



MAD FISH

D I G I T A L

2023 IMPACT REPORT

TO OUR COMMUNITY



We extend our gratitude to everyone who came together with us over the past year— your support has been invaluable. Looking back on 2023, it was a year characterized by progress both as a team and in our social impact endeavors. Strengthening our ties within the B Corp community has been particularly fulfilling.

Operating as a fully remote workforce, we have diligently explored innovative ways to maintain connections and provide elevated experiences to both our employees and clients. Flexibility proved to be pivotal as we adapted to operational shifts while remaining steadfast in our company's ethos.

Driven by our core values, we made strides in our social impact initiatives, fueled by a strong dedication from our team to uplift one another and our communities.

This past year, our commitment to our social impact programs continued further. Our established committee for our work in the B Corp space expanded its evergreen initiatives, for our pro bono work, volunteer time off challenge, and sustainable gift guide. We continued our commitment to our justice, equity, diversity, and inclusion work as well. In 2023, the team also developed a formal ethical marketing policy, to guide our methods and decision-making as an agency in an ever-evolving digital landscape.

As Mad Fish Digital embarks on its sixth year as a Certified B Corporation, we take pride in our continual growth and evolution. Our aspirations extend beyond the present, as we envision a future where we continue to be a positive force for good, for our employees, partners, customers, and the world at large.

KEY ACCOMPLISHMENTS FROM 2023

OFFSET ALLIANCE

Began a partnership with Offset Alliance, a certified B Corp, to become Offset Climate Certified®

PRO BONO

\$27,405 of in-kind services provided to non-profit organizations

VOLUNTEER TIME OFF CHALLENGE

81% employee participation rate for the 2nd annual VTO Challenge

SUSTAINABLE GIFT GUIDE

Expanded our employee-curated Gift Guide to source client and team member gifts

ETHICAL MARKETING POLICY

Developed a formal ethical marketing policy to enhance transparency and underscore our commitments

JEDI IMPACT TEAM

Expanded our justice, equity, diversity, and inclusion efforts with our employee-led team known as the JEDI Impact team

