



**COMMUNITY  
INSPIRATION AWARD**

**ASSETMARK**

# Frequently Asked Questions

## **What is the Community Inspiration Award?**

We created the award to honor financial advisors across the United States who have inspired others by supporting charitable organizations in their communities. The advisors get special recognition, and the organizations they've helped receive a donation.

## **Who is eligible for the award?**

Advisors who qualified for Gold Forum 2020 may submit a nomination form. Advisors must meet certain requirements regarding their relationships with the organizations they assist, and may need to be approved by their broker-dealers as appropriate.

## **What are the requirements regarding nominees' associated organizations and their relationships with them?**

Charitable organizations must be local (not part of a larger national or regional organization) and must be non-profit—a Tax ID is required. To avoid the appearance of a conflict of interest, advisors cannot hold an officer position on the charity's board or direct funds at the charitable organization. Personal donations to the charity are not a factor in the evaluation of a nominee. The nominee may not have a current client or a prospective client who is on the board of the charitable organization or who otherwise would benefit from a contribution to the charitable organization. The charitable organization must not have the ability to contribute funds or services to a candidate for public office or to a Political Action Committee.

## **What are the requirements regarding nominees' relationships to AssetMark?**

Other than Gold Forum qualification, eligibility is not based on any sales target achievement on the AssetMark platform, including placing client assets in AssetMark proprietary investment strategies.

## **How do I nominate an advisor?**

Nominations are made by submitting the form on the [Community Inspiration Award page](#).

## **May I nominate myself?**

Yes, provided you meet eligibility requirements.

## **Who else can make a nomination?**

Besides eligible advisors, nominations can be made by AssetMark employees.

## **What is the deadline for making a nomination?**

Nominations must be received by January 7, 2020

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### How are the winners selected?

AssetMark will review all nominations. A panel of AssetMark senior executives will select the advisors and charitable organizations. The criteria used in selecting advisors are:

- Inspiration: Actions, attitude and contributions that create a positive influence on others in their communities
- Leadership: Ability to motivate others to achieve their goals
- Contribution and Commitment: Dedication to a charitable organization through giving of time and effort and a strong commitment to achieving results

The selection will not be based on the amount of client assets the advisor has on the AssetMark platform. All selections are subject to review by AssetMark.

### What requirements or restrictions are there regarding selection of winners?

If an advisor is nominated by an AssetMark employee, that person cannot participate in the process for recommending finalists. If an AssetMark executive sits on the board of a charitable organization that is nominated, they must recuse themselves from the selection process.

### How will the winners be announced?

Advisors and the charitable organizations will be acknowledged in several ways:

- Advisors will be honored at Gold Forum 2020
- In a press release about the award
- In communications to all advisors on the AssetMark platform

### When will the winners be announced?

Winners will be announced in February 2020.

### Do honored advisors receive monetary awards?

No. Advisors who are awarded will be recognized at Gold Forum 2020, but monetary donations are reserved for the non-profit organizations they support.

### What do the associated organizations receive?

One organization per honored advisor will receive a check for \$10,000 from AssetMark. Donations are made to the 501(c)(3) organization being honored, not to any 3rd-party organization or individual.

### How can I learn more about the award and nominating process?

Please email your questions to [events@assetmark.com](mailto:events@assetmark.com)

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