

# THE ABBI AGENCY™

## 2024 IMPACT REPORT



*CLICK HERE TO START*

TAA | B CORP 2024 ASSESSMENT REPORT

Certified



Corporation





CHOOSE ONE OF THE  
5 KEY B CORP IMPACT AREAS



GOVERNANCE



ENVIRONMENT



CUSTOMERS



COMMUNITY



WORKERS





# GOVERNANCE

## Our Mission

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



EMPLOYEE RELATIONS PHILOSOPHY



CODE OF CONDUCT



DIVERSITY, EQUITY, INCLUSION +  
BELONGING STATEMENT







# ENVIRONMENT



## Our Commitment to the Environment

At TAA, we believe in environmental stewardship— a shared responsibility for protecting the Earth and minimizing the impact of our daily decisions. We are committed to reducing our footprint, supporting sustainability and embedding eco-conscious practices into our operations wherever possible.

Through our Green Virtual and Headquarters Policy, we promote innovative approaches to environmental action among staff. We also prioritize healthy indoor environments, recognizing that sustainability starts with the spaces where we live and work. TAA strives to improve our operational sustainability while leading by example— not just in our industry, but in the broader movements advocating for environmental sustainability, public health and action against climate change.

## Our Work

American Forests



Yosemite Conservancy



## Our Impact

- ✓ Created the TAA Travel Ebook
- ✓ Washoe County Park Clean-Up
- ✓ St. Jude’s Ranch Beautification

CLICK HERE TO LEARN MORE



### St. Jude’s Ranch Beautification



### The TAA Travel Ebook



### Washoe County Park Clean-Up







CLICK HERE TO LEARN MORE



# CUSTOMERS

## The Company We Keep

As a Certified B Corporation, TAA is committed to using our expertise to support organizations that are making a positive difference in the world. From long-term partnerships to pro bono initiatives, our work with mission-driven clients reflects our belief that marketing can, and should, create meaningful change. In 2024, we dedicated our time and expertise to amplify voices in sectors ranging from youth homelessness and public health, to grant equity and community healing.

