



BROWN-FORMAN
FOUNDATION
INVESTING IN OUR BEST SPIRIT



BROWN-FORMAN FOUNDATION

COMMUNITY IMPACT REPORT



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MISSION, VISION, AND VALUES

The Brown-Forman Foundation was created in 2018 to further the company's strategic charitable mission.

MISSION

The Brown-Forman Foundation is dedicated to enriching the experience of life with an emphasis on the communities surrounding Brown-Forman's headquarters in Louisville, Kentucky.

VISION

Leverage Brown-Forman's culture of giving back to deliver transformative community impact as a best-in-class philanthropic leader.

VALUES

INTEGRITY

RESPECT

TRUST

TEAMWORK

EXCELLENCE





LETTER FROM THE PRESIDENT

Brown-Forman's commitment to the community started when the Brown-Forman Corporation was founded in 1870. The company's founder, George Garvin Brown, was the first to put whiskey in a sealed glass bottle because he cared about our customers. Since the very beginning, this care has extended to the company's hometown of Louisville, Kentucky. As Brown-Forman has grown globally, this same spirit is found in many other places we now call home. The company's promise to provide a quality product has never wavered nor has its desire to make our communities better.

Launching the Brown-Forman Foundation in 2018 allowed us to take the company's community commitment to the next level. It offered us the opportunity to take what the company had been doing for decades and deepen our ability to enrich the quality of life in our community in new and meaningful ways.

The Foundation is able to do this work through powerful partnerships with nonprofits and dedication from our people. The company's employees take great pride in volunteering and serving on nonprofit boards. When the Foundation and the company invest in our community, it's more than a check. It's a chance to support and collaborate with outstanding organizations transforming the lives of those they serve.

As I reflect on the work of the foundation, it's remarkable to consider how far we've come, and I look forward to the impact we will continue making together. We do this work because we care deeply. We do this work because it matters. We do this work because we know we are only as strong as the communities to which we belong.

We are dedicated to living a spirit of commitment, where we strive to become better neighbors each and every day.

A handwritten signature in black ink that reads "Crystal Peterson". The script is elegant and cursive, with the first letters of the first and last names being capitalized and prominent.

CRYSTAL PETERSON

Brown-Forman Foundation, President

Brown-Forman Corp., EVP, Chief Inclusion and Global Community Relations Officer

INVESTING IN OUR BEST SPIRIT

The following efforts are company initiatives independent of the Foundation and expand philanthropic reach.

CORPORATE CONTRIBUTIONS

Charitable contributions are an expression of the company's purpose of enriching life. Brown-Forman is committed to being a good neighbor in the focus areas of giving and community engagement. This approach to philanthropy activates consumer brands, promotes a caring company culture, and engages employees.

GLOBAL GIVING

Brown-Forman's "hometown pride" extends well beyond the company's corporate headquarters in Louisville, Kentucky, to numerous places where the company operates. That's why Brown-Forman established a multi-local global giving program to engage employees in outreach wherever they are. Community Engagement Committees determine the most effective way to allocate resources to address community needs.

EMPLOYEE ENGAGEMENT

Brown-Forman encourages its employees to give back to their communities through volunteerism and nonprofit board service. Employees' time and talent provide a valuable form of support for local organizations. The experience employees gain also contributes to their personal and professional growth.



FOCUS AREAS OF GIVING

The Brown-Forman Foundation invests in organizations that support our vision to create transformative community impact in three focus areas.

ENSURE ESSENTIAL LIVING STANDARDS by partnering with organizations that provide educational opportunities for lifelong success and supporting social services that improve well-being and strengthen communities.

ENHANCE ARTS & CULTURAL LIVING by increasing access to vibrant, diverse, and impactful arts and cultural experiences.

EMPOWER RESPONSIBLE & SUSTAINABLE LIVING by investing in initiatives that encourage moderation, reduce alcohol-related harm, and protect the environment and vital natural resources.

TOTAL CONTRIBUTIONS
AS OF DECEMBER 31, 2022

\$23,678,000

ESSENTIAL LIVING
STANDARDS

\$16,160,000

ARTS & CULTURAL
LIVING

\$5,535,000

RESPONSIBLE &
SUSTAINABLE LIVING

\$1,983,000



IMPACT IN ACTION

STORIES FROM OUR PARTNERS

We value our many partnerships and are excited to highlight the important work of select organizations in the coming pages.



KENTUCKY PERFORMING ARTS

MIDNITE RAMBLE

Kentucky Performing Arts (KPA) has a mission to help people build lifelong relationships with the arts. It achieves this goal through its multiple theatres and venues, as well as a variety of statewide education and outreach programs. KPA works to bring the arts into the community by providing in-person and virtual experiences to children and adults in community centers, healthcare facilities, and schools.





