

FOUNDATION UPDATE 2021



D  **H M E N**
COMPANY FOUNDATION

We're Dohmen.



Driven by a single vision: improving community health through the power of prevention.

It's not easy to transform a nation's broken health system.

But we've never pursued what was easy.

And we're not about to start now.

There's too much at stake.

Our Big Why.

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Harvard reports 1 out of 3 Americans are obese today.

The NIH asserts obesity is responsible for 300,000 preventable American deaths a year.

And the CDC estimates obesity costs US healthcare \$148 billion annually in 2008 dollars.

So why aren't we focused on preventing preventable disease? Well, to put it bluntly, because prevention isn't as profitable as treatment in today's US healthcare system.

That's why we're doing something about it.

You have to understand
the past
in order to change
the present.



We've been purpose driven entrepreneurs for more than 164 years. Generation after generation, we've been unafraid to change what we do, without changing who we are and what we stand for. And what we stand for is health.

We've changed and adapted our business model over the years touching every part of the healthcare supply system. We've been first to market with industry leading innovation again and again - all in pursuit of ensuring as many people as possible have access to a healthy life.

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TOP: 1850 portrait of Dohmen Founder Frederick Dohmen
BOTTOM L TO R: East Water Street in 1858, South 13th Street/Cleveland Avenue in 1955,
2007 North Dr. MLK Drive our future home in 2022.

Guided by our values.

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We call them the 5C's...

CARING: We act with empathy and respect for each other.

COMMITTED: We grow relationships with a long-term view.

CREATIVE: We deliver innovative solutions that make the future better than the past.

COLLABORATIVE: We build and share knowledge.

COURAGEOUS: We're willing to risk failure over inaction.

The thing is, at Dohmen our values are more than words on a page.

For 164 years, they've guided what we do, how we do it and who we do it for.

A new way forward.

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It was the ability to think deeply about those values that caused us to rethink pretty much everything about our company. We asked ourselves whether being part of a traditional, treatment focused healthcare system was really helping people be healthy. We asked ourselves why Americans kept getting sicker and sicker despite spending more than double every other nation on healthcare. We asked ourselves if there was a better way.

And after years of researching answers, we decided there was. That's why in 2019 we transitioned from a for-profit S-Corporation owned by shareholders to a philanthropic enterprise owned by our foundation.

So what's a philanthropic enterprise? The Philanthropic Enterprise Act of 2017 paved the way for American organizations to combine the rigor of business with the heart of philanthropy by allowing charitable foundations to own businesses - as long as 100% of the profits go to advance the foundation's charitable purpose.

Drawing from Dohmen's tradition of innovation and a shared sense of purpose, 46 shareholders made the decision to either redeem their shares or contribute them to the foundation, making it possible for Dohmen to focus on advancing lasting social change via this revolutionary new structure.

A three-year journey.

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Let's be honest. This kind of seismic change doesn't happen overnight. It's taken us awhile to transform our organization's structure, strategy, and social purpose. Throw a global pandemic in there and let's just say it hasn't been easy. But we've made incredible progress. And we take that as a pretty good sign we're on the right track.

2019:

R&D, strategic planning
and platform building

We knew we wanted to advance a business model focused on preventing rather than treating disease. So, we began to research the landscape of organizations doing anything in disease prevention. We saw the greatest success being achieved by healthcare organizations using food to prevent and reverse problems like diabetes and cardiovascular disease.

So, we created a five year strategic plan and began the hard work of defining a market offering that didn't yet exist – a food benefit company for employers and employees. We likened the process of normalizing food as an employee benefit to the transition companies underwent when they migrated from pensions to 401(k)s.

We envisioned using food as the primary intervention but knew our offering would need to be holistic to be most effective - requiring behavioral modification, coaching, clinical capability, biometric monitoring, as well as user-friendly technology to bring it all together seamlessly.

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So, we started building our new platform by acquiring Focused Fork, a personalized whole-foods preparation and distribution business; Cooked, a prepared meal company distributing healthful meals to consumers in 26 states; Salus, a corporate wellness company offering biometric analysis, goal setting and coaching; and by implementing Zillion, a healthcare technology platform for consumers.



2020:

Puzzle pieces,
partnerships,
and a quick pivot

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While we made great progress understanding and integrating our new companies in the first quarter, by March it was clear we were going to have to make some quick changes in response to the challenges being posed by the global pandemic.

We knew the lockdown was going to present real and potentially prolonged hardships to people losing their jobs, their income and in many instances their health. Things were scary and moving fast, but we saw a way we could make a real difference.

By mid-March, we successfully implemented new health and safety procedures for our essential workers on the front lines of food prep, and had all other employees efficiently working remotely. Then we started to re-evaluate our 2020 strategy.

