



MAD FISH

D I G I T A L

2022 IMPACT REPORT



TO OUR COMMUNITY

We couldn't have done it without you – Thank you for banding together this past year. In reflection, 2022 was a year of uncertainty, but we feel fortunate to have been able to spend it in good company. The B Corp community is always resilient and forward-thinking, but in 2022 we were challenged further.

Our team continues to embrace fully remote work and expanded our benefit offerings to support staff in and outside of our Portland, OR headquarters. We onboarded an Employee Experience Manager to support our deeply valued team members. We were pushed to adapt and iterate operationally to continue serving our employees and clients in alignment with our company purpose, mission, and values.

We leaned into our values and made progress towards our social impact initiatives, and the desire from our team to show up for one another and our communities was unmatched.

Our commitment to our social impact programs continues to grow deeper. Not only do we have a formal committee for our work in the B Corp space, but we also now have a committee for furthering our justice, equity, diversity, and inclusion work.

We are proud to continue to push ourselves as Mad Fish Digital approaches five years of being a Certified B Corporation. We dream not just of what is possible today, but of what can be possible in the future. To fulfill our mission, we seek to be a force for good for our employees, our partners, and customers, as well as the world at large.

KEY ACCOMPLISHMENTS FROM 2022



49 HOURS

How much time we spent supporting non-profit organizations with pro bono work



72% EMPLOYEE PARTICIPATION RATE

We had a high employee participation rate for our 2nd annual VTO challenge



SUSTAINABLE GIFT GUIDE

Built upon our existing employee-curated Gift Guide to source client and team member gifts



JEDI IMPACT TEAM

Formally assembled an employee-led justice, equity, diversity, and inclusion team known as the JEDI Impact team



