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THE ABBI
AGENCY™

IMPACT REPORT
REPORT

2023

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So let's just start by saying we've never been an agency to follow the herd, to churn out glossy, one-note advertising campaigns that drive endless consumption. From our earliest days we've thought differently, acted differently and believed that an agency can reach higher and move beyond the tired practices of the past.

This is who we really are. Dedicated to causes larger than ourselves. Captivated by ideas that can change our world. True to the stories that transform tomorrow into something better than today.



In 2022, The Abbi Agency became a Certified B Corporation. We are on a path to new, bold ways to make advertising and marketing a force for good. These are the stories we will tell. It is a return to our rebel roots. It is a recommitment to our founding ideals.

There are new stories to be told, new innovations our world needs, new ways to do things that will unite us, strengthen us, and restore us. These are the stories we will tell. And we want to be part of that narrative. Not only storyteller, but protagonist among the ranks of the changemakers.

*Welcome to The Abbi Agency.
Let's change the world together.*



HI, WE'RE THE ABBI AGENCY

Founded in 2008, The Abbi Agency is a woman-owned and operated integrated marketing communications firm with significant experience across a wide variety of business verticals, including destination and hospitality marketing, economic development, professional services, healthcare, finance, technology and consumer lifestyle products. Our team is made up of 50 full-time experts across various marketing disciplines. We're headquartered in Reno, Nevada and hold offices in Las Vegas, and across the United States and Europe.

We are fiercely independent and true to our mission, vision and values—but also fiercely dedicated to diversity, equity, inclusion and leaving the communities we enter better off than we found them. In 2021, The Abbi Agency was named “Most Diverse Company” by Northern Nevada Business Weekly, recognizing our commitment to diversity and inclusion. In 2022, it was named the Bulldog Reporter National Mid-Sized Agency of the Year and in 2023 AAF's Western Region's Agency of the Year.

VISION

We envision creating successful communities and clients through creativity, sustainability, and passion.

MISSION

The Abbi Agency's mission is to inspire people to discover places, ideas, and opportunities that impact their lives.

TAGLINE

& TRUE
Fiercely Independent

VALUES

Agile
Fierce
Loyal
Real
Intentional

AWARDS

The Abbi Agency is proud to work with companies throughout several industries in the private and public sectors throughout the United States.



Advertising Agency of the Year - 2022,
AAF Best Of The West Media Awards,
American Advertising Federation (AAF)



Best Advertising Agency -
2021, Reno Gazette-Journal's Best
of Reno Awards



Platinum Creative Campaign Award
- 2022, Hermes Creative Awards, Price
Compete Campaign, Nevada Health Link



Gold Midsize Agency of the Year -
2022, Bulldog Awards



PRSA Pinnacle Awards - 2022, 6 awards,
including Media Event - Google in Nevada,
and Creative - Helios Medical Center



Best Governmental or Public Affairs
Media Relations Campaign - 2022,
Honorable Mention, PR Daily

NATIONALLY-RECOGNIZED WORK

About This Report

This report has been produced to make our communities aware of our global impact, achievements and aims. We are here to introduce ourselves, showcase our commitment as a B Corp, share what has been achieved and what can be improved. The Abbi Agency received our B Corp accreditation in 2022 to execute on our vision of creating successful communities and clients through creativity, sustainability, and passion.

This report is about publishing our understanding of this social and environmental impact and demonstrating the ways in which other businesses can follow us in improving their own practices. The report will analyze our impact in each of the sectors examined in the original B Corp Assessment:



In each, we will assess what we have achieved in 2022. We will provide clarity about our own actions and perhaps inspire other businesses to consider what they can do to improve their global impact.



OUR B CORP JOURNEY

B Impact assessment
The Abbi Agency overall score:



What qualifies you as a B Corp:



Median score for ordinary businesses:



OUR BEE KEEPERS

At The Abbi Agency our B Keepers are a part of our B Keeping Society. These B Keepers are stewards of the vision and bring our work as a B Corp to life.



TY WHITAKER



ASHLEY BEHRE



ANNA PATTERSON



THAISON KAWAL



ALEXIS KEITH



NICOLE TUCKER



HALEY WALTER

OUR IMPACT
GOVERNANCE

Our Mission

Creating successful communities
and clients through creativity,
sustainability, and passion.

*A WORD ABOUT OUR EMPLOYEE
RELATIONS PHILOSOPHY*

We are committed to providing the best possible climate for maximum development and goal achievement for all employees. Our practice is to treat each employee as an individual. We seek to develop a spirit of teamwork; individuals working together to attain a common goal. In order to maintain an atmosphere where these goals can be accomplished, we provide a comfortable and progressive workplace.