We asked ourselves how we could pivot to help as many people as possible in the shortest period of time. We knew this meant applying our business capability in food and wellness to the needs of the community - fast. Within weeks, we created and launched a brand new social program called Food For Health.



FOOD FOR HEALTH

A DOHMEN PROGRAM

“It’s been incredible working with a like-minded organization with the mutual focus of helping people live better lives.”

~ Cathy Mahaffey, CEO
Common Ground Healthcare
Cooperative (CGHC)

“My recent doctor’s labs showed my A1C’s dropped from 8.2% to 6.7% in about four months. I’ve lost 25 lbs., lowered my blood pressure, feeling great, and motivated to reverse my Type II Diabetes.”

~ Alice R. (Oakfield, WI)

Food For Health integrated the goal of providing healthful food to the community at no charge, with the goal of accelerating health for people suffering from diabetes. We quickly assembled our capabilities in food prep and distribution with our healthcare knowledge adding biometric analysis, coaching and even some rudimentary technology to pull this new offering together.

We had created a great offering in record time, but we knew we needed a partner to help us find the people that needed this program the most. We called a Milwaukee-based insurance cooperative Common Ground Healthcare Co-op (CGHC) serving members that are at or below the federal poverty line. CGCH helped us reach the very people that needed our food offering the most - food insecure diabetics.

By the end of summer, we were supplying dozens of community members with a meal program that not only addressed their short-term need for access to free food, but also addressed their longer-term need for improved health outcomes.

FUN FACTS

ACTIVE PARTICIPANTS



WISCONSIN
COUNTIES

36,860 MEDICALLY TAILORED
MEALS DELIVERED

43% REDUCTION IN
MEDICAL EXPENSES
FOR PROGRAM
PARTICIPANTS

1,677 COACHING
SESSIONS
COMPLETED

299 BIOMETRIC
SCREENINGS
COMPLETED

1,130 POUNDS OF
TOTAL WEIGHT
LOST

>40 = 0.28
39-35 = 0.21
34-30 = 0.31
29-25 = 0.19
<25 = -0.82

POUNDS LOST
PER WEEK BASED
ON INITIAL BMI

81.3% LOST
WEIGHT

8.4 AVERAGE
POUNDS
LOST

3.7% OF BODY
WEIGHT
LOST

41% LOWERED
BLOOD
PRESSURE

1.11 AVERAGE BMI
IMPROVEMENT

5.4 AVERAGE DROP
IN GLUCOSE

HEALTH OUTCOMES

2021:
people, place
and purpose
come together.

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They say that there's no education like adversity, and 2020 taught us a lot. It gave us a real time opportunity to evaluate what we needed to successfully realize our foundation's goals. And it allowed us to hit the ground running in 2021.

We started by putting in place a new leadership team uniquely qualified to start-up and grow a new company while optimizing social impact through the foundation (more on the team later).

With a goal of investing in the community we hoped ultimately to serve, we decided to move both our business and foundation operations out of Milwaukee's Third Ward to a new HQ in the city's Bronzeville district, purchasing two historic buildings with an eye toward renovating them and relocating in mid-2022.

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We also started (and finished) the hard work of technical transformation, and with the help of outside experts, we evaluated and implemented changes to our organization's legal structure, bylaws, governance and financial reporting.

And finally, we continued to advance our business plans for the Food Benefit Company, Food For Health and the foundation, creating a three-pronged approach to advancing our mission for the future.



Now we're driving
systemic change
in three ways.

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THROUGH CHARITABLE GIVING

via the Dohmen Company Foundation

Improving community health through the power of prevention.

THROUGH OUR OWN SOCIAL PROGRAM

via Food For Health

Preventing and reversing disease with a people-centered, medically tailored meal program.

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THROUGH OUR SOCIAL BUSINESS

via the Food Benefit Company (coming in 2022)

Strengthening people and organizations with a food benefit that benefits life.

A quick three year
impact summary:
2019-2021.

OUR CHARITABLE GIVING

Since 2019 the foundation has positively impacted almost 50,000 lives by granting over \$5 million to more than 30 nonprofit agencies that align with one of our three strategic grantee categories: Food is Medicine, Community Food Initiatives or Corporate Social Responsibility.

OUR SOCIAL PROGRAM

In less than two short years, Food For Health has delivered 1000's of meals and help improved the health and quality of life for nearly 240 community members.

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OUR SOCIAL BUSINESS

3 businesses acquired for platform
Business Plan created
Technology implemented
MVP process map finalized
Two Beta clients selected
Launch plan created for 2022

We're ready
for the future.

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BY 2027 WE PLAN ON...

