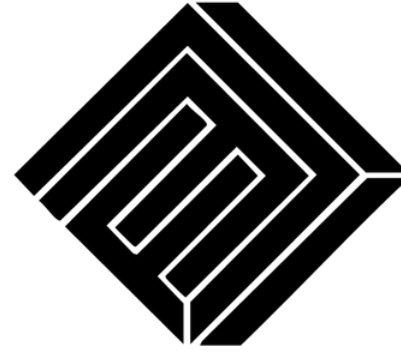




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2025

# Impact Report



# To Our Community

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We are grateful to all who partnered with and supported us in 2025. The year was marked by significant change both in the agency and in our community. As we moved through the year as a certified B Corporation, as individuals, and as members of a broader community, we found that we leaned into the values that have sustained us - we are better together and people first always wins. We are deeply grateful to our community of progressive businesses and organizations for being thoughtful partners with us. It is through our collective work that we are able to amplify the voices most often silenced and shine a light on the organizations and people that are making a difference in our community each and every day.

In 2025, Mad Fish Digital and [Grady Britton](#) began bringing our two values-centered agencies into operational alignment. We evaluated how each has made progress in their missions - both agencies recertified with higher scores than 2+ years ago! - and how we can continue that momentum as a combined B Corp powerhouse. We are excited by the possibilities for even stronger programs and mission-led experiences for our community in the future.

A key piece of building our combined agency this year was bringing in a DEIA consultant to evaluate the programs of both agencies and help us chart the movement ahead. The opportunities surfaced in that work are what we are taking with us into 2026 to build an inclusive, equitable, and impactful combined agency going into 2026.

While we have been focused on bringing our agencies together, we also had the changing landscape of AI to wrestle with. The importance of using AI ethically prompted us to evaluate our MFD AI Policy and update it to reflect our combined agencies' collective vision for this technology. With our [Ethical Marketing policy](#) as our guide, we refreshed that work and are actively investing in the team's training on using AI responsibly and transparently.

Throughout all this change, our dedicated B Corp committee continued key programs. We maintained our pro bono engagements, held our annual volunteer time-off challenge, and continued to make charitable contributions to organizations in our community that have meant so much to us. Through these ongoing efforts, our team remains committed to building a better, more equitable world every day.

As we enter this year as a Certified B Corporation, we remain focused on continued growth, adjusting to the changes that come our way. We are committed to advancing our role as a force for good- creating lasting impact for our employees, partners, customers, and the world at large.

# Key Accomplishments from 2025

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## PRO BONO

\$11,000 of in-kind services provided to non-profit organizations

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## VOLUNTEER TIME OFF CHALLENGE

62 hours spent volunteering to uplift organizations in our communities

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## BLD PNW CONFERENCE

Sponsored and designed the branding for the BLD PNW conference. Sponsored BLD PNW hosted by On Purpose Oregon (formerly B Local PDX) as the event's creative design partner, providing in-kind creative direction

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## NON-PROFIT ORGANIZATIONS

62 hours spent supporting non-profit organizations with pro bono work

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## ANNUAL VTO CHALLENGE

50% employee participation rate for the 5th annual VTO Challenge

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## DEIA INITIATIVES CONSULTATION

Consulted with Construct the Present to evaluate our combined agencies' DEIA programs and provide a guide for moving forward

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## DEIA TEAM

Combined our DEIA teams to expand our impact and align initiatives across both organizations



