



CLA Promise Report

Published January 2023



**Celebrating 10 years as CLA,
with roots stretching back
more than 100, we continue
our ambition to be known as
the most inspiring professional
services firm in the world.**

We entered 2022 filled with gratitude, welcoming a fresh start for our lives and our careers as we reflect and prepare for the future. We felt a shift in our country and saw the world moving attention beyond the pandemic.

More than ever, we recognize the importance of wellness. It is a priority for all of us and we're taking huge steps forward to pour into our CLA family through active listening, celebrations, personal connection, and an ever-growing wellness portfolio to advance our physical, financial, social, and emotional health.

Over the past 10 years we built a launch pad for our future. We plan continued and significant investment in our future forward strategy over the next 3, 5, and 7 years. This includes leaning into our culture, giving our clients all of CLA to seamlessly serve their needs, driving innovation that allows us to serve at a different level and bring more happiness day to day, and, finally, growing our CLA Promise locally and across the world.

Jen Leary
CEO, CLA



LIVING THE CLA PROMISE



LIVING THE CLA PROMISE

Live well, lead well, inspire others

Our clients need us, our communities need us, and we need each other.

Wellness is not a program we roll out or a box we check. It's a mindset we challenge ourselves to live in every day. When we do, the positive vibe that extends to our clients, our families, and our communities is boundless.



Yet, it can be difficult to juggle and prioritize our wellness in our busy lives. This year, CLA teamed with **Thrive Global** to help us achieve balance and a healthy perspective in all aspects of our lives. Thrive's science-backed well-being platform serves as a personal behavior coach to empower each of us to live our lives better. Currently, 58% of our CLA family members are active users of the Thrive platform, which is significantly above industry standard.

We also created two all-new roles to enhance wellness: Lynn Knight as our live well leader and Madison Beckett as our fitness and nutrition coach.

It comes down to mindful thinking about the decisions we make to build our lives and careers in a healthy manner, build mental resilience, and operate from a place of strength.



“We are changing the way we work and live by ending the collective delusion that burnout is the price we must pay for success.”

— ARIANNA HUFFINGTON
FOUNDER AND CEO
THRIVE GLOBAL



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“In addition to CLA having a solid presence for the first time at NABA Recharge, engaging with the students and potential hires was a great experience for me. Getting a chance to talk about the firm and what I do really highlighted the trip for me.”

— DANIEL WATFORD
BIZOPS CHIEF FINANCIAL OFFICER
GREENBELT, MARYLAND

LIVING THE CLA PROMISE

Paving a more just world together

Last year we announced we were joining forces with NABA, Inc. to increase diversity, equity, and inclusion in our industry in a first of its kind corporate sponsorship where we welcomed NABA to relocate their national headquarters in our Greenbelt location.

We’re excited to announce a deepening of that relationship with the CLA Foundation awarding a \$1 million, five-year commitment grant to seed the nonprofit’s new Pathway to College program, support human capital needs, and create scholarships.

The CLA Foundation grant was presented at the NABA Recharge convention.



LIVING THE CLA PROMISE

Serving on a global scale

Together with Evelyn Partners, the UK's leading integrated wealth management and professional services group, CLA founded and launched a new global organization – CLA Global Limited (CLA Global) – on July 1.

CLA Global is significant to the broader industry, filling a gap among top global organizations with its keen focus on fast-growing, innovative, and dynamic middle-market cross-border businesses, while also concentrating on assisting international public interest and listed entities.

Asia presence

On November 1, Singapore-based accounting and professional services firm CLA Global TS (formerly Nexia TS) joined the organization as a network firm, better equipping CLA Global to provide localized guidance to clients in high growth financial markets across Asia.

"Global is the next generation of growth for us. We saw an opportunity to collaborate and build a global organization different from any other in our world today. We are fundamentally investing in our people, giving them opportunities on a grander scale." – Jen Leary

We expect to welcome additional member firms to expand our global reach in the coming year.





