



NEWS RELEASE

Ameriprise Financial and Its Employees and Advisors Pledge \$5.5 Million to Nonprofit Organizations

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Company also announces recipients of recent corporate grants

MINNEAPOLIS--(BUSINESS WIRE)-- **Ameriprise Financial, Inc.** (NYSE:AMP), along with its employees and financial advisors, recently pledged a record-breaking \$5.5 million to nonprofit organizations through the company's annual giving campaign. The pledge includes employee and advisor contributions, a dollar-for-dollar match by Ameriprise Financial and money donated during special campaign events. Contributions will be distributed to nonprofits throughout 2011.

Ameriprise Financial conducts an "open" campaign, allowing its employees and financial advisors to designate their contributions to any eligible nonprofit organization or one of the company's featured partners: Community Health Charities, Earth Share, Global Impact, United Way and Feeding America. To further its domestic hunger relief efforts, the company also matched pledges made by its franchise advisors with a donation of approximately 1.5 million meals to Feeding America.

"The recession has had a serious and lasting impact on nonprofits and the communities they serve, whether in the U.S. or abroad," said Brian Pietsch, head of **community relations** at Ameriprise Financial. "I'm touched by the generosity of our employees and financial advisors who have come together to support nearly 5,000 organizations, including many that help people meet their most basic needs, such as food and shelter."

Ameriprise Financial also awarded 67 grants to nonprofit organizations during its third funding cycle of 2010. Approximately \$700,000 was awarded under the company's three funding platforms: Meeting Basic Needs,

Supporting Community Vitality and Volunteer Driven Causes.

Highlights from the recent grant cycle include:

> **Supporting CAMBA Gardens, a sustainable housing project in Brooklyn, N.Y.** Funding from Ameriprise Financial will help provide safe, permanent and affordable housing to more than 400 people, including formerly homeless individuals and families with special needs. Case management and support services will be available onsite and at the Brooklyn Hospital Center, which is adjacent to the property. Christopher Zarra, an Ameriprise financial advisor in Rockville Centre, N.Y., serves on the organization's Board of Directors.

> **Funding the Oregon Food Bank's Community Basket program and helping make it more accessible to non-English speakers.** A grant from Ameriprise Financial will help the nonprofit organization ensure that language barriers do not prevent those in need from receiving food assistance and accessing educational opportunities. Brent Abney, an Ameriprise financial advisor in Gresham, Ore., volunteers at the food bank on a regular basis.

> **Helping homeless Minnesota teens find shelter and a more secure future through a grant to Minneapolis-based The Bridge for Youth.** Funding from Ameriprise Financial will help The Bridge provide for teens' basic needs, while also equipping them with the skills they'll need to live independently. Bill Williams, an executive vice president at Ameriprise Financial, serves on the organization's Board of Directors.

2010 Community Giving Summary

Together with its employees, advisors and retirees, Ameriprise Financial contributed more than \$12 million to nonprofit organizations during 2010. Specific highlights of the company's community relations activities include:

> Funding more than 227 programs nationwide through corporate grantmaking.

> Matching \$1.45 million in contributions made by employees and advisors outside the annual giving campaign.

> Providing a double match on public donations made to Feeding America during Hunger Action Month. Enough money was raised to provide more than 4.5 million meals to hungry individuals and families across the U.S.

> Partnering with the Ameriprise Franchise Women's Interest Network to fight hunger in local communities. Ameriprise financial advisors in more than 60 cities across 26 states volunteered 4,500 hours during the firm's

inaugural Day of Service.

> Matching \$20,000 in cash and food donations collected for the Emergency Foodshelf Network during the Target Holidazzle Parade in downtown Minneapolis.

> Partnering with employees and retirees who contributed more than 50,000 volunteer hours to nonprofit organizations.

Ameriprise Financial is currently accepting grant applications for 2011 funding. Application deadlines are February 1, May 1 and September 1, 2011.

About Ameriprise Financial Community Relations

Ameriprise Financial is dedicated to utilizing the firm's resources, talents and volunteer time to improve the lives of individuals and build strong communities. Through grantmaking, volunteerism and employee and advisor gift matching programs, the company supports a diverse group of over 5,000 nonprofits across the country. Additional information on the company and its **Community Relations** initiatives can be found at ameriprise.com.

About Ameriprise Financial

Ameriprise Financial, Inc. is a diversified financial services company serving the comprehensive financial planning needs of the mass affluent and affluent. For more information, visit ameriprise.com.

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Grants Awarded: 3rd Cycle 2010

Meeting Basic Needs – 40 grants: Accountability Minnesota; AIDS Resource Center Ohio, Inc.; Boys & Girls Clubs Of Sarasota County, Inc.; Boys & Girls Clubs of St. Charles County; CAMBA, Inc.; Cardinal Services Inc of Indiana; Child Crisis Center - East Valley, Inc.; Chrysalis; City Help, Inc.; Courage Center; Crossroads Programs, Inc.; Desert Mission, Inc.; Domestic Violence and Rape Crisis Services of Saratoga County; Dunwoody College of Technology; First Nations Development Institute; Freeport West, Inc.; Girl Scouts of Minnesota and Wisconsin River Valleys; Girls Incorporated; Golden Harvest Food Bank, Inc.; Greater Des Moines Habitat for Humanity; Habitat for Humanity Central Arizona; Habitat for Humanity International, Inc.; Hired; Lifetrack Resources, Inc.; Lutheran Social Service of Minnesota; Metropolitan Family Service; Mustard Seed Furniture Bank of Fort Wayne, Inc.; Open Arms Of Minnesota, Inc.; Operation Homefront Hampton Roads, Inc.; Oregon Food Bank, Inc.; Pikes Peak Habitat for Humanity, Inc.; Sarasota Family Young Men's Christian Association, Inc.; Second Harvest Food Bank of East

Tennessee; Summit Academy OIC; Tabor Community Services, Inc; The Bridge for Youth; The Women's Resource of Greater Houston; Tri-State Food Bank, Inc.; Women at Work; Women's Center Of San Joaquin County

Supporting Community Vitality – 14 grants: Austin Classical Guitar Society; Beaches Fine Arts Series, Inc.; Carnegie Hall Society, Inc.; Community Reinvestment Fund, USA; Junior Achievement of South Florida; Junior Achievement of Wisconsin - Brown County District; Lux Center for the Arts; MacPhail Center for Music; National Philharmonic Orchestra & Chorale of Montgomery County, Inc.; Neighborhood Involvement Program, Inc.; North Dakota Museum of Art; Pacific Northwest Ballet; Twin Cities Community Development Corporation; Volunteer Resource Center, Inc.

Volunteer Driven Causes – 13 grants: Apple Ridge Farm, Inc.; Big Brothers Big Sisters of Bucks County; Boys & Girls Club of Camden County, Inc.; Boys and Girls Club of the Foothills; Center for Child Protection; Greater Minneapolis Council of Churches; Management Assistance Program for Nonprofits, Inc.; Minnesota Special Olympics, Inc.; National Multiple Sclerosis Society; Ombudsman Services of Contra Costa; Rebuilding Together Peninsula; Rick's Place, Inc.; Women's Action to Gain Economic Security

Source: Ameriprise Financial, Inc.

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