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RiverFront Investment Group Partners with Liberation Veteran Services to Provide Housing & Case Management Services to Local Veterans in Need

LIBERATION VETERAN SERVICES RECEIVES \$25,000 GRANT AS THE RIVERFRONT 2024 CHARITABLE GIVING PARTNER

RICHMOND, VA | JANUARY 25, 2024 – In a check presentation ceremony on January 24th, [Liberation Veteran Services](#) (LVS) became the official 2024 Charitable Giving Partner for RiverFront Investment Group. The partnership includes a \$25,000 donation and a commitment to volunteerism throughout 2024. RiverFront's donation will cover room and board and intensive case management services to local homeless veterans in need. LVS's mission is to offer homeless Veterans the care, resources and stability needed to rebuild their lives.

"On behalf of our board, staff, and most importantly the brave veterans we serve, I want to offer my sincerest gratitude to Riverfront Investment Group," said Jay Patrick, President & CEO of LVS. "This reward and recognition have a tremendous impact on an organization of our current size and life span. Many who support our troops have never heard of us, and this gets us one step closer to connecting with an entire new group of volunteers and supporters. The financial investment is also paramount because it will help us operationally to support our case managers which are the nucleus of our program. Thank you again for your support and belief in LVS."

"Giving back to our communities is one of our passions and from the moment our associates heard from LVS, we wanted to get involved," said Stephanie Hathaway, a Sr. Marketing Coordinator and Chair of RiverFront's REACH committee. "Their flexible approach, meeting our veterans where their needs lie, is unique and helping to end veteran homelessness. We look forward to an impactful partnership, fostering the mission of LVS to support local veterans."

RiverFront's [Charitable Giving Partner](#) program, now in its 12th year, selects a non-profit organization annually based on associate nominations. RiverFront continues to engage past charitable partners through on-going volunteer and monetary support. The program is part of RiverFront's larger commitment to respect, support and serve its community which included hundreds of volunteer hours and over \$98,000 in donations to more than thirty non-profits in 2023.

ABOUT LIBERATION VETERAN SERVICES: LVS serves homeless Veterans. We operate a "Low Demand" program which means we work with Veterans who are the most vulnerable and have the most severe barriers: addiction/substance abuse/chronic mental health conditions. Our admission barriers are low, so no Veteran is left behind. With thirty-eight beds, we are the largest such program in the USA and the only one in Virginia. There is not a "one size fits all" approach when working with homeless Veterans, and we have created a proven model that restores life, hope and dignity. Our primary objective is to work with a Veteran to develop a plan that results in affordable, sustainable, permanent housing. As a 501(c)(3) non-profit organization, we look to generosity of the community to help us help our Veterans. Learn more about supporting LVS at <https://www.lvsrva.org/>.

ABOUT RIVERFRONT: RiverFront Investment Group is a global asset manager focused on Process over Prediction – a dynamic investment approach driven by a systematic, repeatable methodology. The firm provides flexible, risk-managed solutions for a range of investment objectives and risk tolerances. RiverFront is affiliated with Robert W. Baird & Co. Incorporated ("Baird"), member FINRA/SIPC, from its minority ownership interest in RiverFront. RiverFront is owned primarily by its employees through RiverFront Investment Holding Group, LLC, the holding company for RiverFront. Baird Financial Corporation (BFC) is a minority owner of RiverFront Investment Holding

Group, LLC and therefore an indirect owner of RiverFront. BFC is the parent company of Robert W. Baird & Co. Incorporated, a registered broker/dealer and investment adviser.

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