Most importantly, we have a workplace where communication is open and problems can be discussed and resolved in a mutually respectful atmosphere. We take into account individual circumstances and the individual employee. We firmly believe that with direct communication, we can continue to resolve any difficulties that may arise and develop a mutually beneficial relationship.

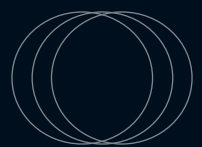
OUR CODE OF CONDUCT

The company expects all employees to conduct themselves in a non-threatening, non-abusive manner at all times. No direct, conditional or veiled threat of harm to any employee or company property will be considered acceptable behavior. Acts of violence or intimidation of others will not be tolerated. Any employee who commits or threatens to commit a violent act against any person while on company premises will be subject to discipline including but not limited to immediate discharge.

OUR IMPACT COMMUNITY

Diversity, Equity, Inclusion & Belonging Statement for the agency

We are fiercely independent and true to our mission, vision and values— but also fiercely dedicated to diversity, equity, inclusion and leaving the communities we enter better off than we found them. As a woman-owned business enterprise, we understand the importance of elevating voices that are not always readily heard, of extending opportunities for career growth to a diverse workforce, and of practicing cultural humility as we navigate the nuanced needs, wants and perspectives of a vibrant and varied constituency.



► CHARITABLE CONTRIBUTIONS

The total agency contribution was 3% of revenue to charitable giving in 2019. TAA has established a commitment of increasing our total charitable contribution by 1% for the next three years.



► DO GOOD SH*T

It started as an informal, slightly profane call to arms within the agency. Soon, it was an anthem, a rallying cry embraced by every team member.

Three words, one asterisk, and a whole lot of heart — that’s Do Good Sh*t.

It’s our reminder to seek out causes that need our support, and throw our backs behind the work that truly matters. So what actually falls under this brash umbrella? Non-profit work, pro-bono projects, straight-up charitable giving. This is our way of leading efforts we believe in, supporting powerful causes, sparking and growing world-changing ideas. The Do Good Sh*t spirit runs through every facet of our agency. But here it has its own home — a place where we give back and pay it forward with passion and purpose.





6 LIVE MUSIC VEN
COUNTRY | MOTOWN | LATINO | FUNK FUSION | FOLK-F
FREE EVE
JULY 7TH, 2022 | 4PM - 9:30PM
RENOMIDTOWN.COM/ARTWALK



YOU'RE INVITED

Lady Boss Lunch

Oscar Delgado, Neoma Jardon & Abbi Whitaker
Invite You to Join Them for
A Lady Boss Lunch for Mariluz Garcia

June 6th, 2022 | 12:00 - 1:30 pm
The Abbi Agency, 1385 Haskell St, Reno, NV 8

Please RSVP to Abbi Whitaker: abbi@theabbiagen

[Donate Here](#)

COMMUNITIES IN SCHOOL
&
THE COSMOPOLITAN
OF LAS VEGAS

WELCOME
For **TODAY**
TOMORROW
2022

HONORS
BILL + SHANNON
MCBEATH

OCT 15TH, 2022
THE CHELSEA

1,037 Volunteer Hours across TAA

Supported Local Community Art
Project: MidTown Artwalk with Event
Marketing Services

Panel Presenter at the 2022 Lady
Boss Lunch

Communities in Schools Gala in Sept
2022



*Moonridge Foundation Philanthropy
Leaders Summit*



*Northern Nevada Pride Parade Event
Marketing*



*Justice for Survivors Award
nomination and award announcement
public relations*



*Yosemite National Park Visitor Center
Naming*

OUR IMPACT ENVIRONMENT

Our Commitment to the Environment

Environmental stewardship is a shared responsibility for protecting the environment and minimizing the impact of our daily decisions. The Abbi Agency (TAA) is committed to reducing our environmental impact and ensuring environmental sustainability.

The TAA Green Virtual and HeadQuarter Policy promotes innovative approaches to environmental action among staff. TAA strives to improve the environmental performance of daily business operations and demonstrate public health leadership in environmental sustainability and the global fight on climate change. TAA will make every effort to promote a healthy indoor environment. Whenever possible, TAA will:



RECYCLING



- Recycling bins throughout the office, home offices, and conference rooms for paper, plastic and other recyclable containers.
- Recycle office equipment, supplies and other recyclable products.