“What really sets CLA apart is we pair national recognition with dedicated local presence across the country.”

— SCOTT ENGELBRECHT
CHIEF GEOGRAPHIC OFFICER
ST. LOUIS, MISSOURI

LIVING THE CLA PROMISE

Expanding our CLA family

We’ve created a model that allows us to serve small entrepreneurial organizations as well as the largest public companies, with deep industry experience and a personal touch.

2022 saw us continue to expand our footprint with intention across the country, reinforcing our promise to know and help our clients, our people, and our communities.

June 20, 2022

Nashville, Tennessee



November 1, 2022

**Bethlehem, Pennsylvania
St. Petersburg, Florida**



November 1, 2022

**Salinas, Paso Robles, King City,
and Carmel, California**



HAYASHI | WAYLAND

January 1, 2023

Toledo and Findlay, Ohio





FIRM
HIGHLIGHTS

FIRM HIGHLIGHTS

News and accolades

[Certified Great Place to Work®](#) for second consecutive year, based on employee feedback and workplace experience.

CEO Jen Leary named [Diversity, Equity, Inclusion, and Belonging Leader of the Year](#) by NABA Inc.

Chief Culture and Engagement Officer Nancy Brown named to AICPA diversity commission

Awarded [\\$1 million CLA Foundation grant to NABA](#) to grow Black talent in accounting.

Named a “Highly Commended” firm in the [100 Women in Finance’s inaugural DEI award](#).

[Formed new global organization](#) — CLA Global Limited (CLA Global) — with UK-based co-founder Evelyn Partners.

For the fifth consecutive year, CLA ranked number eight in the [Accounting Today Top 100 Firms](#) list.

Named the [top audit firm for credit unions](#) for the 9th consecutive year by Callahan & Associates.

Named the [number one U.S. construction accounting firm](#) for the 4th year in a row by *Construction Executive*.

CLA Wealth Advisors named [53rd in Barron’s top 100 RIA firms and ranked number four in assets under management](#) by *Accounting Today*.





CREATING
OPPORTUNITIES
FOR OUR CLIENTS

CREATING OPPORTUNITIES FOR OUR CLIENTS

201,000+

Active clients

8,400+

Clients engaged in global capabilities

3,600+

Clients engaging employee benefit plan capabilities

107,000+

Private households served

74,000+

Private businesses served

9,300+

Nonprofit organizations served

4,100+

Government organizations served

630+

Higher education organizations served

4,500+

Financial institutions served

12,100+

Health care organizations served

30,700+

Clients engaging outsourcing capabilities

7,100+

Clients engaging wealth advisory capabilities

14.2%

Organic growth



“It’s extremely healthy for a growing company to not try to have everything under one roof. With CLA, we stay more agile and fresh. It’s my intent to always have them on speed dial to some degree. It benefits us enormously — at both the strategic level and with day-to-day professionals doing the nitty gritty with us.”

— SARAH EUSTIS, CEO
MAIN STREET HOSPITALITY

CREATING OPPORTUNITIES FOR OUR CLIENTS

To know you and to help you

Built to create opportunities for private businesses, public companies, governments, nonprofits, and the people who own and lead them, we’re here to help.

Answering talent needs

Shifts in workforce dynamics are complex. Today, the strongest companies are zooming out and asking what is really necessary to move forward.

CLA helped our client, Main Street Hospitality, unravel talent needs in the wake of COVID-19. What started as an assessment of its HR department grew to rebuilding a HR team with a strong sense of internal culture, providing unbiased outsourcing in the interim, and leading communication and training to strengthen employee engagement across eight properties.

Read the full story in
[The Wall Street Journal](#).

CREATING OPPORTUNITIES FOR OUR CLIENTS

Visualizing the future

Not only are data-driven technologies giving organizations greater visibility into workforce needs, they can inform and transform your entire business outlook.