✓ *Do Good Sh\*t*

✓ *Nevada GrantLab*

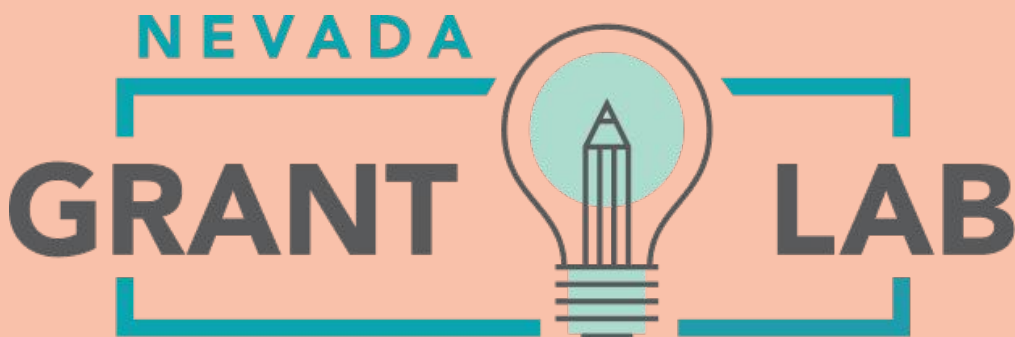
✓ *Forever One Memorial*

✓ *Eddy House*

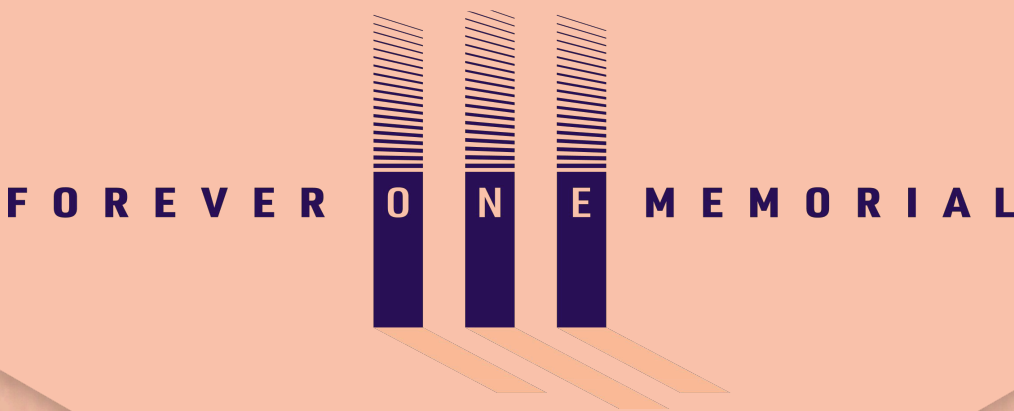
Do Good Sh\*t



Nevada GrantLab



Forever One Memorial



Eddy House





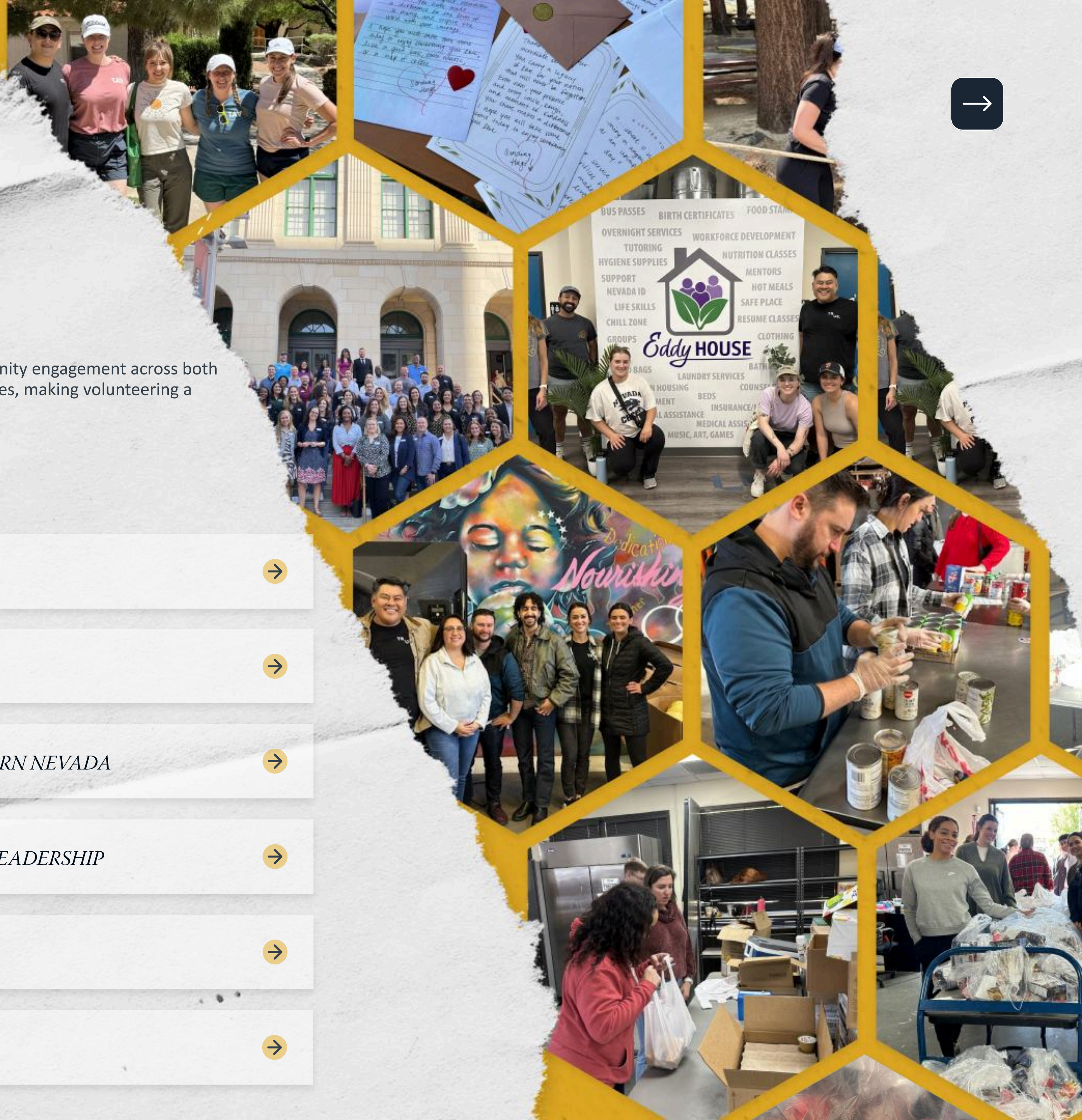


# COMMUNITY



TAA has established a commitment to provide a charitable contribution of 3% of revenue in 2024

**Monthly Volunteering** - TAA launched a monthly volunteer calendar to encourage consistent community engagement across both the Las Vegas and Reno offices. Each month, different employees lead team-wide service opportunities, making volunteering a shared and ongoing part of our culture.







# WORKERS



## ✓ Q12 Survey - Employee Satisfaction

Each year, TAA surveys the entire team to better understand employee satisfaction and engagement. Here's a breakdown of our results from 2024:

- **Overall Engagement Score**

Our average engagement score was **4.18**, placing us in the **57th** percentile among benchmarked organizations— slightly above the industry average and a valuable indicator of team-wide sentiment.