SOCIAL IMPACT

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



**145
HOURS**

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



**96.5
HOURS**

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

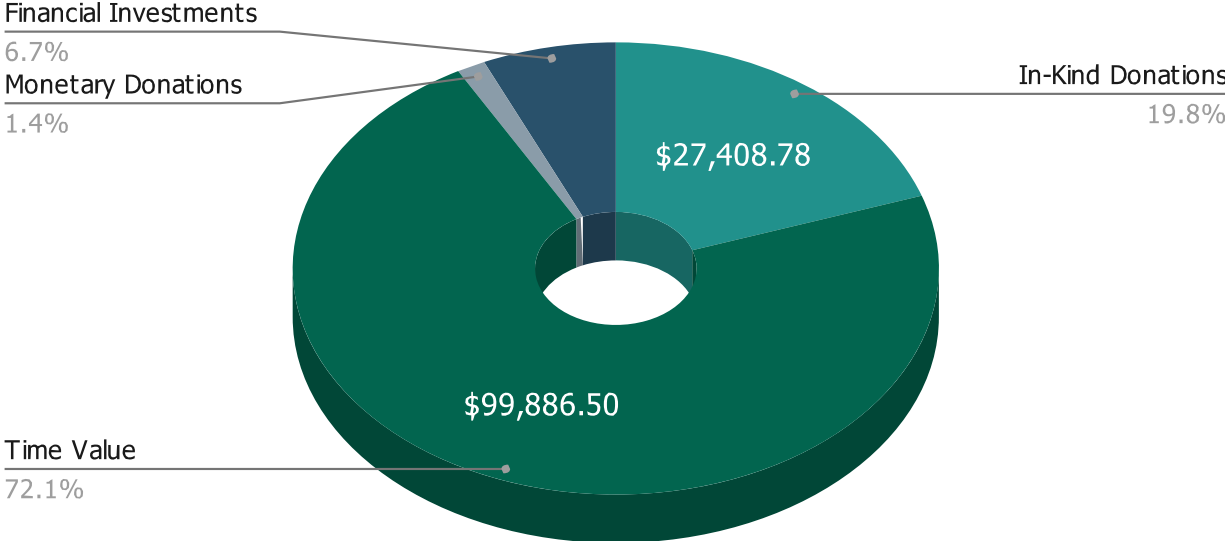


**BLD PNW
CONFERENCE**

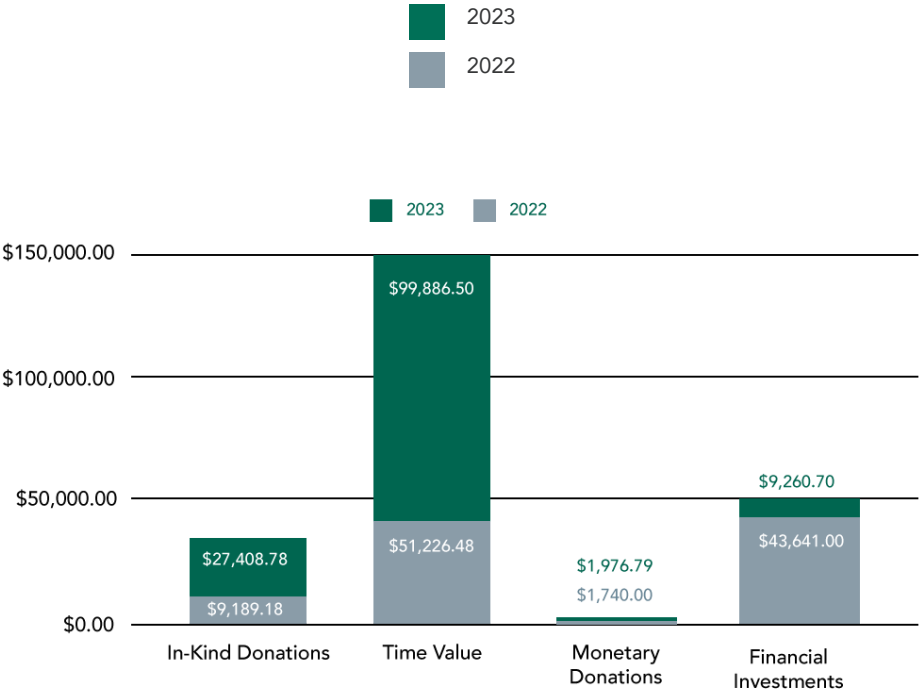
Presented at the BLD PNW conference, sharing more about our VTO Challenge and how others can expand their VTO efforts

