Having celebrated our Golden Birthday on January 18, 2017, I'm inspired as I look back on the last 17 years and the significance our Corporate Social Responsibility (CSR) efforts have had on our local communities and employees. The Social Responsibility core value is as integral and valued in our company as the dynamic solutions we provide to our clients. I hope our 2016 CSR Annual Review, which highlights the unique ways our employees go above and beyond to make a positive global difference, will inspire you too.

With nearly 600 employees worldwide, we work with a diverse portfolio of clients in support of their missions, while also contributing our employees’ expertise and skills to make a measurable impact in the organizations we serve. Our portfolio of activities is designed to meet both the needs of the nonprofits we serve, as well as the interests of our employees. Employees have opportunities to engage in Pro Bono Projects, Quarterly Service Activities, Holiday Drives, Sponsorship Grants and even 24-hour Gaming Fundraising. For nearly 10 years, we have continued to support our senior leadership with the Board Leadership Program, which trains, places and supports placement on local nonprofit boards. Last July, we held our first Concert for a Cause, which was an awesome and ambitious challenge. We brought together national and local recording artists for a family-friendly event to financially benefit 10 local nonprofits. The execution and commitment shown by 80+ employees to make this event happen was outstanding. It was another example of our employees’ adoption of our core values – Teamwork, Social Responsibility and Anything Is Possible!

We have a fantastic culture at Acumen Solutions and we strengthen it through our giving back efforts. Our CSR program is unparalleled in its authenticity and creative approach. The dedication our employees show to social responsibility enables us to inspire innovation and transform local communities. I am proud of what we have achieved to date and excited for the opportunities ahead. Thank you for your continued support.

David V. Joubran, President & CEO
2016 Program Highlights

$1.7M in Professional Services Donated

7,570 Hours of Employee Volunteering

18 Nonprofit Partners Supported

$153,000 in Financial Support to Local Communities

20 Active Senior Board Leaders

$71,000 Concert 4 a Cause Proceeds

17 Employee Sponsorship Grants
Investment with a Purpose

The unique Board Leadership Program leverages the talent of our senior leaders and empowers them to transform their communities through service on local nonprofit boards. Acumen Solutions provides board training, placement that aligns with employee interest and nonprofit business need, and financial support during each engagement. Partner organizations have opportunities for additional support through pro bono projects, service activities and holiday drives. Since the introduction of this initiative, 60 employees have been placed and 54 nonprofits have been positively impacted.

Acumen Solutions’ Pro Bono Teams take their work seriously, and the results are evident. Acumen Solutions’ Pro Bono work has strengthened LCNV’s program capacity, improved organizational efficiency, and resulted in promoting adult learner outcomes. Corporate Social Responsibility that works!”

Patricia Donnelly
EXECUTIVE DIRECTOR
LITERACY COUNCIL OF NORTHERN VIRGINIA
GIRLS ON THE RUN, NORTHERN VIRGINIA

To support GOTR’s need for a more efficient and cost effective system to manage their stakeholder engagement, Acumen Solutions provided a customized blueprint for the transition to a seamless solution. The new system not only reduces costs for both the organization and participants, but also enables increased donations via improved tools for donor and volunteer engagement. The blueprint will provide GOTR with the ability to increase the number of girls participating in the program, which is the real goal!

LITERACY COUNCIL OF NORTHERN VIRGINIA

Revisiting a project enhancement completed three years ago, LCNV was in need of a recommendation to update their antiquated database system. The Acumen Solutions team delivered a transition plan recommendation of a CRM system, which will allow the organization to streamline operations, strengthen programs and communications with volunteers and donors, as well as incorporate new technologies for instruction programs. With a completed blueprint in hand, LCNV can now implement Salesforce to empower their organization.

THE READING CONNECTION

TRC gathers qualitative and quantitative data on all of their programs but lacked a central, organized process to compile and retrieve this information. The organization’s need involved conceptualizing, developing and implementing a database to manage multiple sources of evaluation data. The Acumen Solutions team built a single Salesforce system, a custom searchable database for their programs. The tool allows them to store and manage information on the impact of their programs, which can be shared with potential funders and supporters. Additionally, the new system will be the cornerstone of an organization-wide evaluation process.