We help our clients put data to work to:

Improve revenue and expense forecasting	Improve strategic decision making
Reduce time to market	Reduce client acquisition costs
Improve jobsite and production line safety	Reduce equipment downtime
Reduce fraud through automated anomaly detection	Reduce client churn
Reduce pricing volatility	Improve cash flow
Increase employee retention and engagement	Streamline operational processes



CASE STUDY

A private, nonprofit liberal arts school needed help to slow attrition. CLA built a machine learning model trained on historical data to focus on the critical few early warning factors and ignore the many trivial factors. Now armed with explainable predictions, our client has a proactive model to offset the impending enrollment cliff — leveraging distance, discount rate, hours enrolled, career GPA, and building code to boost retention.



CREATING OPPORTUNITIES FOR OUR CLIENTS

The global table

From high-end retailers in Spain to chain link manufacturers in Germany and everything in between, CLA aims to remove the anxiety that can come with bringing a business to the United States.

Business, tax, and regulatory requirements shift constantly, and once you cross borders, compliance gets even more complex. CLA goes deep to advise on site selection, human resources, banking ... even tips on what nearby grocery stores have that ingredient you've been looking for.

We take time to really know our clients to understand what they need from more than just a business standpoint, because we believe in opening the doors to a full community of support.



“There are a lot of unknowns when business owners expand globally. I love that CLA can bring it all to the table. We connect our clients to the right people, walk alongside them at each step, and learn their business operations and culture. Our clients say they feel secure when working with CLA because we seek to first understand their needs, then support.”

— STEPHANIE MCDONALD
PRINCIPAL
CHARLOTTE, NORTH CAROLINA





CREATING
OPPORTUNITIES
FOR OUR PEOPLE

CREATING OPPORTUNITIES FOR OUR PEOPLE

In 2022:

3,067

People joined CLA

306

Advanced or transitioned to director path

244

Advanced or transitioned to principal path

184

Pursued mobility opportunities

284

Alumni rejoined CLA

734

Learning sessions were held

2,031

Declared a new industry



CREATING OPPORTUNITIES FOR OUR PEOPLE

A culture of belonging

This year brought significant progress to elevate diversity, equity, and inclusion, which is detailed in our second annual DEI report.

Key highlights include:

Investment in outside assessment which reinforced our own hunch: DEI is a connection point for our CLA family	40% growth in engagement with our virtual belonging communities (VBCs) and launch of our ninth VBC: Generationally Indigenous
32% of all new hires in 2022 were people of color , compared with 29% in 2021 and 19% in 2017	9.3% of CLA's total spend is with diverse suppliers , which is up from 4.5% in 2021
Hosted 250+ family members for our inaugural belonging and inclusion summit to celebrate our progress and announce a dedicated full-time DEI team to move DEI forward in 2023	

CLA's nine VBCs:

- Abilities at CLA
- CelebrAsian
- Generationally Indigenous
(new in 2022)
- Military connections
- Parents and guardians
- Pride at CLA
- Sankofa
- Una familia
- Women at CLA





“My first career coach pushed me to try new things, look at situations differently, and taught me about the firm. CLA supports finding new coaches in different seasons of your career, offering an opportunity to vary your experience, meet new people, and gain knowledge.”

— LAYTON SMITH
MANAGER
DALLAS, TEXAS

CREATING OPPORTUNITIES FOR OUR PEOPLE

Record-breaking talent

We’re celebrating what we believe is one of the strongest workforces in the industry and are making advances as it shifts to better reflect the communities and clients we serve.

In 2022, our total headcount was up a record-breaking 11% and we saw an incredible retention rate of 83%. We are grateful for strong talent and talent worthy of advancement — more than 700 CLA family members advanced in their careers in the past year. This included our biggest class ever of principal and signing directors, of which 52% are women and 9% are under-served or under-represented demographics.

CLA’s workforce is resilient because our people embrace their individual interests and grow through new experiences. Our career coaching model is designed to open uncommon opportunities aligned to each person’s skill and passion.



CREATING OPPORTUNITIES FOR OUR PEOPLE

Connect, inspire, grow

Our goal is to infuse CLA's culture into our current and future leaders.