KIM BAKER

President and CEO

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Brown-Forman has been a sponsor of Kentucky Performing Arts since the center first opened in 1983 and a title sponsor of the Midnite Ramble Series for many years. Midnite Ramble is one of our signature series and pays tribute to Louisville’s Walnut Street era that ran from the 1930s to the 1950s.

During that time, Walnut Street was a business and entertainment hub for the city’s Black community and was known for bringing people of all backgrounds together. The series is particularly special because it focuses on diverse artists and art forms. It allows our audience to discover these performers for the first time and has left a lasting impact on thousands of people over the years. It’s

hard to even put into words the importance of our partnership with Brown-Forman, especially coming from the pandemic when everything was closed. The Brown-Forman Foundation supported us through that period of time. That commitment allowed us to jump right back in once performance venues reopened and deliver our programming to new and returning audiences.

SOWING SEEDS WITH FAITH

Sowing Seeds with Faith started in 2017 as an after-school tutoring program for a dozen kids. Since that time, it's grown dramatically and now serves more than 630 students from 17 different zip codes across the Greater Louisville area and Southern Indiana. In addition to academic support, the organization provides year-round mentoring and a summer program.





DA'MARRION FLEMING

Executive Director & President



“

Brown-Forman was one of our very first partners and brings a different dynamic to supporting nonprofits.

It isn't a check. It isn't a donation. It's an investment. The Brown-Forman Foundation has helped to evolve our entire program and its

scope. It has been one of the most instrumental organizations that we have had the opportunity to partner with in our work.

DARE TO CARE FOOD BANK

Dare to Care Food Bank fights hunger by working with 300 different community partners in 13 counties across the Greater Louisville area and Southern Indiana. This commitment to collaboration is responsible for providing millions of healthy, nutritious meals to the community every year. These resources are delivered through programs with schools, mobile units, and outreach to senior citizens.





VINCENT JAMES

President & CEO

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Our relationship with Brown-Forman has been an incredible partnership. In the past 20 years, Brown-Forman has contributed more than a million dollars to Dare to Care, including a \$100,000 donation to help us create our Community Kitchen in West Louisville.

Since then, more than \$100 million has been invested in this traditionally underserved area of our community in a variety of ways. This kind of commitment allows us to think big, dream big, and have a big impact. This investment continues to

pay off in the community as we have a greater need for charitable food assistance than we've ever had before. The support from Brown-Forman allows us to continue to answer our call to the community.

THE MORTON CENTER

The Morton Center is an outpatient drug and alcohol rehabilitation facility. It started nearly forty years ago and now serves an average of 150 individuals a month. The organization not only provides intensive support and therapy for the individuals in treatment, but also offers sessions for clients' families to better understand and treat the disease of addiction.





PRISCILLA MCINTOSH
CEO

“

It has been wonderful to grow in our relationship with the Brown-Forman Foundation. It has been such a huge help in providing scholarships for our individuals in treatment and their families.

For those individuals who make the choice to walk through our doors or pick up the phone, the opportunity for them to get help is immediate. Having these scholarships ready to go the moment somebody seeks care is life-changing because it removes the financial barrier and gets their families

involved. I wish more companies were willing to show this kind of responsible leadership. I think what the Brown-Forman Foundation has done over the last several years in wanting to lean in and provide resources is huge. It takes all of us. It takes a village.

THE PARKLANDS OF FLOYDS FORK

The Parklands is a unique parks system in Louisville. It is free, open to the public 365 days a year, home to 60 miles of hard and soft trails, 19.4 miles of the connecting Louisville Loop, and more than 22 miles of Floyds Fork Tributary. In addition to these amenities, the Parklands also offers a robust education program for thousands of students across the community. It averages more than three million visitors a year.





DAVID MORGAN
President



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We saw a great need in the community for outdoor science education. The support we receive from the Brown-Forman Foundation allows us to make that possible for kids in our community who wouldn't otherwise get to experience outdoor education.

Our field trip program is designed to serve students who attend Title 1 schools with the goal of exposing them to nature and giving them an enhanced, immersive experience. Teachers tell us, time and time again, about the transformations that come from these moments, which allow their students to move from apprehension to comprehension.

We are so appreciative of all that the Brown-Forman Foundation has done for us. We are now up to providing nearly 10,000 field trips a year. It's great to see this program grow, and it will be really neat to see the impact it continues to make in the years to come.

INVESTING IN EDUCATION

The Brown-Forman Foundation announced a collaboration with five organizations in West Louisville to advance educational opportunities from early childhood through adult learning. Our partnership and corresponding \$50 million financial commitment empower these organizations to increase their reach and create measurable impact by meeting the long-term needs of the next generation of leaders.