**62 HOURS**

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



**62 HOURS**

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

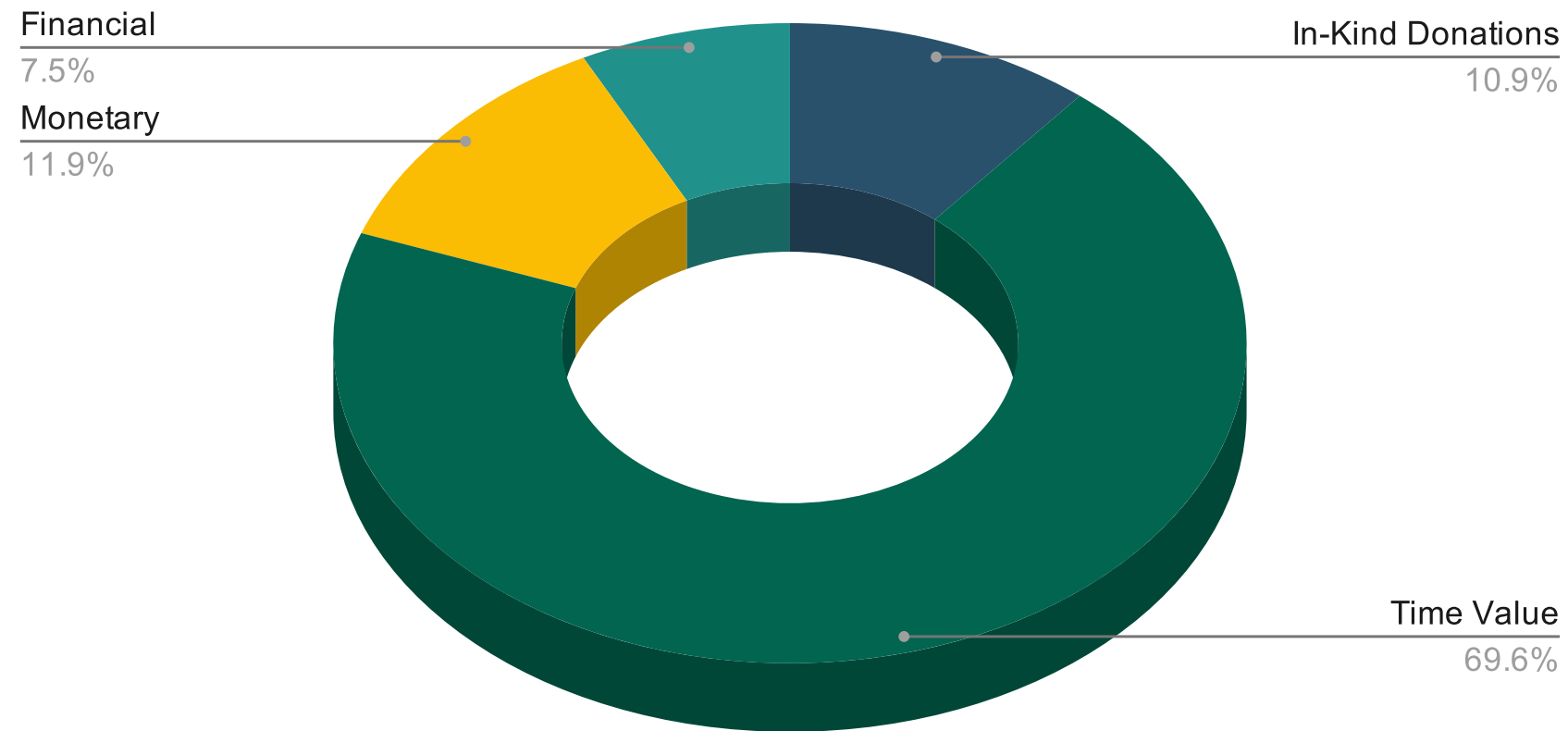


**SOCIAL IMPACT**

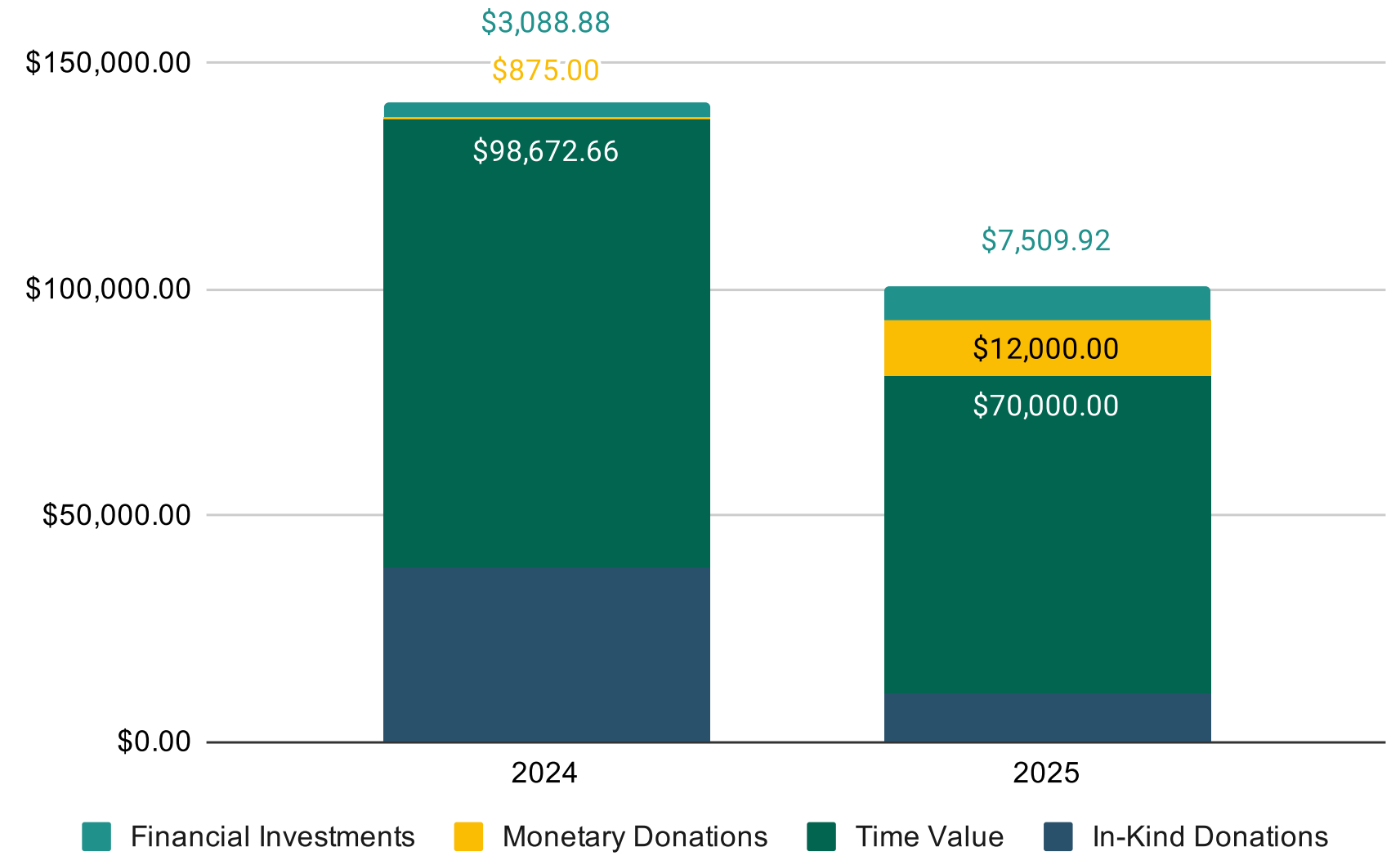
Carved out time in our team's capacity to participate in social impact efforts.

# Social Impact Contributions

SOCIAL IMPACT CONTRIBUTIONS 2025



SOCIAL IMPACT CONTRIBUTIONS 2024 VS 2025



# Making an Impact

In 2025, both agencies completed re-certification as a B Corp once again. MFD increased its score by 25% with the biggest improvements in the areas of Environment and Workers. This was the 3rd recertification for Grady Britton and they continued to improve their score, going from 102.5 to 107.2.

## MAD FISH DIGITAL B CORP SCORE



Governance	Workers	Community	Environment	Customers	Total
<b>18.8</b>	<b>36.3</b>	<b>26.7</b>	<b>12.3</b>	<b>8.6</b>	<b>103</b>

## GRADY BRITTON B CORP SCORE



Governance	Workers	Community	Environment	Customers	Total
<b>14.1</b>	<b>35.7</b>	<b>40</b>	<b>10.5</b>	<b>6.7</b>	<b>107.2</b>

# Explore - Community Impact

We dedicated **62 hours** of paid volunteer time off and time towards pro bono work to lift up our communities.

HERE ARE THE ORGANIZATIONS WE SUPPORTED:



**Cleveland Food Bank**  
Cleveland, OH



**We Believe in Portland**  
Portland, OR



**BLD PNW**  
Portland, OR



**Oregon Food Bank**  
Portland, OR



**Children's Book Bank**  
Portland, OR



**Hoyt Arboretum**  
Portland, OR




**Junior Achievement-Rocky Mountain**  
Denver, CO


# Explore - Pro-Bono Partnerships

Mad Fish Gives is our community partnership initiative that connects our digital marketing services to nonprofits doing good work. Last year, we extended our social media services to a previous Pro Bono partner, PDX Housing Solidarity Project.


