

ROOTED IN OUR COMMUNITIES

2025 COMMUNITY IMPACT

Local commitment. **Lasting impact.**

Letter from the Managing Partner

Tom Prince

CPA, MBA | Managing Partner

Core Value Focus

"Support: We support our team, our clients, and our communities."

“

Local commitment. Lasting impact.

At Hungerford, community involvement isn't a side initiative, it's part of how we do business. Our investments are guided by the places we serve, the relationships we've built, and the belief that **strong communities create stronger organizations.**

In 2025, we continued our commitment to supporting the communities where our team members and clients live and work. Through strategic sponsorships, active volunteerism, and firmwide initiatives, we focused our resources where they could make the greatest local impact.

As we look at our impact this year, I am proud of how our **"Rooted in Our Communities"** theme has come to life as we are investing thoughtfully to help our West Michigan neighbors grow and prosper alongside us.

”



Tom Prince

Managing Partner

2025 Community Impact at a Glance



Total Community Investment

\$94,493

↑ Increased from 2024



Communities

5

West Michigan Locations:
Grand Rapids, Greenville, Holland,
Muskegon & St. Joseph



Organizations

75+

Nonprofits Supported

Strategic Focus

Education

Economic
Development

Arts & Culture

Strategic Highlights

Investments aligned to where we live and work

Our giving strategy directly mirrors our physical footprint, ensuring dollars support the specific communities where our team members and clients are based.

Balanced mix of local and firmwide giving

While maintaining strong local office autonomy, we continued partner-supported initiatives that created impact across regional boundaries.

Focused support for high-impact sectors

We provided concentrated funding in education, economic/workforce development, and arts & culture to drive long-term community prosperity.

Firmwide participation across all levels

Engagement spans from interns to partners, reinforcing our culture of service and the **VALUES** framework across every service line.

"Community engagement is most impactful when it is intentional, consistent, and locally rooted."

Communities & Causes We Support

Focused on What Matters: Our investments align with both community needs and Hungerford's VALUES, targeting six key pillars of impact.



Education & Youth

Supporting schools, scholarship programs, and youth mentorship initiatives that build the next generation of leaders.



Economic Development

Partnering with area chambers and economic organizations to foster business growth and workforce vitality in our regions.



Arts & Culture

Investing in museums, festivals, and cultural institutions that enrich community life and attract talent to West Michigan.



Health & Human Services

Addressing critical needs through support for health organizations, food security programs, and family services.