SOCIAL IMPACT

Carved out time in our team's capacity to participate in social impact efforts



72%
EMPLOYEE
PARTICIPATION
RATE

\$650
DONATION TO



100 TONNES

How much CO₂ was offset towards our carbon neutrality goal



95.5 HOURS

How much time we spent volunteering to uplift organizations in our communities

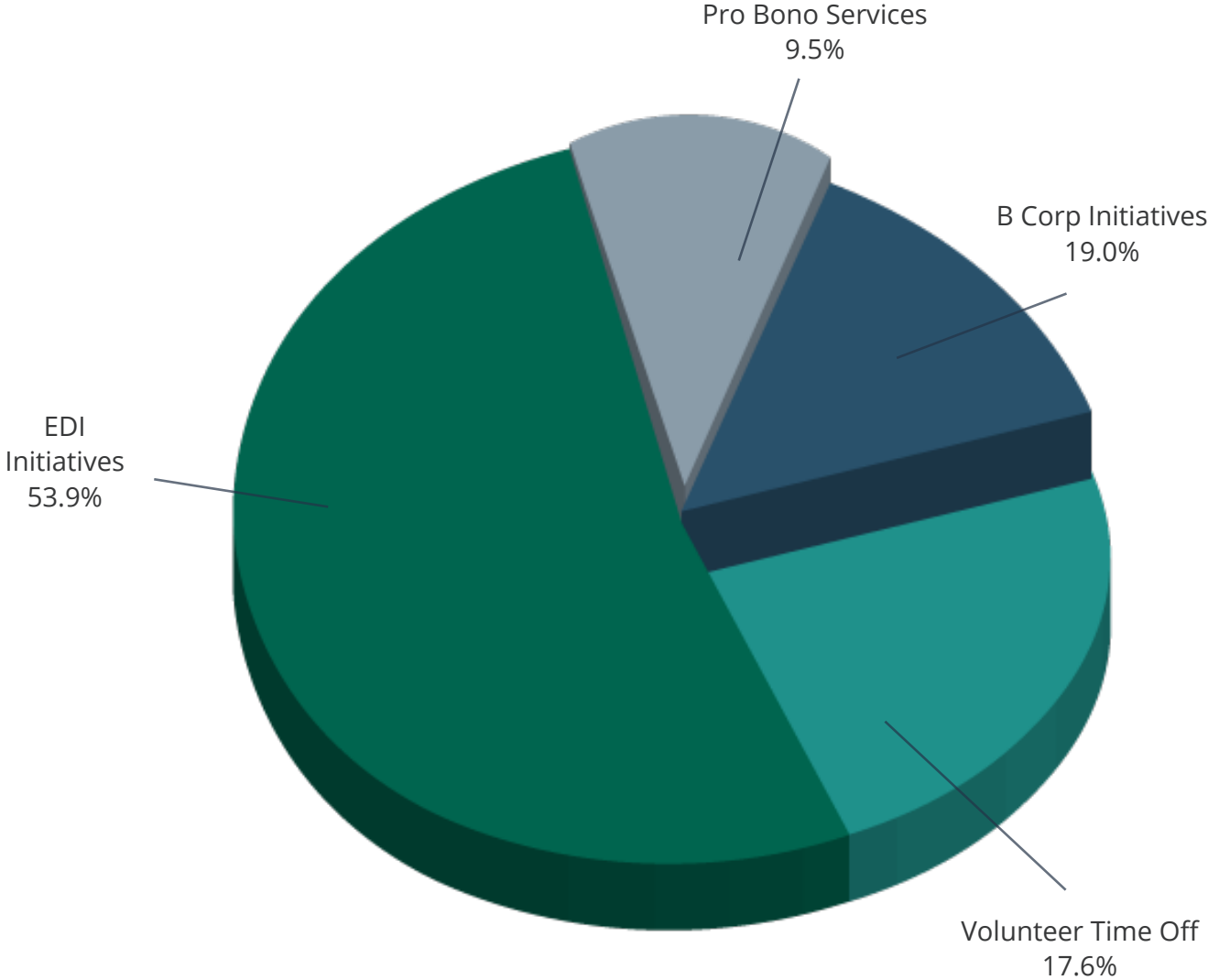


\$10,860

Pro bono and monetary donations we provided to non-profit organizations

SOCIAL IMPACT CONTRIBUTIONS

SOCIAL IMPACT CONTRIBUTIONS 2022



SOCIAL IMPACT CONTRIBUTIONS 2021 VS 2022



MAKING AN IMPACT

We increased [our B Corp certification score](#) by 25% since we were first certified in May 2018.

OUR B CORP SCORE (2018)

Governance	Workers	Community	Environment	Customers	Total
10.5	30.4	28.6	3.6	7.3	80.4

OUR B CORP SCORE (2021)

Governance	Workers	Community	Environment	Customers	Total
17	35.5	24.1	12.7	10.9	100.3

CATEGORY SPOTLIGHT

COMMUNITY



In 2020, we made a commitment to increase our impact in the community. Since then, we made the decision to position ourselves as continuous contributors to our community. We built the following into the foundation of our business practices:

- ★ Diversity, Equity, & Inclusion **8.4**
- ★ Economic Impact **4.6**
- ★ Civic Engagement & Giving **5.0**
- ★ Supply Chain Management **3.0**

WORKERS



Over the years, our commitment to our workers has remained strong. We value our team first and foremost and have made decisions to support that priority. Here's how our score breaks down into tangible supports for our employees:

- ★ Financial Security **12.1**
- ★ Health, Wellness & Safety **6.4**
- ★ Career Development **6.2**
- ★ Engagement & Satisfaction **7.6**

EXPLORE - ENVIRONMENTAL IMPACT

Here's a peek into the specific geographic regions in which our 100 tonnes of CO₂ carbon credits in 2022 made an impact:



EXPLORE - COMMUNITY IMPACT

We dedicated 144.5 hours toward volunteer opportunities and pro bono clients that lift up our communities.



[The Children's Book Bank](#)
Portland, OR



[Oregon Food Bank](#)
Portland, OR



[SOLVE](#)
Oregon



[Final Victory Animal Rescue](#)
Columbia, SC



UNIVERSITY
OF OREGON

School of Journalism
and Communication

[University of Oregon
School of Journalism](#)
Eugene, OR



[Boxes of Love](#)
Portland, OR



[Taking Ownership PDX](#)
Portland, OR



[Create Now](#)
Los Angeles, CA

EXPLORE - EMPLOYEE BUYING POWER

Our team continued to curate our Gift Guide of 60 businesses that meet one or more of our seven sustainability categories. In the coming years, we will continue adding to our Gift Guide with a goal of purchasing, at minimum, 75% of our client gifts from this list. We will also source new Gift Guide businesses to ensure equal representation for all seven categories.

