

Finding Joy in Serving Others: CEO and COO of US Capital Participate in Grassroots Philanthropic Work in Rural India



Global private financial group provides financial support, food, and clothing to school children and families in rural India through its international philanthropic solutions division.

SAN FRANCISCO, APRIL 2022 – **US Capital** Chairman and CEO, **Jeffrey Sweeney**, and COO and Managing Partner, **Charles Towle**, recently travelled to India on behalf of the group's philanthropic solutions division, Braj Bhumi Group. In collaboration with Radhe Kunj, a charitable ashram based in Vrindavan, India, Braj Bhumi Group is able to contribute to the wellbeing and elevation of local rural communities at a grassroots level.

During their stay, Sweeney and Towle visited several schools and community spaces supported by Radhe Kunj in Vrindavan and its surrounding villages, while meeting with local authorities to learn more about the region's deep and rich cultural heritage. Aside from making financial contributions to schools with the intention of supporting education in developing populations, Sweeney and Towle also distributed warm clothing and blankets for the cold winter months and food to hundreds of children, families, the elderly, and locals in need.



“Although I take great pride in US Capital’s long-standing commitment to philanthropic initiatives, the experience of travelling and directly meeting those we’re trying to assist is always a humbling one,” said Sweeney. “We created Braj Bhumi Group not only to contribute financially to worthy causes, but also to maintain direct contact with the diverse and culturally rich communities we are serving. Our aim is to foster a personal service-orientated approach and to leverage US Capital’s business and financial expertise for positive global impact.”

“Giving back is a substantial part of our ethos at US Capital,” said Towle. “As a global company we feel a responsibility to assist communities in need, whether it’s supporting our local food bank in San Francisco or sponsoring the education of girls in South Asia. While many financial firms today contribute a portion of profits towards charitable causes, usually remotely, at US Capital we like to show up and personally give our time as well. By building relationships across social, cultural, and geographical divides we have been gaining a deeper awareness of others’ needs, developing personal relationships on the ground, and strengthening our commitment to the ancient wisdom teaching of servant-leadership.”

Through its California-based foundation, Braj Bhumi Group, US Capital proudly supports programs that help solve crucial social and environmental issues, both at home and abroad. The foundation works in partnership with innovative, world-class single-family offices, multi-family offices, sovereign and royal families, and their funds, foundations, and portfolio companies.



About US Capital

Established in 1998, **US Capital** leverages the latest FinTech and RegTech innovation to provide sophisticated debt, equity, and investment products to lower middle market companies and investors. The US Capital group manages direct investment funds and provides wealth management and capital raise services through its affiliates, including US Capital Global Investment Management LLC, US Capital Global Wealth Management LLC, and its FINRA-member broker-dealer, US Capital Global Securities LLC. The group collaborates closely with its peers in professional banking and investment advisory.

www.uscapital.com

To learn more about US Capital, email **Jeffrey Sweeney, Chairman and CEO**, at jsweeney@uscapglobal.com or call +1 415-889-1010.