Nearly 1,300 family members gathered in Nashville, Tennessee — music city — for our inaugural Connect, Inspire, and Grow conference. Family members emerged feeling renewed and ready to engage.

<i>Inspired careers driven by choice</i>	Career path	Industry	Service	Mobility
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Inspired careers month

Meanwhile, we launched our first inspired careers month for all of CLA. Three weeks of education, celebrations, and choices led to impressive accomplishments including:

- 796 family members selected a **new industry**
- 355 **open house sessions** hosted
- 5,235 minutes of **education and sharing**
- 1,038 celebrations of a person that impacted a **CLA family** member's career
- 60 new **peer advisors**
- 68 new **career coaches**
- 136 new **VBC memberships**
- 7,500+ inspired careers **moving forward**



Celebrating each other at our inaugural Connect, Inspire, Grow conference.



CREATING OPPORTUNITIES FOR OUR PEOPLE

Being well

We approach wellness benefits as a portfolio for CLA family members to draw upon as need arises. Benefits span all aspects of wellbeing including physical, financial, social and emotional wellness.

“Wellness needs to be a priority for all of us. It’s the only way we’re going to continue this legacy of CLA.”

— JEN LEARY



CREATING OPPORTUNITIES FOR OUR PEOPLE

Ever-expanding wellness portfolio

In 2022, CLA:

- **Launched a program to address potential employee burnout:** We watch hours logged and time off to spot people that may be at risk. Then, we work for find ways to adjust their workload to attain balance.
- **Began a wellness stipend offering:** Each quarter, every CLA family member can redeem \$100 toward physical, financial, social, or emotional wellness. We are excited to see our team entering costs for gym memberships, snow removal, student loans, running shoes, charitable giving, and more.
- **Continued the popular Wellness Wednesday series:** From topics like protecting your dollar in today's economy to overcoming perfection to building belonging to reframing imposter syndrome, thousands of CLA family members have engaged with this series.
- **Enhanced 401(k) vesting schedule:** We moved from a 6 to a 3-year vesting schedule for our CLA family members.
- **Began Legal Shield/ID Shield:** It is important to safeguard our digital and financial health. ID Shield helps family members protect their identity and Legal Shield is a legal protection program.
- **Introduced pet insurance:** This benefit helps our CLA family members protect their pets when accidents, surgeries, and routine events occur.
- **Launched Scripta:** Scripta finds same or equivalent prescription medications that cost less than current prescriptions. This allows our family members to save money.



- **Enhanced Omada for those living with diabetes:** We now offer Omada to individuals who are already diagnosed and living with diabetes.
- **Increased mental health resources:** Mental health remains top of mind for CLA and our CLA family members. Through EAP, counseling sessions were increased from 3 to 6 sessions per incident.





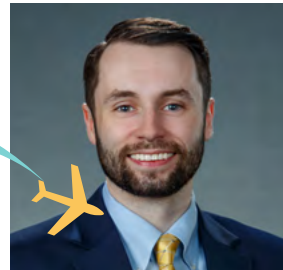
CREATING OPPORTUNITIES FOR OUR PEOPLE

Experiences abroad

Our global strategy is as much people-led as it is client-led. CLA offers a mobility abroad program for our family members. It's like a student exchange program for an inspired career.

The mobility abroad program allows CLA family members to live and work overseas for a pre-determined time. In addition, we welcome team members from CLA Global network firms to work with CLA in the United States.

Every cross-border, cross-service line experience is an opportunity to learn, lead, and expand the CLA Promise, globally. Thank you to those who have taken that leap.



"During my undergrad, I had the chance to complete a summer internship program in Dublin. It was the best two months of my life. By the time I graduated I knew I wanted to explore that again in my career. Now I am part of the CLA global mobility abroad program. CLA enabled me to fulfill my most ambitious career aspiration. For that I feel so grateful to be part of the CLA family."