HERE'S A PEEK INTO OUR SUSTAINABILITY CATEGORIES

★ B Corp Certified Businesses

★ Minority Owned or Led Businesses

★ LGBTQIA+ Owned or Led Businesses

★ Women Owned or Led Businesses

★ Businesses who commit to fair wages & benefits

★ Businesses who commit to sustainable business practices

★ Business who commit to hiring people who have been excluded from employment (undocumented, refugees, incarcerated)

EXPLORE - JEDI IMPACT

- ✓ Formally created an EDI committee at Mad Fish known as the JEDI Impact Team
- ✓ Formally planned for committee member's participation in EDI work and accounted for it in capacity limits
- ✓ Developed the JEDI Impact Team purpose, mission, brand, and identity
- ✓ Developed and launched an [EDI statement](#) that lives on our website and accompanies our job postings
- ✓ Conducted a team-wide EDI survey to inform future priorities
- ✓ Curated and sent monthly self-directed learning resources to expand our team's cultural competency
- ✓ Created an activism framework to respond to significant events and social issues. Its purpose is to support healing for Mad Fish employees, foster resilience in the organization, and equip our team to skillfully respond to crises with equity, transparency, and compassion



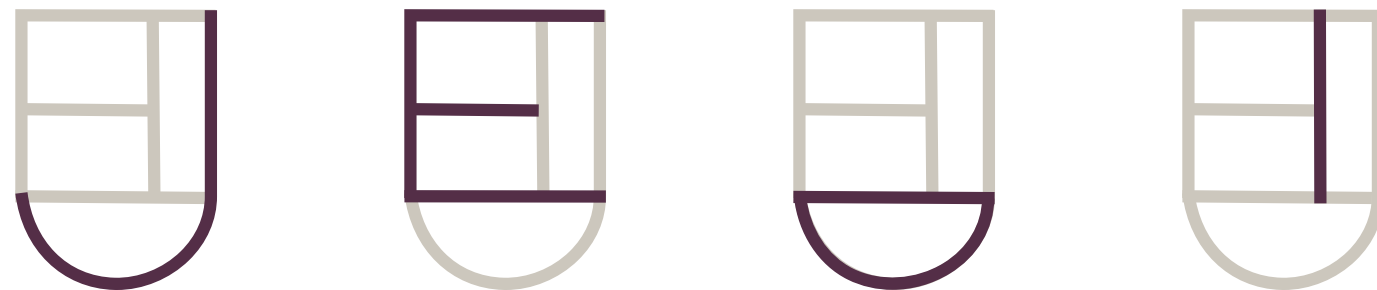
**Justice, Equity,
Diversity & Inclusion**
IMPACT TEAM



**Justice, Equity,
Diversity & Inclusion**
IMPACT TEAM

EXPLORE - JEDI IMPACT (CONT.)

- ✓ Partnered with external experts and resources throughout the year to guide the JEDI Impact Team structure, strategy, and priorities
- ✓ Revised our Work from Home policies to support equity in the workday
- ✓ Adopted a company-wide no-meeting day to provide our team with focus time
- ✓ Onboarded and launched a professional services automation software to facilitate better capacity planning and give the team a balanced workload
- ✓ Attended 4 in-depth justice, equity, diversity, and inclusion training sessions through B Local PDX



**AS A VALUES-DRIVEN
DIGITAL MARKETING
AGENCY, JUSTICE, EQUITY,
DIVERSITY, AND INCLUSION
(JEDI) ARE AT THE HEART
OF WHAT WE DO.**

Read more about how we put it into practice.

**OUR COMMITMENT
TO SOCIAL IMPACT**



WHAT WE'RE PLANNING FOR 2023 AND BEYOND

- ✓ Explore ethical marketing and the future of paid media platforms (Facebook, Google, Amazon, etc.)
- ✓ Donate \$36,000 value of pro bono services
- ✓ Conduct a VTO challenge with 80% team member participation
- ✓ Develop meaningful B Corp partnerships to continue to make an impact on 3 [SDG initiatives](#)
- ✓ Continue expanding our Gift Guide and use it to source 75% of our client gifts
- ✓ Offset a minimum of 120 tonnes of CO2 annually
- ✓ Dedicate 129 paid volunteer hours annually





OUR MISSION

We seek to be a force for good for our employees, our partners, and customers, as well as the world at large.

OUR COMMITMENT

We are proud to make the internet a better place, create an environment that helps other small businesses grow, and reinvest into the community.

OUR VALUES

ACCOUNTABLE

Upfront and honest communication every step of the way.

INNOVATIVE

Simplifying the solutions to complex marketing challenges.

GENUINE

Bringing a thoughtful and personal approach to everything we do.

COLLABORATIVE

Talented team of creative and strategic thinkers supporting your brand.

FUN(ISH)

Knowing how and when to have a good time!



MAD FISH

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