INDOOR ENVIRONMENT



- Promote and provide tap water and avoid the use of bottled water during meetings.
- Request building services use biodegradable cleaners when cleaning office space.
- Ensure routine indoor air quality assessments are conducted and results reviewed by TAA personnel.

WASTE MANAGEMENT



- Office “swap closet” for exchanging office supplies
- Donate leftover food and beverages to local food banks following meetings/events.
- Donate to the Karma Box outside of our office.

PAPER USE



- Make every effort to use the recycle bins located in the cubicles, hallways and kitchen.
- Maximize printing and copying options and enable default settings to double-sided printing.
- Edit documents using word processing tools (as opposed to printing).
- Post electronic meeting agendas and avoid printing hard copies of meeting materials for participants.
- Conserve paper and cut costs by emailing documents in place of sending them via mail.
- Save used, one-sided printer paper in designated areas and reuse for notepaper.
- Times Roman 12 fonts.

OUR IMPACT ENVIRONMENT

ENERGY CONSERVATION



- Enable and set to default the eco-friendly options on all copiers, printers and other electronic equipment.
- Enable timers for office copiers and printers that will automatically turn off.
- Continue to use and properly dispose of compact fluorescent light bulbs.
- Arrange for cleaning staff to turn off lights left on after hours.
- Continue to promote the TAA Healthy Foods policy and encourage the purchase and consumption of local, organic foods that require minimal energy for transport and production.
- Turn off unused lights in unoccupied areas and hallways.
- Continue the practice of equipping low-traffic areas with automatic light sensors.
- Program their computer monitors to turn off automatically after periods of inactivity.
- Disable screensavers in an attempt to conserve energy.

MEETING PLANNING



- Minimize carbon emissions from travel through taxi sharing lists, shuttle services and public transportation.
- Eliminate bottled water, in favor of pitchers of tap or filtered water.
- Choose regional, seasonal and/or organic options and donate leftover food from catered meals to local shelters.
- Minimize disposable products and encourage the use of biodegradable and reusable products
- Make sure recycling bins are easily accessible at meals and breaks
- Consider public transportation options
- Support facilities with recycling programs, efficient water use equipment, and other green initiatives.
- Limit hard copy handouts and make programs and itineraries available online or on posted signage.
- Print double sided on any necessary hard copy materials.

PURCHASING



- Establish procurement contracts with companies offering environmentally preferable purchasing options.
- Continue to purchase office paper that uses 30% or more post-consumer waste.
- Purchase recycled/biodegradable products
- Purchase organic, locally-grown foods that require minimal energy for transport and production.

TRANSPORTATION



- Use transportation options with minimal carbon emissions.
- Contract with environmentally sustainable taxi services.
- Provide public transportation options for individuals attending meetings at TAA.
- Continue to promote TAA's Telework Policy and compressed workdays.

OUR IMPACT
CUSTOMERS



OUR IMPACT WORKERS

Engagement & Satisfaction

In 2022 we focused on giving recognition and taking time off. In July of 2022 we launched our internal recognition program Bonusly and by the end of the year we had a 100% participation rate. We designed our Bonusly program to revolve around our core values and did this by requiring hashtags to be selected for each recognition, the five options for hashtags are our values of: **fierce, agile, real, intentional, and loyal.**



Q12 EMPLOYEE SURVEY

- Annually we survey the entire team at The Abbi Agency to understand employee satisfaction and engagement. We found that in comparison to 2021, in 2022 we had:
- A higher engagement mean, up from 4.31 to 4.44
- Higher mean percentile rank by 10 points
- 72% of our staff feel engaged



OUR EMPLOYEE BENEFITS

- Employees start from day one with a minimum of 80 hours of paid time off per year
- Twice annually The Abbi Agency closes for a week, once in the summer and again in the winter. The team is encouraged to spend time with their families and recharge.
- Paid parental leave, 2-8 weeks dependant on number of years worked at the agency
- The Abbi Agency went from paying 80% to 100% of employee Health Insurance costs. We also changed our health insurance provider to better support the needs of team members not located in Reno/Sparks. This transition made the available network of providers much larger across not only the country but in the Reno/Sparks area.
- At TAA you can bring your pets to work! These little perfect souls keep our workplace spirits high and improve the overall office mood.



HEALTH, WELLNESS + SAFETY

- Safety can only be achieved through teamwork at our company. Each employee, supervisor and manager practices safety awareness by thinking defensively, anticipating unsafe situations and reporting unsafe conditions immediately.



Certified

& TRUE

Fiercely Independent

Certified



Corporation

theabbiagency.com

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