



TAA | B CORP 2023 ASSESSMENT REPORT



# THE ABBI JONESV

# **IMPACT REPORT**

2023











COMMUNITY











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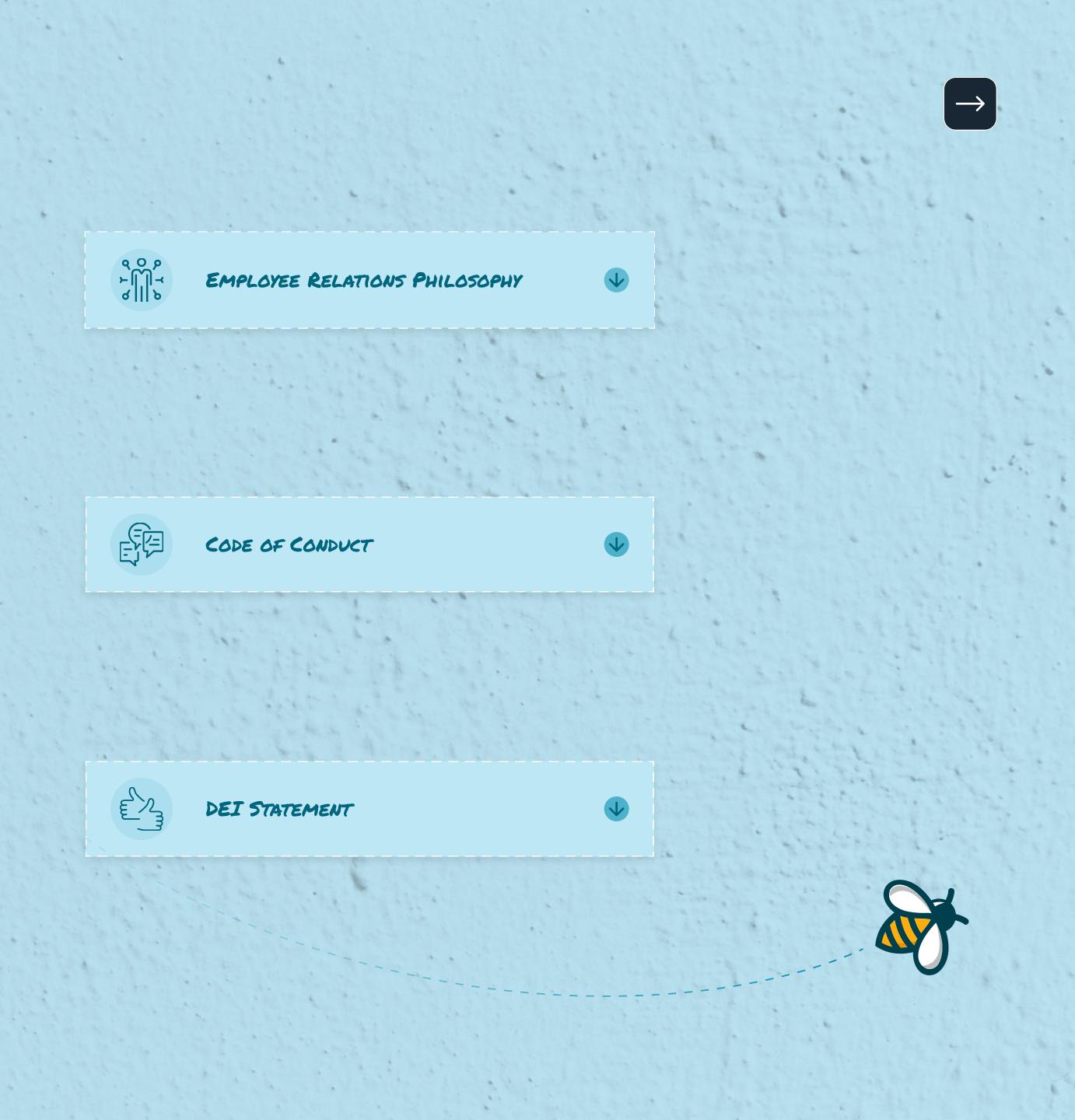
## **Our Mission**

Uncover the bold spirit within every organization and share it with the world.

Employee Relations Philosophy

Code of Conduct

DEI Statement - created, added to our
Website as lasting content and used on all job postings







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### 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



DEI STATEMENT







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EMPLOYEE RELATIONS PHILOSOPHY



#### DIVERSITY, EQUITY, INCLUSION + BELONGING STATEMENT

Adding a DEI statement to our website and job postings has been instrumental for us. It has attracted a more diverse talent pool, resulting in heightened creativity, innovation, and problem-solving. Additionally, it has bolstered our team's morale and retention rates, fostering a stronger sense of belonging and purpose. Overall, integrating DEI principles into our culture has positioned us as a socially responsible and forward-thinking organization.

