each other accountable to ensure we deliver on the promises we make.

We think big

We keep an open mind. By staying curious and welcoming diverse perspectives, we anticipate needs, have the courage to take smart risks, and make bold decisions.

We do what's right

We treat each other with respect and honesty. By acting with integrity, we build trusted relationships and do right by the communities we serve.

We get things done

We take initiative, act with urgency and use good judgment to adapt to challenges along the way, making each other better and getting more done.



To empower lives of service and faith

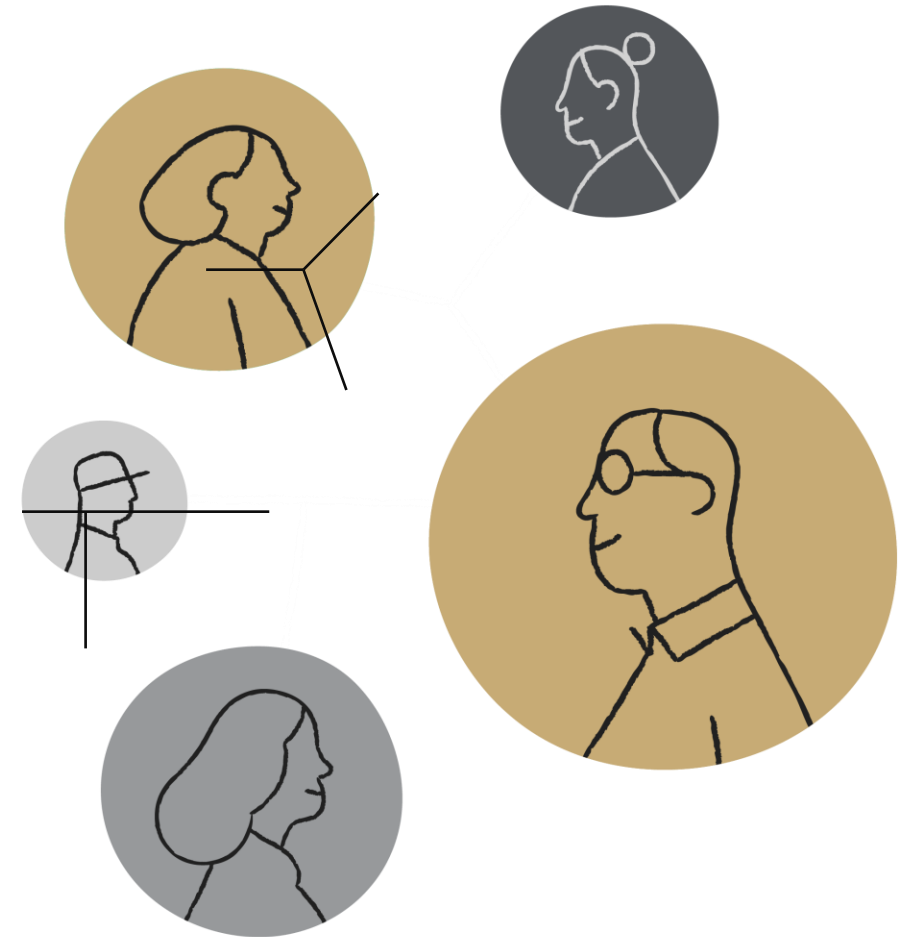
helping people **grow in
their financial lives.**

&

finding ways to create
benefit to others.

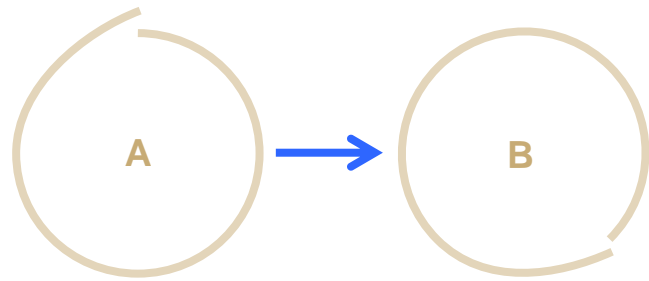
Five things we learned from refining our purpose