Professional Organizations

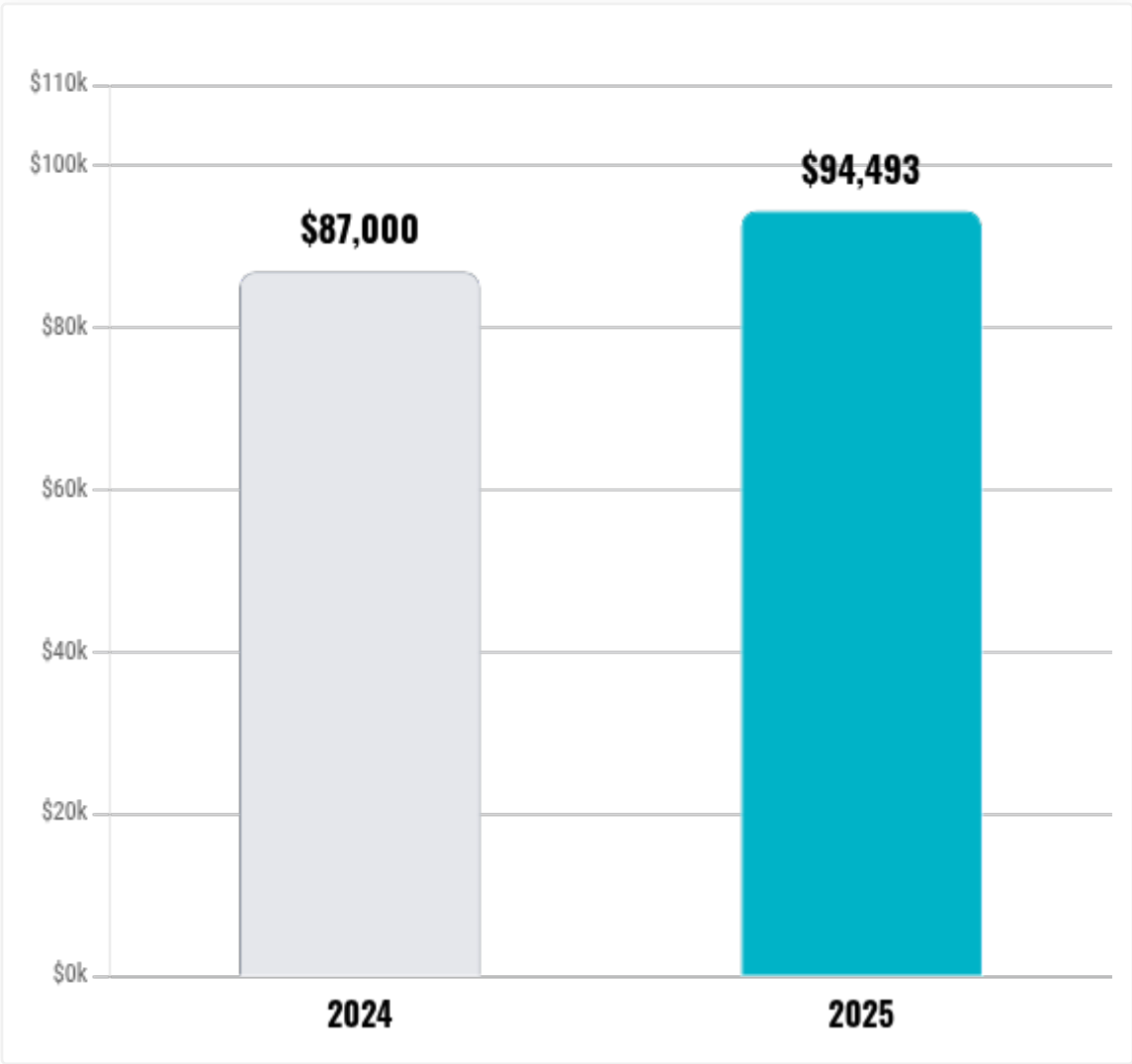
Sponsoring industry associations that advance the accounting profession and support our clients' sectors.



Community & Civic

Active participation in local events, civic groups, and initiatives that bring neighbors together and strengthen connections.

Growth in Community Commitment



Total Increase

+8.6% Growth

+\$7,493

Increase in direct community investment from 2024 to 2025

Key Drivers of Impact



Concentrated Investment

Increased funding focused on core markets to maximize measurable local outcomes.



Expanded Partnerships

Broadened partner-supported sponsorships and new strategic alliances in growth regions.



VALUES-Driven Approach

Every dollar invested aligns with our cultural pillars, ensuring authentic community engagement.

Meet Our Team

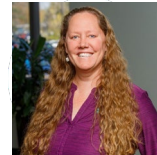
Our community impact is driven by a dedicated team of leaders committed to serving West Michigan through our VALUES framework.



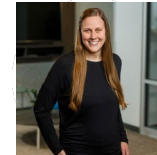
Stacy Mellema
Partner



Brett Karhoff
Partner



Heather Halligan
Marketing Manager



Jenn Rogell
Senior Manager



Ryan Marschke
Manager



Sam Willemstein
Project Coordinator



Jordan Bylsma
Senior Accountant

Why Community Investment Matters

Beyond the Numbers: How our strategic community engagement drives long-term organizational success and regional prosperity.

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Reinforces Market Presence

Enhances visibility and brand recognition in key West Michigan service areas, keeping Hungerford top-of-mind.
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Values-Driven Leadership

Demonstrates our core VALUES framework in action, moving beyond compliance to active corporate citizenship.
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Strengthens Client Relationships

Deepens connections with clients through shared civic interests and collaborative community support.
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Builds Community Trust

Establishes Hungerford as a reliable, long-term civic partner invested in the well-being of our neighbors.
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Supports Recruiting & Retention

Attracts professionals who value social responsibility and fosters pride among current team members.
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Aligns Growth with Needs

Ensures our firm's expansion directly contributes to the economic and social vitality of the communities we serve.

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“Lasting impact is created when businesses invest beyond their walls.”

– Hungerford Community Impact Philosophy

Strategic Focus for 2026 & Beyond



Deepening local partnerships & multi-year commitments



Investing thoughtfully in high-impact initiatives



Aligning firm growth with community needs



Strengthening VALUES-driven community engagement



Expanding support for key focus areas

“As Hungerford grows, our
community commitment
grows with us.”

Rooted in Our Communities

2025 Impact Report Strategy
www.Hungerford.com