

# MAD FISH

D I G I T A L

IMPACT REPORT | 2019

An aerial photograph of a city, likely Seattle, showing a dense urban landscape with various buildings, streets, and green spaces. In the background, there are mountains under a clear sky. The text 'TO OUR COMMUNITY:' is overlaid in large, white, bold, sans-serif font on the left side of the image.

# TO OUR COMMUNITY:

Thank you for being yourselves. For welcoming us into the B Corp space. For showing us how to be better and work intentionally towards an impact goal.

In the year that Mad Fish Digital has been a B Corp, we've grown and connected with so many. We've found new ways to live our existing values, and solidified practices that help us make the world a better place.

# HERE ARE JUST A FEW THINGS THAT HAPPENED THAT WE'RE PROUD OF:

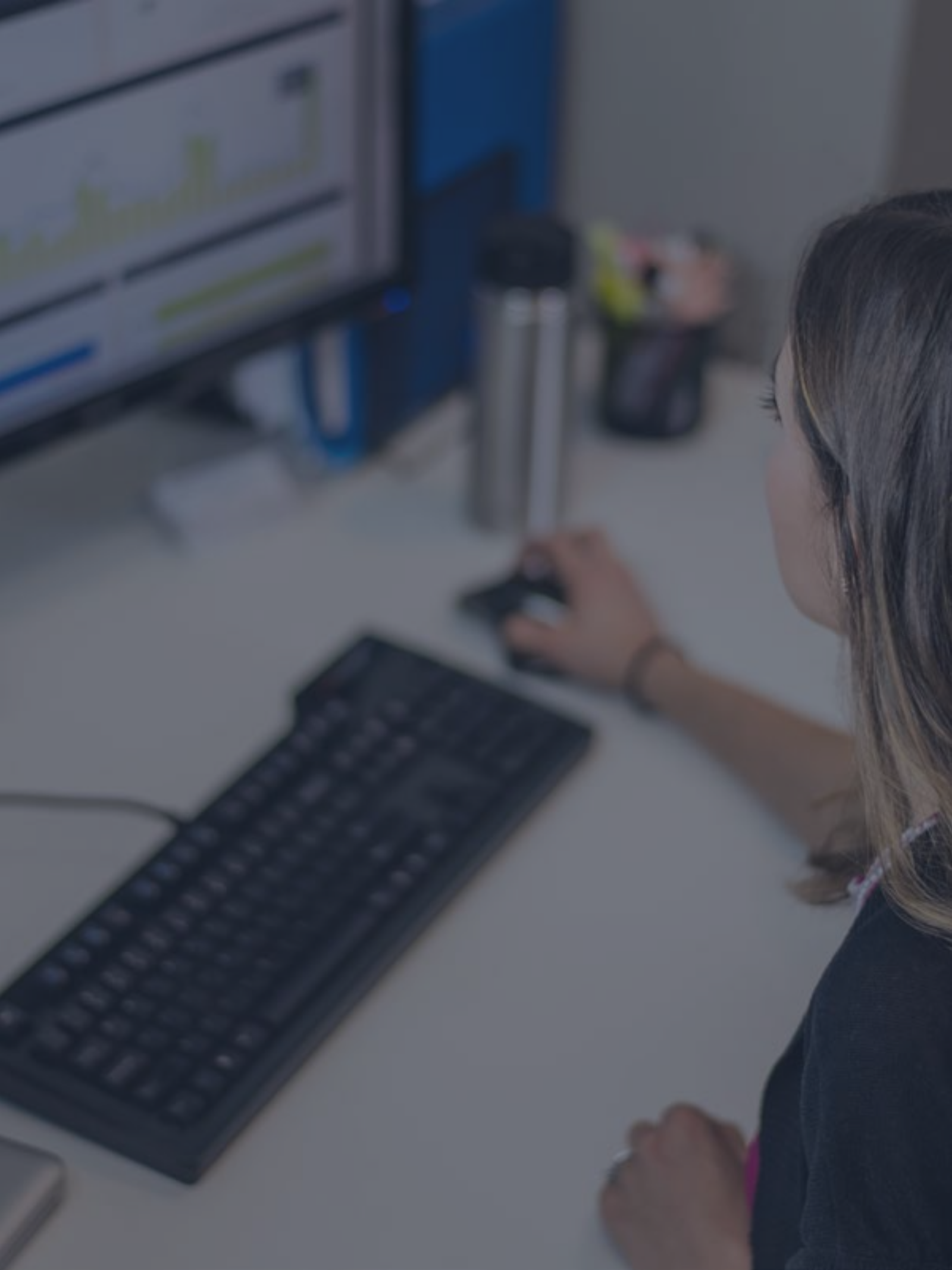
- Presented at the National Champions Retreat for Certified B Corporations
- Named an Inclusive Economy Challenge Changemaker
- Grew our pro bono marketing sector
- Devised a more inclusive hiring process
- Expanded our equity, diversity, and inclusion initiatives with trainings and signage updates
- Started a monthly meetup for B Corp marketers
- Branded BLD PNW 2019
- Began reducing our shipping & packaging waste



We're thrilled to be on this journey of purpose-driven, values-oriented business. We're excited to keep growing and meeting more folks in the community in the Pacific Northwest and beyond.

Special thanks to our friends at B Local PDX and B Lab, who have helped connect and uplift us over the past year. Here's to an amazing 2019 and beyond.





# KEY NUMBERS:

**\$82,233** in strategic content, design, SEO and paid media pro bono services to non-profit organizations

**11** ABC Marketing events hosted

**500+** folks new to B Corp at the first annual B Corp Block Party

**44%** of employees using bikes, walking, or public transit to get to work

**23%** of vendors owned/operated by underrepresented individuals



## OUR B CORP SCORE

Governance:	Workers:	Community:	Environment:	Customers:	Total:
<b>10.5</b>	<b>30.4</b>	<b>28.6</b>	<b>3.6</b>	<b>7.3</b>	<b>80.6</b>

# OUR MISSION:

To provide elevated experiences for our employees, clients, and 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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