GRANTING \$15 MILLION FROM THE FOUNDATION TO ORGANIZATIONS that will advance our vision using proven programs

GRANTING \$15 MILLION TO OUR SOCIAL PROGRAM FOOD FOR HEALTH to reverse chronic disease for even more food insecure people

LAUNCHING THE NATION'S FIRST FOOD BENEFIT COMPANY TO EMPLOYERS

Sure, our five-year plan has some aggressive goals. But we've accomplished big things before. We know we can do it again.

Especially with this team...



KATHY KOSHGARIAN

President

- Over 20 years of experience building, leading, and growing successful organizations
- Previously held leadership roles with Harley Davidson and AT&T
- Joined Dohmen in 2012



MICHAEL ITALIANO

Chief Financial and Development Officer

- Served as financial and corporate development executive in multiple industries
- Held leadership roles at Deloitte, Schwarz Pharma, Kimberly-Clark
- Joined Dohmen in 2009



MICHAEL O'NEIL

General Counsel

- 20 years of experience with emphasis on acquisitions, corporate and health law
- Partner at Michael, Best and Friedrich and associate at Foley & Lardner
- Joined Dohmen in 2013



BRIAN COLE

Chief Operating Officer

- Leadership roles in operations and technology for large companies & startups
- Previous companies include: RED ARROW LABS, Towers Perrin, JumpForward and Innovative Sports Strategies
- Joined Dohmen in 2016



RACHEL ROLLER

Interim Executive Director

- More than 25 years of experience in government and community relations
- Aurora Health Executive, Sr. Advisor to Governor Tony Evers' Transition Team
- Joined Dohmen in 2021



JUSTIN GALLOWAY

VP, Commercial Development

- 15 + years of experience in sales leadership, and operational strategy
- 11 years leading growth at GE Healthcare, 4 years at AT&T in sales operations
- Joined Dohmen in 2021



RAYNA ANDREWS

Program Director, Food For Health

- Public health ambassador, author, and activist
- CEO, Healthy Food Movement, Sr. Director, Feeding America Eastern Wisconsin
- Joined Dohmen in 2021

We're proud that people
are noticing.

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Dohmen Company Foundation investing \$1.6 million in healthy food-related nonprofits

Programs focus on health and wellness initiatives

By Andrew Weisner | June 13, 2021 12:38 pm

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In keeping with its mission to help prevent chronic disease before it happens by supporting local programs focused on health and wellness, the Dohmen Company Foundation announced its investment of \$1.6 million to several nonprofits.

The nonprofits use to receive this funding are all helping strengthen the city's food and nutrition ecosystem, according to a press release from the Milwaukee-based foundation.

The nine Milwaukee-based nonprofits receiving grants include:

- **Foodlight:** This program plans to use the funding to start a evidence-based culinary nutrition program for 1,100 grade school students and 3,000 family members.
- **HeartLove Place:** This program will provide 14 weeks of care to 100 food-insecure and health-at-risk.
- **Milwaukee Center for Independence:** The center will provide care and education while increasing access to food.
- **The Rosewood Food Pantry:** Both a new wellness and nutrition, the program will improve food and food security for 200 people.
- **Midway Park Neighborhood Association:** Funding will support the center's food pantry.
- **The West United Food Pantry:** This program will provide care for nearly 100 long-term, low-income families.
- **MAD Milwaukee Day:** Funding will be used to increase, including those with health and wellness.
- **Teens Grow Green:** This program will work to grow a new generation of food security.

Milwaukee-area executives share stories of change at BizTimes Milwaukee's Women in Business Symposium

By Maribeth Meyer | Aug 29, 2021 2:24 pm



Left: Co-Chair of the United Community Center moderated a panel discussion with Peggy Williams, South of 48th Milwaukee, Kenya Whitely, owner of the Maquis Performing Arts Center, Lesia Nishchik of American Family Insurance, and Jennifer Kozlowski of American Family.

At BizTimes Milwaukee's Women in Business Symposium Thursday, women business leaders not only shared stories of change but also the ways in which they navigated adversity while inspiring those around them.

The Milwaukee-based Dohmen Company Foundation president and chief officer Kathy Koshgarian was honored as BizTimes Milwaukee's 11th Woman of the Year during the event, which drew more than 300 attendees at the community center in Milwaukee.

Joined by a panel of four Milwaukee-area executives ranged from tough, defining the COVID-19 pandemic to various stages of change they experienced while in their professional careers.

The World Health Organization declared COVID-19 a global pandemic. It took a year to move to Milwaukee for her new role as president and CEO of Performing Arts Center.

FOOD IS MEDICINE: ACCELERATOR PROGRAM HELPS DOHMEN FOUNDATION PROVIDE LIFE-SAVING HOME-DELIVERED MEALS

Posted by Communications | Aug 23, 2021 | 12:11 pm



Food is medicine. Accelerator program helps Dohmen Foundation provide life-saving home-delivered meals.