1. Don't overcomplicate it
2. You need to be great at what you do
3. Must be found, not created
4. Easy to remember and live out
5. Can be your beacon and your filter



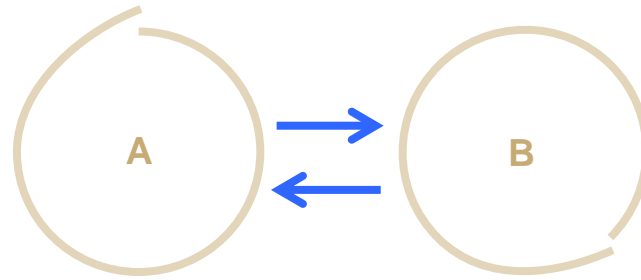
Purpose-based partnerships

Our emphasis on strategic partnerships puts purpose at the center



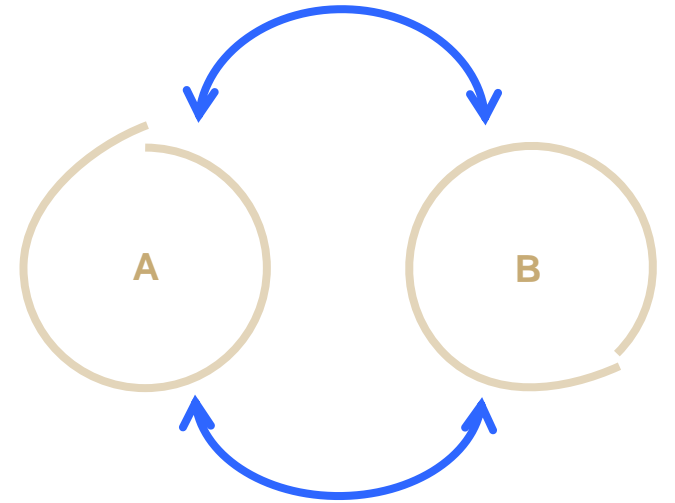
Donor Relationship

Charitable Giving



Sponsor Relationship

Transactional



Partner Relationship

Purpose Based

Twins, Thrivent deal means baseball fans will help decide where \$200K in charitable donations go