- **Staff Engagement Rate**

TAA's overall staff engagement rate was **62%**, showing that the majority of our team feels connected to their work and the agency's mission.

- **Team Members Feel Cared For**

We ranked in the **75th** percentile for employees who feel they have a manager, or someone at work, who genuinely cares about them as a person. This result reflects the strength of our people-first culture and leadership approach.

- **Growth Is Encouraged**

TAA ranked in the **62nd** percentile for employees who feel someone at work encourages their development. This shows continued progress toward fostering a growth-oriented environment where team members can advance their skills and careers.

These insights help us identify opportunities for continued growth, communication and support across the agency.

## ✓ Internal Initiatives

- **World Mental Health Day**

In recognition of World Mental Health Day, TAA shared wellness tips and resources via our internal B Corp communication channel, The HoneyPot. This included [a toolkit](#) from the World Health Organization, designed to promote mental well-being and reduce stigma through accessible, actionable practices.

- **Wellness Wednesday**

TAA's "Wellness Wednesday" series encourages team members to prioritize their mental and physical well-being. Prompts and discussions opened space for employees to share practices like taking mental health walks, staying hydrated or improving sleep habits. One team member also led 5-minute virtual meditation sessions to help the team reset and refocus throughout the day.

- **B Keeping Society**

TAA maintains a dedicated internal group to lead and sustain ongoing B Corp-related efforts across the agency.

- **Evergreen Marketing Materials**

TAA uses dedicated B Corp marketing materials in relevant outreach, advertising and sponsorship materials in order to raise awareness about our B Corp efforts.

- **Internal Communication Cadence**

We use a variety of communication channels— including monthly staff meetings, newsletters and Slack— to keep employees informed and connected. The HoneyPot, our dedicated B Corp Slack channel, provides regular updates on initiatives and activations.

- **Employee Recognition**

Our #HiveFive recognition program allows team members to give and receive points for B Corp-aligned actions, celebrating everyday contributions to our shared mission.





Certified



Corporation

# Agile Fierce Loyal Real Intentional

THANKS FOR CHECKING OUT THE HIVE!







# GOVERNANCE

## Our Mission

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



### EMPLOYEE RELATIONS PHILOSOPHY



### CODE OF CONDUCT



### DIVERSITY, EQUITY, INCLUSION + BELONGING STATEMENT



Integrating DEI principles into our workplace has been a meaningful and measurable step in building a more inclusive culture at TAA. By sharing our DEI commitment on our website and in job postings, we've attracted a more diverse talent pool, resulting in heightened creativity, innovation and problem-solving. These efforts have also bolstered team 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





## Our Commitment to the Environment

At TAA, we believe in environmental stewardship— a shared responsibility for protecting the Earth and minimizing the impact of our daily lives. We are committed to reducing our footprint, supporting sustainable practices, and embedding eco-conscious practices into our operations wherever we go.

Through our Green Virtual and Headquarters Policy, we promote sustainable approaches to environmental action among staff. We also prioritize indoor environments, recognizing that sustainability starts with the spaces where we live and work. TAA strives to improve our operational sustainability while leading by example— not just in our industry, but in broader movements advocating for environmental sustainability, health and action against climate change.

