

FOR IMMEDIATE RELEASE

RiverFront Investment Group Partners with Peter Paul RVA to Support, Educate, and Empower Children and the Community

PETER PAUL RVA RECEIVES \$25,000 GRANT AS THE RIVERFRONT 2026 CHARITABLE GIVING PARTNER



RICHMOND, VA | JANUARY 23, 2026 – In a check presentation ceremony on January 21st, [Peter Paul RVA](#) became the official 2026 Charitable Giving Partner for RiverFront Investment Group. The partnership includes a \$25,000 donation and a commitment to volunteerism throughout 2026. Part of RiverFront’s donation will be used to strengthen the Youth and Family Engagement Programs offered by Peter Paul RVA. The investment will ensure that children, families, and neighbors have the resources, relationships, and support needed to thrive.

“This investment from RiverFront Investment Group will have a direct and lasting impact on the children and families we serve in Richmond’s East End,” said Megan Miller, Director of Philanthropy at Peter Paul RVA. “Through this partnership, students will gain access to critical literacy and STEAM resources, families will experience deeper connection and support, and RiverFront associates will become an active part of our East End community. We are deeply grateful for RiverFront’s commitment to walking alongside our neighbors and helping create opportunities for young people to thrive.”

“When we formed RiverFront almost two decades ago, one of our specific goals was to consistently lend our support to worthy non-profit organizations across Richmond”, said Chris Konstantinos, RiverFront’s Managing Partner. “In 2026, we are thrilled to be partnering with Peter Paul RVA. The crucial work they do in nurturing the social and emotional development of children is a cause near and dear to our hearts. In addition to our monetary contribution, we are looking forward to lending time to the cause to help them more widely and deeply impact kids in our community.”

RiverFront’s [Charitable Giving Partner](#) program, now in its 14th 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 many volunteer hours and over \$100,000 in donations to more than thirty non-profits in 2025.

ABOUT PETER PAUL RVA: John Coleman, a native of Richmond serving the community, founded the Peter Paul Development in 1979 as a nonprofit organization, housed in the heart of Richmond’s East End. Today, John Coleman’s legacy lives on in Peter Paul’s mission to support the residents of Richmond’s East End community and educate its children, equipping them to serve as positive contributors to their family, community, and society. Peter Paul RVA is developing new ways to serve the community by providing after school programs, summer enrichment opportunities, family resources, and community engagement activities that support the academic, social, and emotional development of the East End Richmond community. As a 501(c)(3) non-profit organization, Peter Paul RVA has many volunteer opportunities available for those individuals looking to uplift those in need. Learn more about supporting Peter Paul at <https://www.peterpaulva.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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