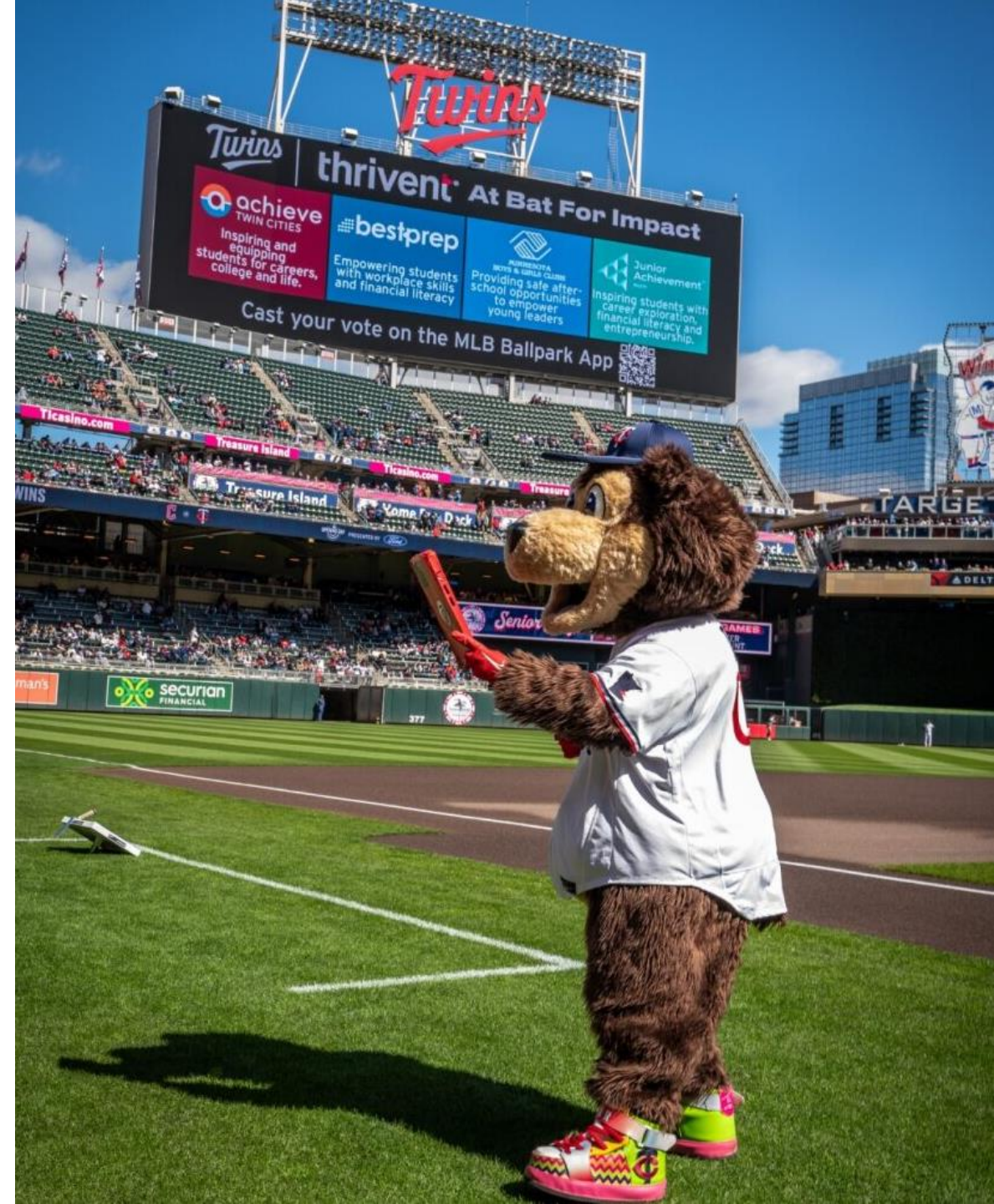
As part of its agreement with the Twins, Thrivent also receives naming rights to Target Field's 3,000-seat club level and becomes the presenting sponsor of the Twins' annual season ticket plan.

By Nick Williams
The Minnesota Star Tribune

MARCH 27, 2024 AT 7:18AM



Crowd inside Target Field, fans will be able to use the MLB Ballpark app to vote on how much money nonprofits receive from the Twins and Fortune 500 financial services organization Thrivent. (Alex Korman/ The Minnesota Star Tribune)





AT BAT FOR IMPACT
 AMG 13, 2024
 EVERY M&AL
 PAY TO THE ORDER OF
 \$15,000.00
 FIFTEEN THOUSAND AND 00/100 DOLLARS
 AT BAT FOR IMPACT MN TWINS - THRIVENT

AT BAT FOR IMPACT
 AMG 13, 2024
 COOK & CART
 PAY TO THE ORDER OF
 \$17,000.00
 TWELVE THOUSAND AND 00/100 DOLLARS
 AT BAT FOR IMPACT MN TWINS - THRIVENT