## Our Work

American Forests



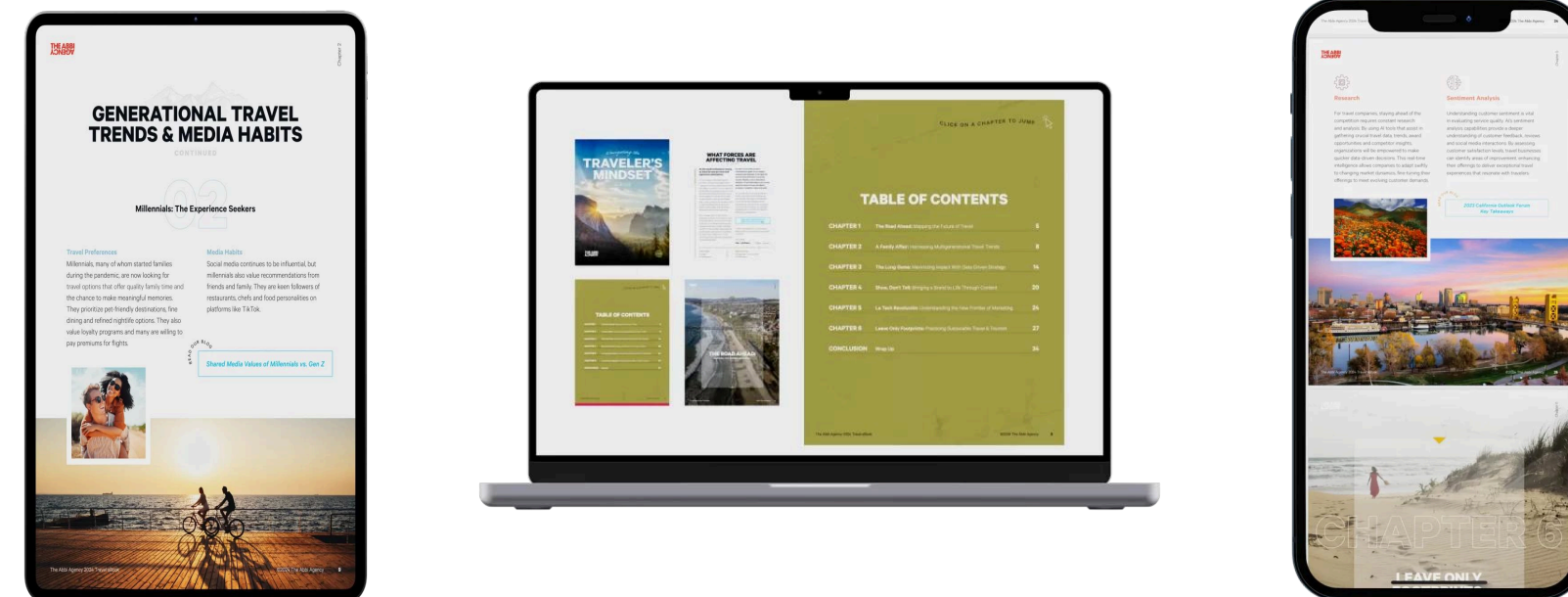
Yosemite Conservancy



## Our Impact

- Created the TAA Travel Ebook
- Washoe County Park Clean-Up
- St. Jude's Ranch Beautification

## The TAA Travel Ebook



TAA continuously updates a travel eBook designed to educate and inspire responsible travel behavior. The guide emphasizes sustainable tourism practices, destination stewardship and the role of travelers in preserving the places they visit. By sharing insights rooted in our work with clients across the travel and tourism space, the eBook promotes thoughtful exploration and highlights our commitment to environmentally conscious storytelling.





CLICK HERE TO LEARN MORE

# CUSTOMERS

## The Company We Keep

As a Certified B Corporation, TAA is committed to using our expertise to support organizations that are making a positive difference in the world. From long-term partnerships to pro bono initiatives, our work with mission-driven clients reflects our belief that marketing can, and should, create meaningful change. In 2024, we dedicated our time and expertise to amplify voices in sectors ranging from youth homelessness and public health, to grant equity and community healing.

- Do Good Sh\*t
- Nevada GrantLab
- Forever One Memorial
- Eddy House

### Do Good Sh\*t



As a Certified B Corporation, TAA is committed to using our expertise to support mission-driven organizations that are making a difference in the communities we serve. That’s why we created Do Good Sh\*t (DGS)— our pro bono marketing initiative focused on amplifying the impact of non-profits through our strategic and creative services. In 2024, we partnered with several impactful non-profits, providing services free-of-charge to help them elevate their voices and expand their reach.

## Forever One Memorial



## Eddy House



## Nevada GrantLab



## Do Good Sh\*t





# COMMUNITY



## 2024 Charitable Contributions - \$223,611

TSA has established a commitment to provide a charitable contribution of 1% of revenue in 2024.

## Volunteering Hours for 2024 - 473 hours

**Monthly Volunteering** - TSA launched a monthly volunteer calendar to encourage consistent community engagement across both the Las Vegas and Reno offices. Each month, different employees lead team-wide service opportunities, making volunteering a shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

FOOD BANK OF NORTHERN NEVADA

LAS VEGAS CHAMBER LEADERSHIP FOUNDATION

SERVING OUR KIDS

RENO PRIDE

## NATIONAL HOLIDAYS ACTIVATED



- B Corp Month
- Employee Appreciation Day
- Earth Day
- National Reading Month
- Pride Month
- National Nonprofit Day
- World Humanitarian Day
- Diaper Need Awareness Week
- National Diabetes Awareness Month
- Giving Tuesday





# GOVERNANCE

## Our Mission

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



### EMPLOYEE RELATIONS PHILOSOPHY



We are committed to building a workplace that empowers every employee to grow, reach their goals and thrive as part of our team. Our approach is rooted in recognizing the unique strengths and needs each person brings to the table.

In order to maintain an atmosphere where these goals can be accomplished, we provide a comfortable and progressive workplace. Most importantly, we foster open communication, where challenges can be discussed and resolved in a mutually respectful environment. We take into account the personal circumstances and needs of every team member, and firmly believe that with direct communication, we can continue to develop a mutually beneficial relationship and resolve any difficulties that may arise.