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.









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EMPLOYEE RELATIONS PHILOSOPHY



Code of Conduct

The company expects all employees to conduct themselves in a nonthreatening, 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.







## Lake Tahoe Clean Up **Robot Sponsorship**







# **Our Commitment to the Environment**

Environmental stewardship is a shared responsibility for protecting the environment and minimizing the impact of our daily decisions. 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.

✓ All-Agency Activation for Energy Efficiency Month as an expansion of the national event Energy Efficiency Day

Lake Tahoe Clean Up Robot Sponsorship

 Intentionally created a digital holiday card instead of printing to reduce environment impact.

## ENVIRONMENT

## **Our Events**

# **All-Agency Activation** for Energy Efficiency Month

October 4, 2023, is Energy Efficiency Day But efficiency is year-round. Save Money. Cut Pollution. Create Jobs.

## **Digital holiday card**









#### National Nonprofit Day

We showcased our non-profit customers on social media to enhance their visibility, align their brands, and emphasize our partnerships. By featuring them prominently, we aimed to amplify their impact and highlight the meaningful collaborations we share.

#### ✓ B Corp Gift Guide

TAA created a gift guide only including B Corps across Nevada

#### ✓ Holiday Landing Page

Holiday gifting for all clients was a matched donation to a charity of their choice, selection was between Wild Montana, Northern Nevada Food Bank and Nevada Childhood Cancer Organization

## **B** Corp Gift Guide



## **National Nonprofit Day**

# National Nonprofit Day 🤳

## **Holiday Landing Page**



DAVE





## 2023 Charitable Contributions - \$116,500

The Abbi Agency has established a commitment to provide a charitable contribution of 3% of revenue in 2024.

2023 DGS Projects

Volunteering Hours for 2023 - 343 hours

 $\rightarrow$ LAS VEGAS CHAMBER: LEADERSHIP FOUNDATION  $\rightarrow$ SPREAD THE WORD  $\rightarrow$ THE CUPCAKE GIRLS SERVING OUR KIDS > ASSOCIATION FOR CONSERVATION INFORMATION  $\rightarrow$ GOODIE TWO SHOES JOBS FOR NEVADA'S GRADUATES EVENTS WE LED OR PARTICIPATED IN  $\rightarrow$ MOONRIDGE FOUNDATION PHILANTHROPY  $\rightarrow$ TODAY FOR TOMORROW EVENT LEADERS SUMMIT . . . IMAGINE ENDING HUNGER CAMPAIGN >

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Goodie FOUNDA

A SPECIAL EDITION OF TODAY FOR TOMORRO

HONORING

ASSOCIATION for CONSERVATION INFORMATION, INC.

NATIONAL AWARD

Presented to

DEPARTMENT OF GAME AND FISH

First Place

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Team members visited Spread the Word to clean donated and used books that would be delivered to schools and youth in need.

cpread the Word

Nevada



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### 2023 DGS Projects

- Make a Difference Day
- International Volunteer Day
- Hunger Action Month

#### NATIONAL EVENTS ACTIVATED

National Nonprofit Day

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World Humanitarian Day



#### THE CUPCAKE GIRLS

Team members visited The Cupcake Girls office to gain insights into their mission of providing confidential support to individuals in the sex industry. They learned about the organization's efforts in trauma-informed outreach, advocacy, holistic resources, and referral services aimed at prevention and aftercare for those impacted by sex trafficking. TAA assisted in compiling information packets for volunteers and replenishing hygiene/personal care items



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#### GOODIE TWO SHOES

Transfer the Person name of State

Team members volunteered with Goodie Two Shoes to help outfit under resourced children in need with new pairs of shoes.



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## JOBS FOR NEVADA'S GRADUATES

Team members participated as judges in the Employability skills competition for Jobs for Nevada's Graduates. High School students demonstrate their ability to secure employment through proficiency in the job application process and interview situations





## LAS VEGAS CHAMBER: LEADERSHIP FOUNDATION 🛛 🗙

The Chief Strategy Officer serves on the guiding council and volunteers her time to steer brand communications for the Leadership Las Vegas Program. Additionally, she actively participates in monthly program sessions, aiding current participants and managing social media posting and engagement.







The Chief Strategy Officer serves on the board, dedicating her time to directing marketing initiatives, leading media outreach and fundraising. The Las Vegas team collectively organized a food drive to bolster support for the organization



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Team members lent their expertise to reviewing and judging awards for the annual awards competition



ASSOCIATION for CONSERVATION INFORMATION, INC.