SOCIAL IMPACT CONTRIBUTIONS

SOCIAL IMPACT CONTRIBUTIONS 2023

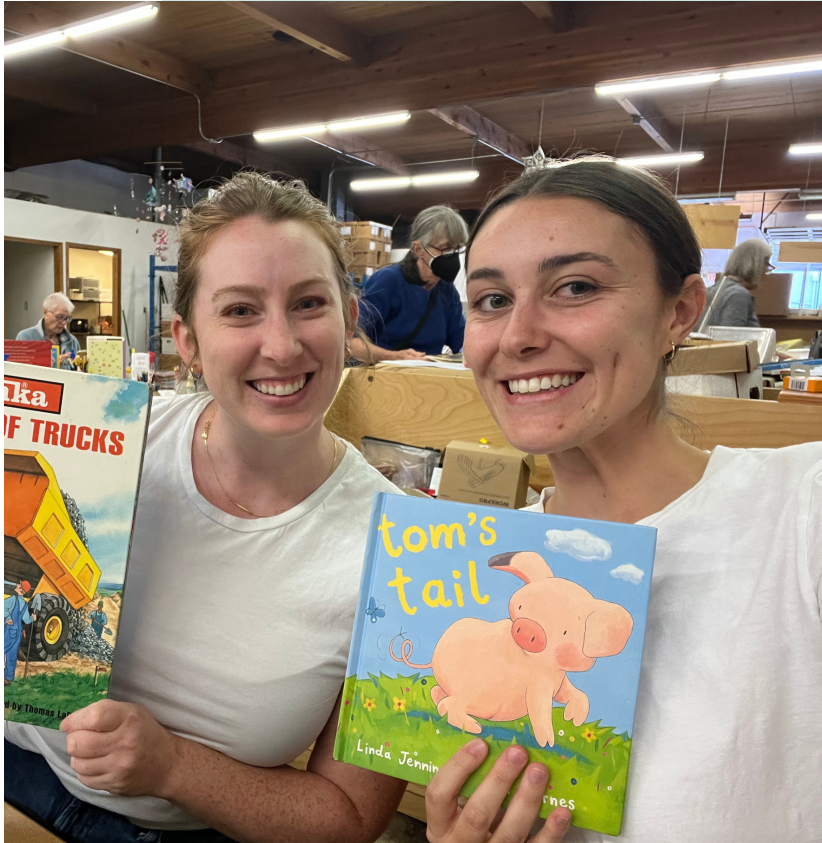
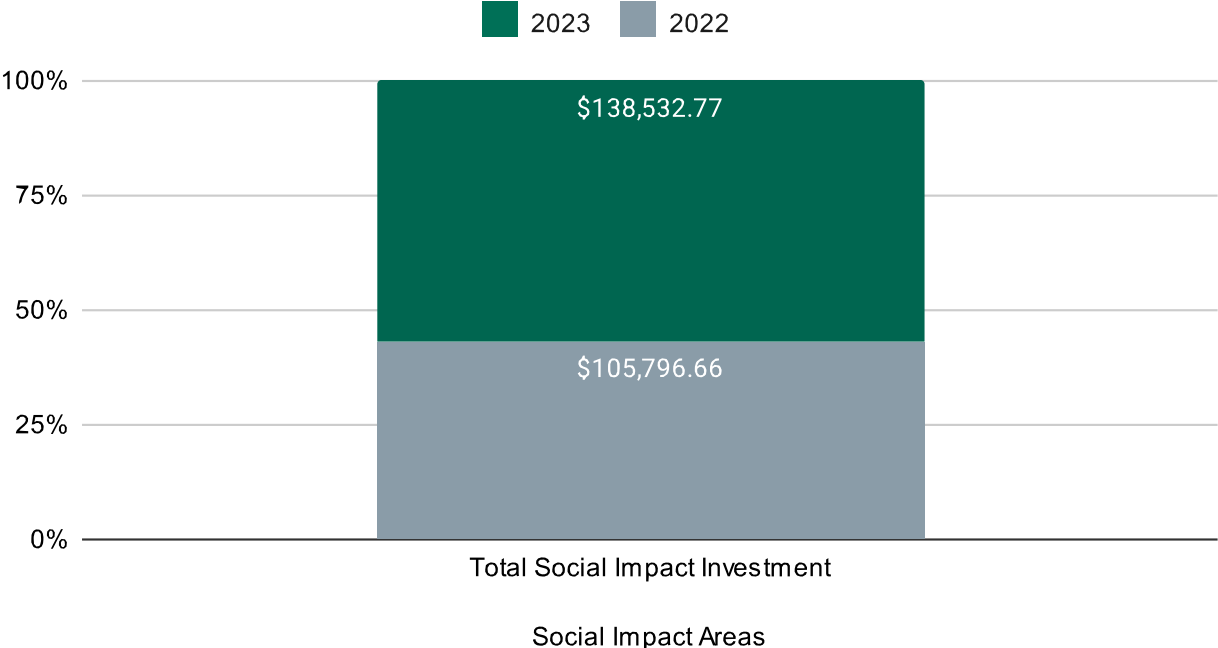


SOCIAL IMPACT CONTRIBUTIONS 2022 VS 2023



SOCIAL IMPACT CONTRIBUTIONS (CONT.)