RONALD MCDONALD HOUSE CHARITIES DC

To help RMHC take a more proactive approach to their need for technological growth in today’s environment, the Acumen Solutions pro bono team designed a technology assessment and strategic plan. The custom plan will enable them to account for staff and budget constraints, propose future donor and marketing campaigns, and track volunteer data to support ongoing relationships. RMHC now has a strategy in place for their technology growth, complete with timing updates and standards to assist them in long-term planning, as well as day-to-day operations to support their array of services and facilities.

PRO BONO INITIATIVE

Providing Sustainable Impact
Acumen Solutions values connecting our employees with charitable causes that pique their interest and empower them to make an impact in today's world. For our Technology Center, located in Cleveland, OH, this means “game on!” In the second year effort, 82 employees participated in Extra Life, the 24-hour gaming marathon, incorporating nearly a dozen gaming varieties. The fundraiser secured 325 contributions totaling over $13,000 for five Children’s Miracle Network Hospitals. University Hospital’s Rainbow Babies and Children facility received 78% of the event proceeds, as this local hospital is where Technology Center employees have personally seen lives change and dreams come true.

Extra Life unites thousands of players around the world in the gaming marathon to support Children’s Miracle Network Hospitals. Since its inception in 2008, Extra Life has raised more than $30 million for local CMN Hospitals.
SIGNATURE EVENT

Acumen Solutions hosted the first ever Concert for a Cause, a local benefit concert which took place July 17th at Town Green in Herndon, VA. The signature event united music lovers of all kinds to raise much-needed funds and increase awareness of 12 local area nonprofits. The family-friendly concert featured nationally recognized country artists Cassadee Pope and High Valley, along with local favorites Gonzo's Nose and Rocknoceros for the younger fans. Attendees endured the summer temperatures, enjoyed fantastic music, along with delicious local food, beverages, cornhole, beach balls and on-field zumba. Many ticket holders got the opportunity to personally meet and take photos with the national artists. As with all Acumen Solutions signature events, 100% of the event proceeds were distributed to the supported nonprofits. We appreciate employees, alumni and friends who came out to support this innovative effort!

2016 Sponsors

Platinum Sponsor: The Meltzer Group

Agility Technologies  NetStrategies
AHT Insurance  People Stretch Solutions
Birst  Premium Distributors
Clarabridge  RedPeg Marketing
CohnReznick  Salesforce
Financial Force  SoundExchange
JLL  Talteam, Inc
Lindsay Automotive  Tobin O'Connor & Ewing
LookThink  Virginia Imports

Special thanks to the SunTrust Foundation for their support to this community effort.
In 2016, Acumen Solutions employees participated in 20+ unique service activities supporting local community needs in our diverse geographic locations. Each office is encouraged to engage with organizations and needs that resonate with employee interest. Volunteer events take place during the work week and weekends to best accommodate employees’ schedules, allowing these giving back efforts to be a seamless part of our culture.

Supporting Community Needs

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contributed toward giving back efforts, including:

- Custom school backpacks for foster children
- Holiday care packages for deployed Air Force troops
- Meal packs for elderly and veterans, in partnership with AARP
- Sandwich prep & distribution for homeless food pantry
- Cake sales for cancer research
- Adapting toys for children with disabilities

OVER 7,500 hours
There is no doubt that Acumen Solutions is invested in the mission of Girls on the Run of NOVA. Their fingerprints are on every step of our success and, because of their partnership with us, will be for years to come.”

Katey Comerford
EXECUTIVE DIRECTOR
GIRLS ON THE RUN NOVA

We’re Moving!
New Headquarters – Projected October 2017
8280 Greensboro Drive, Suite 400
McLean, VA 22102

Joining forces with our clients, our teams of strategists, subject matter experts, and engineers solve problems that can’t be fixed by technology alone. As a Salesforce Global Strategic Alliance Partner, the Fortune 500 trust us to build solutions that grow revenue and strengthen customer relationships. Our groundbreaking solutions in the public sector streamline operations and improve productivity. We apply the same expertise to our unparalleled social responsibility program, generating sustainable impact across our local communities.

For more information on Acumen Solutions' Corporate Social Responsibility efforts, please contact Margie Johnson, Director of Corporate Care at mjohnson@acumensolutions.com.