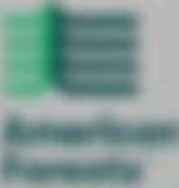



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Through our Green Virtual and Headquarters Policy, we promote sustainable approaches to environmental action among staff. We also promote sustainable indoor environments, recognizing that sustainability starts at home where we live and work. TAA strives to improve our operational sustainability while leading by example— not just in our internal movements advocating for environmental sustainability, but also in our broader movements advocating for environmental sustainability, public health and action against climate change.

## Our Work

- 

American Forests
- 

Yosemite Conservancy

## Our Impact

- Created the TAA Travel Ebook
- Washoe County Park Clean-Up
- St. Jude's Ranch Beautification

### Washoe County Park Clean-Up



TAA team members volunteered at Galena Regional Park, helping clean up litter and restore the natural environment. This effort supported local sustainability initiatives and reinforced our commitment to protecting the communities and public spaces we serve.





CLICK HERE TO LEARN MORE



# CUSTOMERS

## The Company We Keep

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Do Good Sh\*t

Nevada GrantLab

Forever One Memorial

Eddy House

## Nevada GrantLab



In 2024, TAA partnered with Nevada GrantLab on a year-long pro bono engagement that included a website redesign and public relations support to boost the organization’s mission, messaging and awareness. Nevada GrantLab helps other non-profits access and administer federal grants, fueling critical funding for under-resourced sectors across Nevada— including education, healthcare and housing. Since launching three years ago, the organization has engaged nearly 700 non-profits and public agencies and helped secure more than \$100 million in new federal funding.

Forever One Memorial



Eddy House



Nevada GrantLab





## 2024 Charitable Contributions - \$222,611

TAA has established a commitment to provide a charitable support

## Volunteering Hours for 2024 -

**Monthly Volunteering** - TAA launched a monthly volunteer call the last Wednesdays and Thursdays. Each month, different employees shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## SPREAD THE WORD NEVADA



In partnership with Spread the Word Nevada, a non-profit focused on early childhood literacy and expanding book access for underserved children, TAA team members supported programming across the state. In Las Vegas, employees visited local elementary schools to read to students. In Reno, our team cleaned and prepared donated books for distribution to schools and youth in need. With fewer than half of Nevada's elementary students reading at grade level, this effort aimed to inspire a love of reading and help improve literacy outcomes for local kids.





# GOVERNANCE

## Our Mission

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



### EMPLOYEE RELATIONS PHILOSOPHY



### CODE OF CONDUCT



The Abbi Agency (TAA) expects all employees to conduct themselves in a professional, respectful and non-threatening manner at all times. Threats— whether direct, conditional or implied— toward others or company property will not be tolerated. Acts of violence or intimidation are strictly prohibited. Any employee who commits or threatens to commit a violent act against any person, whether on or off company premises or time, will be subject to disciplinary action, up to and including immediate termination.







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## Our Work

- 

American Forests
- 

Yosemite Conservancy

## Our Impact

- Created the TAA Travel Ebook
- Washoe County Park Clean-Up
- St. Jude's Ranch Beautification