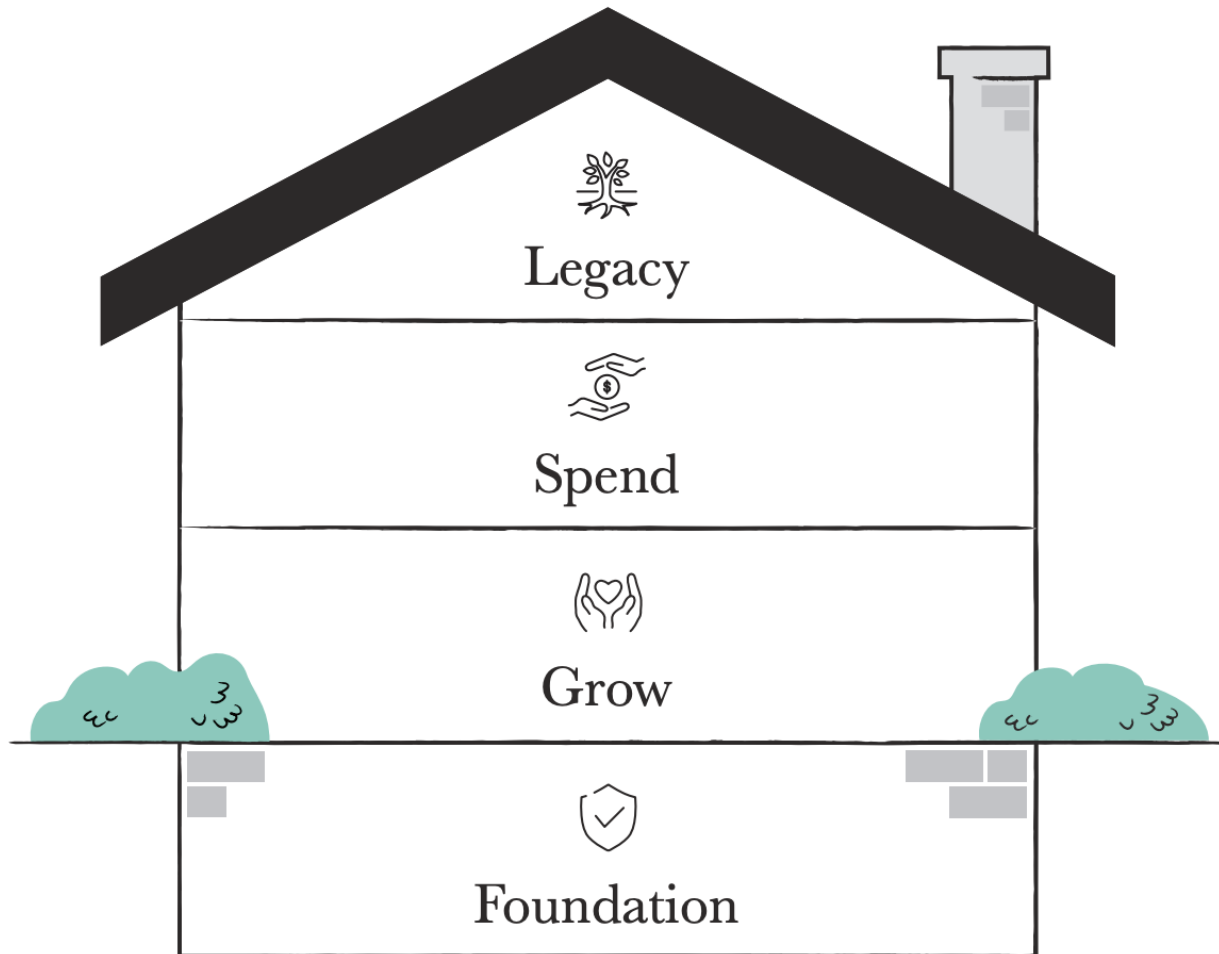
AT BAT FOR IMPACT
 AMG 13, 2024
 ROOTS FOR THE HOME TEAM
 PAY TO THE ORDER OF
 \$5,000.00
 FIVE THOUSAND AND 00/100 DOLLARS
 AT BAT FOR IMPACT MN TWINS - THRIVENT

AT BAT FOR IMPACT
 AMG 13, 2024
 APP&TIG FOR CLEANWATER
 PAY TO THE ORDER OF
 \$8,000.00
 EIGHT THOUSAND AND 00/100 DOLLARS
 AT BAT FOR IMPACT MN TWINS - THRIVENT

Shifting from product sales to holistic,
purpose-based advice

Build your financial house

Start with the blueprint and make it your dream home.



Generosity can show up in all levels of the house, using your time, talents and treasures to support a cause, and/or participate in events that matter to you.

Ask your clients:

- *How does generosity and charitable giving play a role in your financial decisions today?*
- *Is that different from how you would like it to in the future?*



Thank you!

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