SOCIAL IMPACT TOTAL CONTRIBUTIONS - 2022 vs. 2023



MAKING AN IMPACT

In 2022 we completed our first re-certification process. Thousands of other B Corps underwent the certification and recertification process in 2022 and we're honored to be in the community with world-renowned brands using business as a force for good.

B Lab is advancing the standards for B Corp Certification to meet the magnitude of the challenge ahead in the world today. 2025 will mark the first year that B Corporations will (re)certify under the new standards. Our team is eager to lead the way and recertify under the new standards and will be busy working towards them in 2024.

Our B Corp Certification cements Mad Fish Digital as a leading company using business as a force for good. The new standards will focus on the most important social and environmental issues facing people and the planet, giving companies clarity to focus on what matters and galvanize the most impactful actions.

While the present standards and scoring methodology are still around, here's a recap of where our score currently stands.

OUR B CORP SCORE (2018)



OUR B CORP SCORE (2023)



EXPLORE - ENVIRONMENTAL IMPACT

In 2023 we kicked off a partnership with Offset Alliance, a certified B Corp. They helped us offset our 2022 carbon emissions at 150%. We are proud to work alongside Offset Alliance to drive down global CO2 emissions, strengthen our B Corp communities, and regenerate biodiversity across the globe.



We will commit to partnering with them to offset our **2023 carbon emissions at 150%**, which will take place during the **2024 calendar year**.

EXPLORE - ENVIRONMENTAL IMPACT (CONT.)

We dedicated **242 hours** of paid volunteer time off and time towards pro bono work to lift up our communities.

Here are the organizations we supported:



The Children's Book Bank
Portland, OR



**PORTLAND
BACKPACK**

Portland Backpack
Portland, OR



Oregon Food Bank
Portland, OR



Boxes of Love
Portland, OR



Breakout Room,
part of the Create Now brand
Los Angeles, CA



Taking Ownership PDX
Portland, OR



**PDX HOUSING
SOLIDARITY PROJECT**

PDX Housing Solidarity Project
Portland, OR



Growing Gardens
Portland, OR



Fish Food Bank
Hood River, OR



VEAP
Minnesota



Feeding South Florida
Florida



OK You
Portland, OR



Birch Community Services
Portland, OR



**Hood River County
Christmas Project**
Hood River, OR



Hands on Greater Portland
Portland, OR

EXPLORE - EMPLOYEE BUYING POWER

Our team expanded on our [social impact-focused Gift Guide](#) of 71 businesses that meet one or more of our seven sustainability categories. Last year, we shared recommendations internally to encourage our team to purchase holiday gifts from the list. We also selected 10 businesses to feature on our social media channels to raise awareness about their products or services. We will continue to build out the guide in 2024 and further expand its use internally and externally.

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

- ✓ Conducted our annual team-wide EDI survey to collect data on progress and future priorities
- ✓ Used the team-wide EDI survey results to develop two priorities that focus on Employee Experience and Learning & Development impact areas
- ✓ Continued to curate and iterate on our monthly self-directed learning resources to expand our team's cultural competency
- ✓ Launched our activism framework to respond to significant events and social issues
- ✓ Partnered with external experts and resources throughout the year to guide the JEDI Impact Team structure, strategy, and priorities
- ✓ Explored and planned the next steps to improve our capacity planning software and approach to ensure equity across similar roles within the team



**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 2024 AND BEYOND

- ✓ Leverage our ethical marketing policy to inform decision-making and to continue leading in the digital marketing space
- ✓ Donate \$28,000 value of in-kind pro bono services
- ✓ Conduct a VTO challenge with 90% team member participation
- ✓ Increase our collective impact by collaborating with other B Corps
- ✓ Offset our 2023 carbon emissions at 150%





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!



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