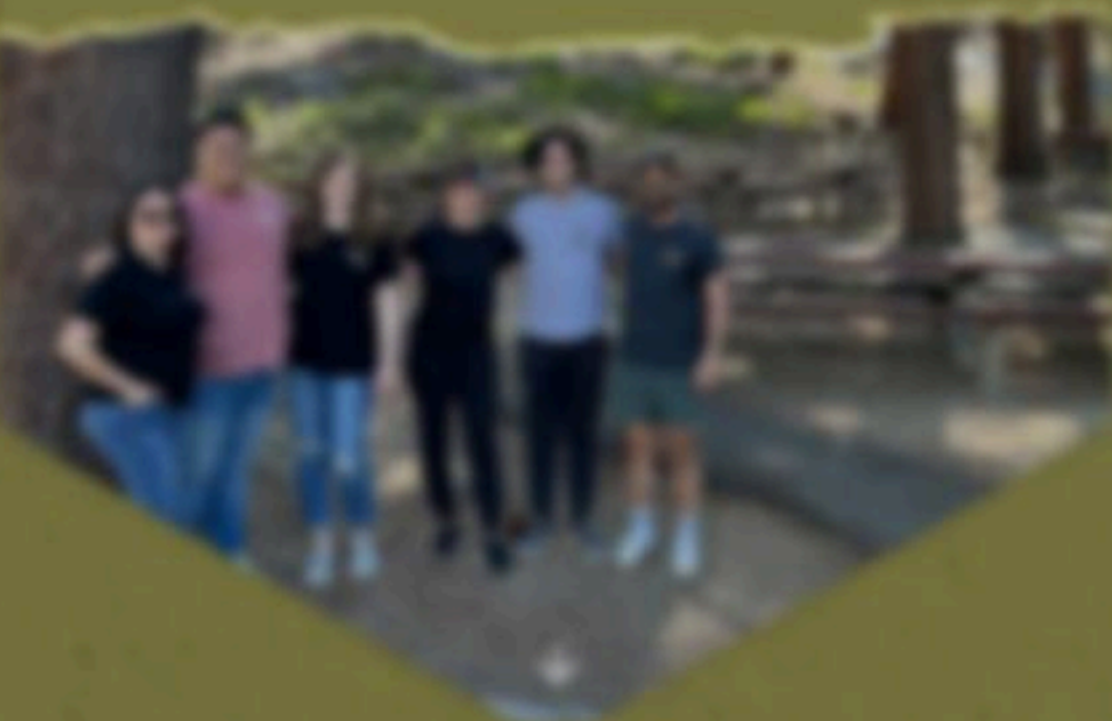
### St. Jude's Ranch Beautification



TAA team members volunteered at St. Jude's Ranch to support outdoor beautification efforts across the residential campus. Through landscaping, painting and groundskeeping, we helped create a more welcoming and tranquil space for the children and families who rely on their care.

### St. Jude's Ranch Beautification

### Washoe County Park Clean-Up







CLICK HERE TO LEARN MORE



# CUSTOMERS

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Do Good Sh\*t

Nevada GrantLab

Forever One Memorial

Eddy House

## Forever One Memorial



In 2024, TAA provided PR, creative, website and marketing support for the Forever One Memorial, honoring the lives lost in the October 1, 2017 shooting at Las Vegas’ Route 91 Harvest Festival. Our efforts helped share the memorial’s mission with the public— engaging media, connecting with the community and supporting a healing-centered narrative. We also developed the memorial’s logo and website to help tell its story with care and clarity.

Forever One Memorial



Eddy House



Nevada GrantLab



Do Good Sh\*t





# COMMUNITY



## 2024 Charitable Contributions - \$223,611

TAA has established a commitment to provide a charitable support...

## Volunteering Hours for 2024 -

Monthly Volunteering - TAA launched a monthly volunteer call... the call sites and focus efforts. Each month, different employees... shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. JUDE'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## ST. JUDE'S RANCH



St. Jude's Ranch provides a safe, nurturing home for children throughout Nevada who have experienced abuse and neglect. TAA team members volunteered at their facility to help beautify the outdoor area with light landscaping, painting and groundskeeping. Maintaining the campus helps create a tranquil, welcoming space for every individual in need of services. By lending a hand with on-site projects, our efforts allowed St. Jude's to focus resources where they matter most: the direct care and support of youth in need.

FORGIVING KIDS

SERVING OUR KIDS

RENO PRIDE





CLICK HERE TO LEARN MORE



# CUSTOMERS

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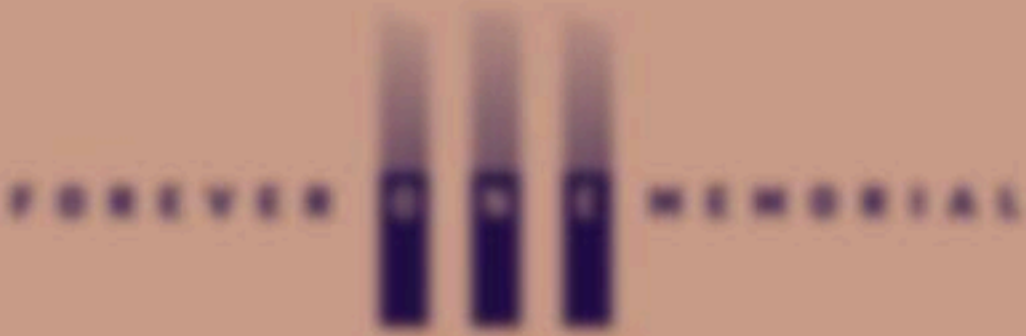
- Do Good Sh\*t
- Nevada GrantLab
- Forever One Memorial
- Eddy House

## Eddy House



Eddy House is Northern Nevada’s only youth homeless shelter and assessment facility, providing vital support for some of the region’s most vulnerable young people. In 2024, TAA provided pro-bono PR and marketing services to help amplify awareness and drive donations in support of their critical work.

## Forever One Memorial



## Eddy House



## Do Good Sh\*t

## Nevada GrantLab







# COMMUNITY



## 2024 Charitable Contributions - \$223,611

TAA has established a commitment to provide a charitable contribution of 1% of revenue to 2024.

## Volunteering Hours for 2024 -

**Monthly Volunteering** - TAA launched a monthly volunteer call at the Las Vegas and Reno offices. Each month, different employees shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## WASHOE COUNTY PARKS CLEAN UP



In honor of Earth Day, TAA team members volunteered at Galena Regional Park, helping clean up litter and restore natural spaces. This hands-on effort supported local sustainability goals and contributed to the health and beauty of a well-loved public park, reflecting our ongoing commitment to environmental stewardship in the communities we call home.

