At Thrivent, we believe money is a tool, not a goal. Driven by a higher purpose at our core, we strive to help people make the most of all they’ve been given. As a holistic financial services organization, we’re here to help people achieve financial clarity, enabling lives full of meaning and gratitude.

A unique financial services organization

As a membership-owned fraternal organization, we are dedicated to serving the unique needs of our clients, guiding them toward financial choices that will help them live the lives they want today—and tomorrow.

As a fraternal benefit society, we:

• Have a shared purpose.
• Have clients who share a common Christian bond.
• Provide mutual protection in the form of insurance to eligible clients.
• Offer clients opportunities to support local communities through regional Thrivent Member Networks.

One thing is clear—our clients care about their communities, often coming together to help one another in times of need. And for more than 100 years, Thrivent has been there to support them—every step of the way.

Organization profile

President and chief executive officer: Teresa (Terry) Rasmussen
Board chair: N. Cornell Boggs III
Employees: 4,000+
Financial advisors: 1,900+
Clients we serve: 2.3 million
Corporate Center: Minneapolis, Minnesota
Operations Center: Appleton, Wisconsin

A few facts about us

What we offer

Advice
We get to know our clients and understand their values so we can create financial strategies customized for them.

Investments
Our investment options help clients build a diversified portfolio and invest with confidence.

Insurance
We have the right insurance offerings to protect what matters most in life.

Banking
We enable our clients to manage, track, save and spend money to support their goals.

Generosity
We offer a variety of solutions and programs that give our clients opportunities to make a difference.

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A strong financial foundation

- $162 billion assets under management/advisement*
- $16.6 billion total adjusted surplus*
- $567 million guaranteed retirement income paid*
- $1.7 billion in life and health insurance claims paid*

Recognized by others

- Ethisphere® World’s Most Ethical Companies® 2012 - 2023
- Ranked 351st on Fortune 500
- Fortune magazine May 2022
- Rated by: AM Best, Moody’s Investors Service and S&P Global Ratings

Putting purpose into action

Since our beginning, Thrivent has supported and inspired clients in their generosity efforts, providing them with the tools and resources to take action—and create impact. In 2022, those efforts resulted in:

- 12.8 million volunteer hours*
- $283 million raised and donated by Thrivent, clients and others*
- 2.3 million clients and others volunteered and donated to address community needs around the country*

Where we came from

1902
Aid Association for Lutherans (AAL) chartered as a fraternal benefit society that offered life insurance to support church members under the common bond of Lutheranism.

1917
Lutheran Brotherhood (LB) chartered as a fraternal benefit society that offered life insurance to support church members under the common bond of Lutheranism.

2002
AAL and LB merged to become Thrivent Financial for Lutherans.

2013
The membership voted to extend the common bond to serve the broader Christian community; name changed to Thrivent Financial.

2020—beyond
Thrivent launches its new brand, reflecting our promise of helping current and future generations achieve financial clarity—so they can make the most of all they’ve been given.

*All data as of Dec. 31, 2022.

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For information on each rating, visit the individual rating agency’s website. Ratings are based on Thrivent’s financial strength and claims-paying ability but do not apply to investment product performance.

Insurance products, securities and investment advisory services are provided by appropriately appointed and licensed financial advisors and professionals. Only individuals who are financial advisors are credentialed to provide investment advisory services. Visit Thrivent.com or FINRA’s Broker Check for more information about our financial advisors.

Thrivent is the marketing name for Thrivent Financial for Lutherans. Insurance products issued by Thrivent. Not available in all states. Securities and investment advisory services offered through Thrivent Investment Management Inc., a registered investment adviser, member FINRA and SIPC, and a subsidiary of Thrivent. Thrivent.com/disclosures.

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