NATIONAL AWARD

Presented to

## DEPARTMENT OF GAME AND FISH

—Q— First Place

## ASSOCIATION FOR CONSERVATION INFORMATION ×





#### EVENTS WE LED OR PARTICIPATED IN

- Canned food drive in Reno and Las Vegas
- Nevada B Corps
- Reno Pride
- Reno Park Clean up

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Meeting with Senator Cortez-Masto's Office with all other

Nevada Day Blog Highlighting & Celebrating Nevada B Corps



#### MOONRIDGE FOUNDATION PHILANTHROPY LEADERS SUMMIT

The Nevada Corporate Giving Council and the Greater Good Council were established as a result of the Summit. Comprising corporations, funders, family foundations, and individual philanthropists, these groups convene quarterly to explore industry best practices and emerging trends in philanthropy. The GGC, to date has given \$2million to Las Vegas and Reno non-profits to date through their collective impact grant. The NCGC and GGC then birthed Moonrise Next Gen Group. This initiative aims to inspire and educate young leaders about strategic giving. This year our attendance grew by approximately 30 funders. Each year we send out a post Summit survey. Attendees rated the overall quality of speakers 4.3%. Out of all the attendees who took the survey, none stated they would not attend the Summit next year.



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#### COMMUNITIES IN SCHOOLS OF NEVADA'S TODAY FOR TOMORROW EVENT

Today for Tomorrow is Communities In Schools of Nevada's largest fundraiser, supporting the work we do in 110 schools that helps more than 100,000 students in high-needs Title 1 schools.

This event helped us raise more than \$691k to help more students overcome challenges and achieve success in school and beyond.

#### LACE-UP COMMITTEE

#### Honorary co-chairs

Elaine Wynn Sandra Douglass Morgan

#### Chair

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Ed Cecchi

#### Members

Arry Rossetti Christine Gilbert Christopher Hume Cindy Dreibelbis Connie Anderson Curtis Meyer Danielle Fontenot Dawn Hume Dawn Mack-Goddard Dena duBoef-Roth Elizabeth Blau Erika Pope Jerrie E. Merritt Johanna Blake Kasha Mackelprang Kristy Black Amundson Krystal Allan Liz Lesser Michael Shulman Nileen Knoke Shawn Cardinal Tanya Murray Tara Russell Tiffany Manley Traci Arnold

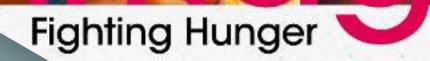






#### JICK FACT.

ervice area is O square miles. Frve 13 Nevada ties and 10 northern prnia counties.



JOIN THE FIGHT

#### *IMAGINE ENDING HUNGER CAMPAIGN FOR FOOD BANK OF NORTHERN NEVADA*

"The integrated campaign helped us to celebrate our 40th anniversary with the first ever fundraising event of its kind for the Food Bank. The event was well attended, and well received by those who came. It was the Imagine Ending Hunger Experience and it featured an interactive VIP chef experience, a silent auction, two photo booths and even games such as bocce ball and adult arcade games. The event had inspiring visuals throughout from the campaign that helped to garner true support. With sponsorships, the event raised more than \$112,000, which is great, especially for a first year event." - Food Bank of Northern Nevada

The public relations portion of the campaign through traditional media brought us viewership of more than 201,000 and \$10,851 in additional ad value.

Digital ad campaign performance showed 229,698 views and more than 1,220 click throughs. We showed a CPM of \$12.88 and a CPC of \$2.42.

An email campaign had an impressive 61.5% open rate and direct conversions for the event of \$3,670.00

The campaign was also amplified through our partner agencies (150+) and supporting businesses with proud partner signage throughout the region. The campaign was also integrated into our volunteer appreciation event, donor events, our partner agency conference and other marketing activations throughout the year.



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## **Q** 12 Survey - Employee Satisfaction

Annually we survey the entire team at The Abbi Agency to understand employee satisfaction and engagement. We found that in comparison to 2022, in 2023 we had:

- A lower engagement mean, up from 4.44 to 4.34
- Lower mean percentile rank by 10 points
- 69% staff engagement rate



#### Suicide Prevention Week

Shared our support on the Safe Voice campaign and shared resources on The Abbi Agency social media channels.

### 🗸 Reno Pride

TAA donated \$2,000 in marketing services to Northern Nevada Pride and actively participated in the Pride Parade with our own creatively themed cowboy float.

### World Mental Health Day (10)c

Shared mental health tips in our dedicated TAA B Corp internal communications channels to all agency.

#### ✓ Internal Activations

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#### • B Keeping Society

TAA created a team dedicated to Bcorp efforts and activations

#### • Evergreen Marketing Materials

TAA created dedicated B Corp marketing materials to be used for awareness

#### • Internal Communication Cadence

Staff Meetings, Internal Newsletters, Slack Comms

#### • Employee Recognition

Expanded employee recognition program to include earnable points for dedicated actions involving B Corp initiatives / values #HiveFive





# Certified

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Corporation