LAS VEGAS CHAMBER LEADERSHIP FOUNDATION

SERVING OUR KIDS

RENO PRIDE





# COMMUNITY



2024 Charitable Contributions - \$223,611

TAA has established a commitment to provide a charitable support

Volunteering Hours for 2024 -

Monthly Volunteering - TAA launched a monthly volunteer call the last Wednesdays and Thursdays. Each month, different employees shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST RICH'S RANCH

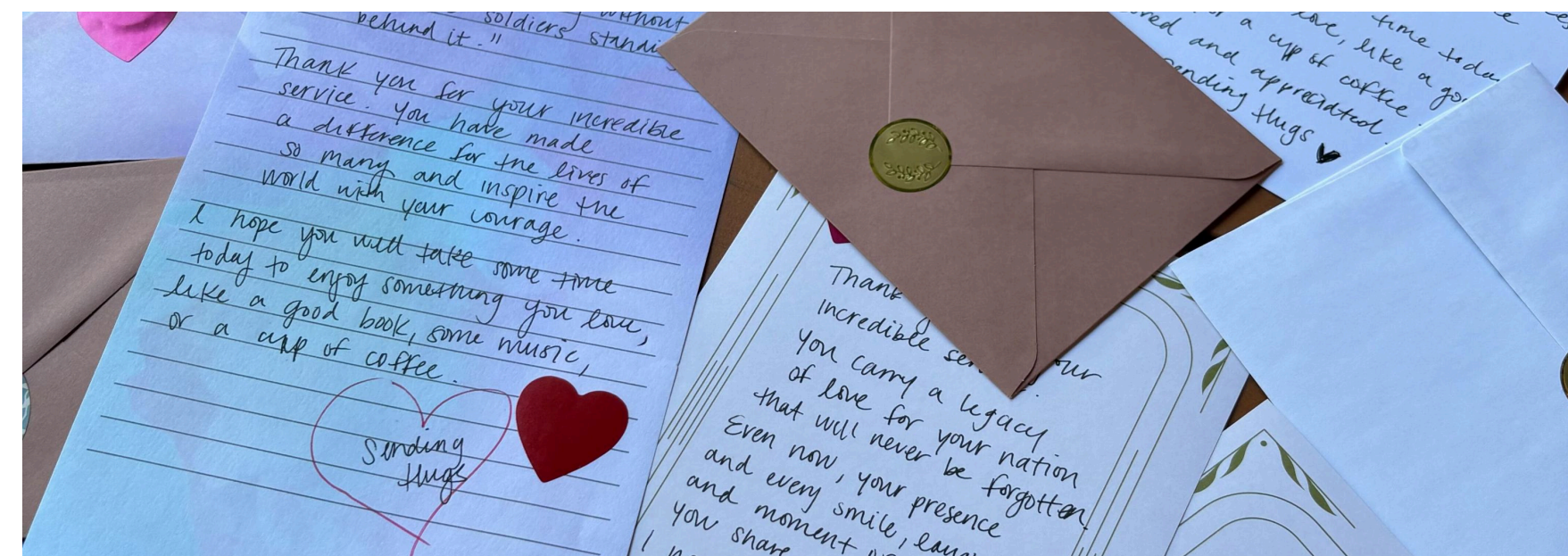
WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## LETTERS OF LOVE



TAA team members wrote handwritten letters to residents of the Veterans Home in Boulder City, offering encouragement and connection to those who have served. Veterans face disproportionately high rates of mental health challenges and suicide. Nearly 40% report experiencing mental health or substance use issues, and 12% are diagnosed with PTSD. Through this simple but meaningful gesture, we aimed to uplift spirits and provide words of support to those navigating hardship, reminding them they are not alone.

SERVING OUR KIDS

RENO PRIDE



2024 Charitable Contributions - \$223,611

Volunteering Hours for 2024 -

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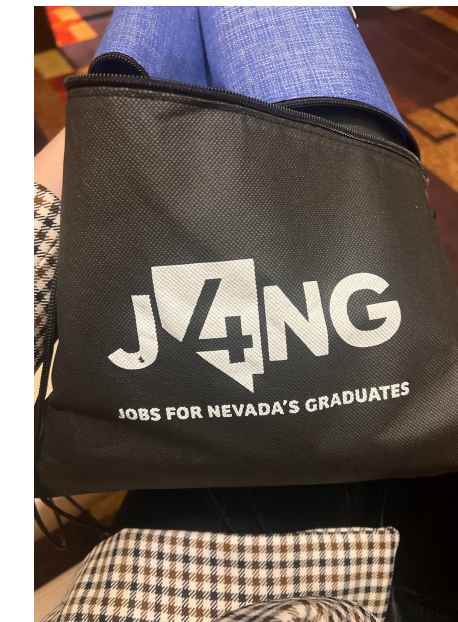
WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICA'S GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## JAG NEVADA



TAA team members served as judges for Jobs for America's Graduates (JAG) Nevada's employability skills competition, where high school students demonstrated real-world job readiness through mock interviews and application exercises. With a 97% graduation rate and an 80% positive outcome rate, JAG Nevada is a proven force in workforce development. Our participation at the day-long conference provided students with practical feedback, encouragement and mentorship to help them succeed beyond the classroom.