— FRAN JOHNSON, SENIOR
PLYMOUTH MEETING, PENNSYLVANIA



CREATING
OPPORTUNITIES
FOR OUR
COMMUNITIES

CREATING OPPORTUNITIES FOR OUR COMMUNITIES

CLA Foundation

Inspiring generosity: we have now raised and granted more than \$8 million to organizations across the country via our CLA Foundation.

\$8M

Granted since 2015

501

Grants since 2015

\$2M+

Raised and granted in 2022

109

Organizations received funds in 2022

1,715

Family members donated in 2022

100%

Owner giving in 2022

65

Office champions in 2022

125

Family member reviewed grants in 2022



CREATING OPPORTUNITIES FOR OUR COMMUNITIES

Working together

We continue to know that when we do things together, we thrive.

The CLA Foundation is made possible by CLA family members who nominate organizations to receive grants, volunteer to serve on a committee, help with grant review, and make financial contributions. Each dollar of those \$8 million granted comes from a CLA family member.

In addition to our two grant cycles, we kept our promise to know and help our communities by renewing and adding grant support to organizations supporting diverse networks:

- American Corporate Partners
- Nashville Entrepreneurship Center – Twende program
- \$100k strategic grant to help launch Boys & Girls Club Uvalde
- NABA: \$1 million, five-year commitment to seed Pathway to College program, support human capital needs, and create scholarships

We are honored to invest in and connect with organizations that are working hard to address pressing issues.

“I personally support the foundation because I believe in what they are doing, the type of work that they’re doing. It feels good to actually give back and feel like you’re actually making an impact in your communities.”

— **RAYMOND WILLIAMS**
MANAGER
ATLANTA, GEORGIA





CREATING OPPORTUNITIES FOR OUR COMMUNITIES

Community events

Our CLA family loves to give back. So, we make it a point to carve out time during CLA conferences to dedicate time to support the local community.

Nashville

During our Connect, Inspire, Grow conference, CLA held a community event with Hands On Nashville to pack a total of 1,800 kits for Hispanic families facing hardship, teacher appreciation week, and the local population experiencing homelessness.

South Florida

During the NABA Recharge event, CLA family members volunteered with Feeding South Florida along with other volunteer teams and packed over 23,000 pounds of food. This was enough to provide 18,000 meals.

Minnesota

During our CAST conference, CLA family members packed 300 kitchen kits and made 35 tie blankets. Each tie blanket takes an average of 40 minutes — that's 23 hours of labor for 35 blankets. This group of 60 people did it all in under two hours.

Texas

During our Belonging and Inclusion Summit, CLA family members donated a collective \$45,000 worth of goods to outfit the entire academic center of the new Boys & Girls Club Uvalde.

During our advancement conference, CLA family members packed 1,000 trauma informed care kits for teachers use to promote mental and emotional wellness for students in 25 local school districts, including Uvalde.





CREATING OPPORTUNITIES FOR OUR COMMUNITIES

Community engagement

Our CLA family is making a difference in the communities we live, work, and play in. Whether building homes, rocking hair nets, or cleaning the beach — we're better together when we're creating opportunities within our communities.

CLA offers up to 20 hours of paid volunteer time off each year. Here are just a few ways our CLA family members have lent a helping hand.





WITH
GRATITUDE

CLA exists to **create opportunities** for our clients, our people, and our communities through industry-focused wealth advisory, digital, audit, tax, consulting, and outsourcing services.

With more than 8,500 people, nearly 130 U.S. locations, and a global vision, we promise to know you and help you.



With gratitude

It's remarkable to reflect on just how much good has happened because of the strength of our CLA family and the clients and communities we serve.

We celebrated the close of 2022 with a \$2,022 cash gift to all CLA family members, in appreciation of the opportunities created and relationships deepened throughout the year.



Thank you to everyone who has been part of our journey, and to everyone continuing to move us ahead.



We'll get you there.

CPAs | CONSULTANTS | WEALTH ADVISORS

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