Our commitment, which spans ten years, represents the Brown-Forman Foundation's largest investment since it was created in 2018. The five partner organizations are:

AMPED will receive \$5 million to expand Out of School Time program offerings. Amped will work with community partners aiming to provide support for youth, including social-emotional programming that centers on mentorship and music.



The **LOUISVILLE CENTRAL COMMUNITY CENTER** will receive \$10 million to support its Mini-Versity Child Development Program, which provides health and education equity for families of infants and preschoolers. The funds will create better access to quality early education services, helping children start school with the necessary social, emotional, and academic skills to be successful.



The **LOUISVILLE URBAN LEAGUE** will receive \$5 million to support its education programs, which directly address the achievement gap that adversely affects Black and Brown students through critical programming that focuses on increasing access and removing barriers.



SIMMONS COLLEGE OF KENTUCKY will receive \$10 million to further develop a teacher education program that prepares licensed secondary school teachers and addresses the racial inequities in the local and regional public schools.



The **WEST END SCHOOL** will receive \$10 million to continue to offer boys an academically rigorous school, complete with wraparound counseling, enrichment, extracurricular activities, and invaluable mentorship. The West End School will also receive \$10 million to expand programming to create equitable opportunities for girls.



GRANTS AND HOW TO APPLY

To be considered by the Brown-Forman Foundation and/or the Company for funding, organizations and their programs must meet the following conditions:

- The organization (or fiscal sponsor) must be determined by the IRS to be a tax-exempt organization as described in Section 501(c)(3) of the Internal Revenue Code and a public charity as described in Section 509(a)(1) or 509(a)(2) of the Code, that is operated exclusively for charitable, scientific, or educational purposes.
- Priority is given to organizations located in Louisville, Kentucky.
- The organization's mission and project outcomes must align with one or more of the focus areas of giving.
- Grant submission deadlines are May 1, August 1, November 1, and February 1. Proposals must be received by the submission deadline to be considered for that grant cycle.
- Proposals must provide a sound basis of measurement toward project goals and outcomes.



OUR PARTNERS

The Brown-Forman Foundation would like to recognize the following organizations for their invaluable partnership. We are honored to support their transformational work in the community we all call home.

Actors Theatre of Louisville	The Kentucky Science Center
American Red Cross Kentucky Region	LISC Louisville
Americana Community Center	Louisville Ballet
Amped	Louisville Central Community Center
Bernheim Arboretum and Research Forest	Louisville Free Public Library Foundation
Big Brothers Big Sisters of Kentuckiana	Louisville Grows
Blessings in a Backpack	Louisville Olmsted Parks Conservancy
Bluegrass Land Conservancy	Louisville Orchestra
Boys & Girls Clubs of Kentuckiana	Louisville Urban League
Brightside	Louisville Youth Group
Cabbage Patch Settlement House	Louisville Zoo
CASA of the River Region	Maryhurst
Catholic Education Foundation	Metro United Way
Center for Nonprofit Excellence	Minority Mental Health Project
Center for Women and Families	The Morton Center
Commonwealth Fund for KET	Muhammad Ali Museum and Education Center
Community Foundation of Louisville	Nativity Academy at St. Boniface
Community Ventures	Neighborhood House
Dare to Care Food Bank	New Directions Housing Corporation
ElderServe	New Roots
Evolve502	Norton Healthcare Foundation
Family & Children's Place	OneWest
Family Scholar House	The Parklands of Floyds Fork
Frazier History Museum	River City Drum Corp Cultural Arts Institute
Fund for the Arts	Roots 101 African America Museum
Gilda's Club Kentuckiana	Seven Counties Services
Goodwill Industries of Kentucky	Simmons College of Kentucky
Habitat for Humanity of Metro Louisville	Sowing Seeds with Faith
The Healing Place	Speed Art Museum
Home of the Innocents	Spalding University
Hosparus	StageOne Louisville
Jefferson Community & Technical College	University of Kentucky
Jefferson County Public Education Foundation	University of Louisville
Junior Achievement of Kentuckiana	Volunteers of America Mid-States
Kentucky Author Forum	West End School
Kentucky Center for African American Heritage	YMCA of Greater Louisville
Kentucky Opera	YouthBuild Louisville
Kentucky Performing Arts	

BOARD OF DIRECTORS

Thank you to our Board of Directors for giving your time and talent to serve the Brown-Forman Foundation. These accomplishments would not be possible without you at the helm. Your efforts, hard work, and dedication are critical to the Foundation's success.

CRYSTAL PETERSON

President

CHRIS BROWN

Director

DACE POLK BROWN

Director

OWSLEY BROWN III

Director

JILL HORN

Executive Director,
Secretary

SUE PERRAM

Treasurer

LAWSON WHITING

Director





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