# COMMUNITY



## 2024 Charitable Contributions - \$223,611

TAA has established a commitment to provide a charitable contribution of \$223,611 for 2024.

## Volunteering Hours for 2024 -

**Monthly Volunteering** - TAA launched a monthly volunteer call to the Las Vegas and Reno offices. Each month, different employees shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## EAST VALLEY FAMILY SERVICES



East Valley Family Services connects older adults, individuals with disabilities and their caregivers to vital resources that support health, independence and quality of life. TAA team members volunteered to assemble meal kits for distribution, helping ensure that vulnerable community members have access to the nourishment and support they need to thrive.

LAS VEGAS CHAMBER LEADERSHIP FOUNDATION

SERVING OUR KIDS

RENO PRIDE





# COMMUNITY



## 2024 Charitable Contributions - \$223,611

TAA has established a commitment to provide a charitable support...

## Volunteering Hours for 2024 -

Monthly Volunteering - TAA launched a monthly volunteer call... the Laikipia and Nanyuki offices. Each month, different employees... shared and ongoing part of our culture.

NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## SOULFUL SEEDS



Soulful Seeds is a grassroots non-profit working to reduce food insecurity through community-driven urban gardens. Their neighborhood gardens provide fresh produce, support local biodiversity, and promote health and well-being. The organization's work focuses on four key goals: creating healthy neighborhoods, increasing access to fresh food, fostering independence and building social connections. TAA team members supported this mission by volunteering time and energy to help cultivate these community-growing spaces.

FORNOSTIA RAIN

SERVING OUR KIDS

RENO PRIDE





# COMMUNITY



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Volunteering Hours for 2024 -

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SPREAD THE WORD NEVADA

ST RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## EDDY HOUSE



Eddy House is a Northern Nevada non-profit that supports at-risk and homeless youth by providing housing, resources and guidance to help them build stable, independent futures. TAA team members volunteered at one of the organization's transitional living homes, helping with landscaping and beautification. These homes offer young people the opportunity to practice independent living while continuing to receive wraparound support in a safe, structured environment.

FORNOSTER PARK

SERVING OUR KIDS

RENO PRIDE



2024 Charitable Contributions - \$223,611

Volunteering Hours for 2024 -

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NATIONAL HOLIDAYS ACTIVATED

SPREAD THE WORD NEVADA

ST. RICHARD'S RANCH

WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## FOOD BANK OF NORTHERN NEVADA



The Food Bank of Northern Nevada provides nourishing food to more than 160,000 neighbors each month through a network of over 155 partner agencies. TAA team members volunteered by sorting and quality-checking donated items to help ensure they met the Food Bank's distribution standards. With more than 21 million meals provided last year alone, this work supports a vital mission that has strengthened communities across the region for over 40 years





# COMMUNITY



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WASHOE COUNTY PARKS CLEAN UP

LETTERS OF LOVE

JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## LAS VEGAS CHAMBER: LEADERSHIP FOUNDATION



An employee at TAA served on the guiding council for the Leadership Las Vegas Program, volunteering her time to shape brand communications and support the next generation of civic leaders. She also participated in monthly program sessions, providing mentorship and managing digital engagement through social media content and strategy.

FOUNDATION

SERVING OUR KIDS

RENO PRIDE





# COMMUNITY



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EAST VALLEY FAMILY SERVICES

## SERVING OUR KIDS



An employee at TAA served on the board of Serving Our Kids, dedicating her expertise to lead marketing strategy, media outreach and fundraising efforts. In addition, the Las Vegas team organized a food drive to help support the organization's mission of addressing food insecurity among local students.

LAS VEGAS CHAMBER LEADERSHIP FOUNDATION

SERVING OUR KIDS

RENO PRIDE





# COMMUNITY



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ST. RICH'S RANCH

WASHOE COUNTY PARKS CLEAN UP

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JOBS FOR AMERICAN GRADUATES (JAG) NEVADA

EAST VALLEY FAMILY SERVICES

## RENO PRIDE



TAA supported Northern Nevada Pride with a \$2,000 in-kind donation of marketing services and proudly participated in the Pride Parade— complete with our own creatively themed under-the-sea float, decorated to celebrate the community's inclusivity and queer joy.

LAS VEGAS CHAMBER LEADERSHIP FOUNDATION

SERVING OUR KIDS

RENO PRIDE