

# DIVERSITY, EQUITY AND INCLUSION (DEI) INITIATIVE

## Why DEI Matters to Us

- Differences in life experiences leads to unique perspectives. We believe a broader collection of unique perspectives would greatly benefit the investment industry.
- Many more perspectives could be included in the industry if there were a greater commitment to generating and nurturing interest at younger ages.
- We believe the right resources provided in the right places can meaningfully increase and nurture interests, broadening talent pools from which to fill open opportunities and ultimately benefiting the entire industry.

## How Our DEI Initiative Works

Heartland Advisors and its founder, Bill Nasgovitz, have a long history of supporting young minds throughout the region, including sponsorship of SecureFutures' Money Path, an innovative financial literacy platform that supports thousands of students, including many in underserved communities throughout Wisconsin. As part of that tradition, Heartland is committed to increasing awareness of opportunities in the Milwaukee and Madison investment industry and expanding the pool of available candidates through a strategic program of networking and mentorship. This involves:

- **Annual Scholarship/Financial Support.** Each year Heartland provides financial support and/or scholarships to Marquette University (focusing on the AIM program), UW Milwaukee (the IMCP program), and UW Madison (the ASAP program) to establish methods to assist underrepresented students who have expressed an interest in investment management careers.
- **Mentoring Program.** Heartland assigns a Team Member to serve as the mentor at each of these Universities, with the goal of:
  - ◆ Engaging with students through informal discussions, lunches, and invitations to local events.
  - ◆ Introducing students to the Heartland team and other professionals in the Milwaukee and Madison investment communities.
  - ◆ Assisting with identifying other potential candidates.
  - ◆ Maintaining an ongoing relationship with the Universities and identifying other opportunities to expand this initiative.

Through these efforts, our hope is to increase the diversity of the talent pool in the investment industry in a meaningful way. A greater level of diversity earlier in the process will create more opportunities for underrepresented groups and build a stronger, more effective workplace for financial firms in the future.