PDX Housing Solidarity sought to amplify its mission of redistributing wealth to Black and Indigenous first-time homebuyers. In response, the Mad Fish team developed a comprehensive social media playbook outlining best practices and strategic recommendations to strengthen the organization's organic presence, while also providing ongoing execution support. This collaboration aligned closely with our content and design teams' strengths in crafting compelling messaging and visuals that expand reach and engagement.




**WHY IS WEALTH REDISTRIBUTION IMPORTANT IN PORTLAND?**



PDX HOUSING SOLIDARITY PROJECT



For generations, racist housing policies excluded Black and Indigenous families from owning homes.



PDX HOUSING SOLIDARITY PROJECT



TAKING OWNERSHIP PDX



PDX HOUSING SOLIDARITY PROJECT

**JOIN US FOR AN UPCOMING FUNDRAISER**

**JULY 26, 2025**

Join us for a powerful evening supporting Portland Housing Solidarity Project and Taking Ownership PDX.

Expect community, storytelling, and real ways to invest in change.



**RSVP** 



PDX HOUSING SOLIDARITY PROJECT

**HOW DO WE MANAGE THE HOMEBUYER WAITLIST AND REDISTRIBUTIONS?**



# Explore - JEDI Impact

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2025 asked us to be clear about who we are. As the federal government moved to denounce equity, diversity, and inclusion efforts, we did not step back. We stepped forward. Our combined JEDI and DEIA teams came together for their first joint initiative, developing and presenting an inclusive language training for the full team. It was a chance to align on shared vocabulary and make sure the way we communicate with each other reflects the agency we want to be.

To guide our path forward, we partnered with Construct the Present, a Portland-based B Corporation, to assess both organizations and identify opportunities for alignment. The work affirmed meaningful strengths in both agencies, from the depth of staff tenure to the culture of respect and collaboration our teams have built over the years. It also surfaced clear opportunities to strengthen how we operate as a combined agency. Those insights are shaping our priorities for the year ahead and informing how we continue to build a workplace that reflects our values.

One of the most tangible expressions of this work was our new shared office. Bringing two agencies under one roof meant designing a space that reflects our values from the ground up, from physical accessibility and gender neutral restrooms to meeting norms and tech equity for our fully remote team members.

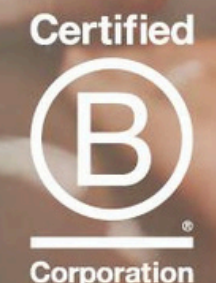
Taken together, this work is the foundation for 2026. We are entering the new year with greater clarity, a stronger combined team, and a renewed commitment to being a workplace and a partner that lives its values out loud.



**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 2026 and Beyond

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- ✓ B Actively combining our social impact programs and amplifying our impact as a combined Mad Fish Digital / Grady Britton team
- ✓ Pilot a combined community impact program that takes the best of both agencies and what they have accomplished to date.
- ✓ Preparing for re-certification under the new B Corp standards
- ✓ Evaluating the new combined Mad Fish Digital and Grady Britton office space to ensure it meets sustainability standards while delivering an optimal experience for employees
- ✓ Intentionally bring more attention to our local B Corp community through online promotion, event participation, and active support of On Purpose Oregon.





## Our Mission

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We elevate ambitious people, brands and communities for lasting impact.

## Our Vision

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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

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### **PEOPLE FIRST.**

Strong relationships are our foundation. In everything we do, we are thoughtful, empathetic, and genuine.

### **BETTER TOGETHER.**

We are collaborative, respectful, and transparent. Working together, we learn, grow, and succeed.

### **ENDLESSLY CURIOUS.**

We explore and experiment every day to create unexpected ideas and build innovative solutions.

### **DO THE RIGHT THING.**

We embrace courage, integrity, and accountability across the work and experiences we create.

### **EQUITY, ALWAYS.**

Build a world that is inclusive, open to all perspectives, and active in change.



x