Millions of people will be delivered to thousands more food insecure and chronically and critically ill people nationwide through the Food is Medicine Accelerator, a project providing technical assistance and training to nonprofit food agencies so that they can launch the life-saving home-delivered intervention in currently unmet or underserved communities.

Four nonprofit agencies – Healing Tampa Bay in Florida, the Boston Change Group in Massachusetts, the Health Equity of Portland and the New Hampshire Food Bank – recently completed a training immersion program provided by the Accelerator. The program has equipped the number of healthy diet-related meals that agencies are preparing to prepare in a number of ways. The nonprofit agencies – located in Clark County, North Carolina, Indiana, Ohio, Texas and Wisconsin – had begun the program. Further support of WFP services.

Finalists named for MMAC Focus on the Future awards

By Arthur Thomas | Jul 15, 2021 12:13 pm



Last updated on July 15th, 2021 at 02:11 pm

The Metropolitan Milwaukee Association of Commerce has named 15 companies as finalists for the 2021 Focus on the Future awards.

Winning companies in the categories will be honored in five categories: Talent, growth, equity, innovation and health. The winners will be announced during a luncheon on Sept. 24 at the Italian Community Center. Another 34 companies are receiving honorable mention recognition.

"At MMAC, we're inspired by the examples of innovation, resilience and success we hear from Milwaukee region companies and their employees every day. It's our honor to recognize some of those stories in this year's Focus on the Future awards," said Stephanie Hall, vice president of membership and small business at MMAC.

BizTimes is a media partner of the Focus on the Future program, which is sponsored by First Midwest Bank.

The Talent category recognizes companies improving retention rates, cultivating a cohesive company culture, upskilling employees or with other unique workforce accomplishments.

Dohmen Company Foundation president Kathy Koshgarian to be honored as BizTimes Milwaukee's Women Executive of the Year

By Andrew Weisner | Jun 18, 2021 12:38 pm



Kathy Koshgarian

Last updated on June 18th, 2021 at 12:13 pm

Kathy Koshgarian, the president and chief operating officer of the M Dohmen Company Foundation, will be honored as BizTimes Milwaukee Executive of the Year award winner.

Koshgarian will be recognized at the Women in Business Symposium Thursday, Aug. 15 from 7 a.m. to 11:30 a.m. at the Italian Community Center.

Business Journal Sentinel

Dohmen plans move to Harambee

Real Estate | Business

11 Dec 2020 | 11:48am | Tom Dwyer

A foundation that focuses on health issues will move its headquarters to Milwaukee's Harambee/Bronzeville area from the historic Third Ward.

The Dohmen Co. Foundation Inc. plans to move in 2021 to the former Fein Brothers building, at 2007 N. King Drive, after major renovations, it was announced Thursday.

The foundation bought the two-

story, 31,000-square-foot building for \$892,000, according to state real estate records.

Dohmen, which focuses on revitalizing the health of communities, expects to invest between \$1 million and \$2 million in renovations.

"This is the perfect location for us for many reasons," said President and Chief Operating Officer Kathy Koshgarian.

Dohmen Co. Foundation moving to King Drive building it will restore

Real Estate | Business | 11 Dec 2020 | 11:48am | Tom Dwyer



The former Fein Brothers building on King Drive will be renovated by the Dohmen Co. Foundation Inc. Courtesy of the Dohmen Co. Foundation Inc.

The Dohmen Co. Foundation plans to move its headquarters office and also its foundation staff offices from the old Third Ward and move to the former Fein Brothers building on North St. North of King St. Drive.

The building is a two-story, brick structure with a mix of brick and stone. It is located on North St. North of King St. Drive.

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LAND AND SPACE

Dohmen plans 2021 move to former Fein Brothers building on King Drive. It's another boost for the Harambee area.

Tom Dwyer | Milwaukee Journal Sentinel | 11 Dec 2020 | 11:48am | 423 px | 101, 161, 200

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"This is the perfect location for us for many reasons," said President and Chief Operating Officer Kathy Koshgarian.

Dohmen has called Milwaukee home for the past 60 years, so we're honored to be able to preserve an iconic piece of Milwaukee's rich architectural history and to become part of a vibrant community like Bronzeville," Koshgarian said in a statement.



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Because we're proud
to be Dohmen.

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COMPANY FOUNDATION

For decades, Dohmen has been an innovative, purpose driven business committed to keeping people healthy. Now as a philanthropic enterprise, we're uniquely positioned to combine the decades of our business and healthcare expertise with our expansive commitment to improving community health. And thanks to the generosity of shareholders, we're able to lead the way with a new model - one that prioritizes people over profits. **THANK YOU.**

You've lived our values. You've been the change we all wish to see in the world. And you've inspired us to work tirelessly to improve community health through the power of prevention! Stay tuned.

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