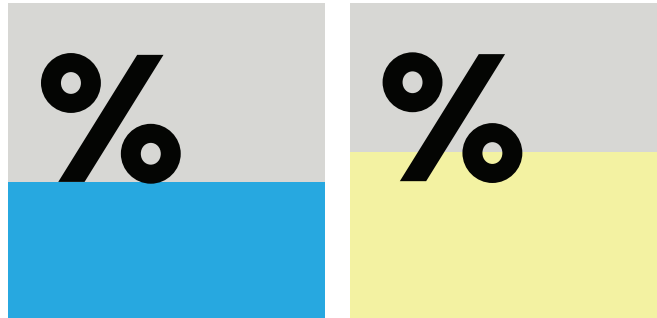


# *Impact* Report



01 March 2023

**colle**  
**mcvoy**

# Impact Report



01 March 2023



At Colle McVoy, our goal is to be better tomorrow than we are today. We share a belief that all growth should be rooted in doing what's best for people, the planet and the communities we operate in. We call this good growth – a sustainable and inclusive business model that centers on DEIB (diversity, equity, inclusion and belonging) and environmental stewardship. It embodies what it takes to build brands in the new, ever-changing marketing landscape and to go beyond the way things have always been done.

This model and vision are not a department or discipline within our walls but rather something that's in our culture and core to who we are.

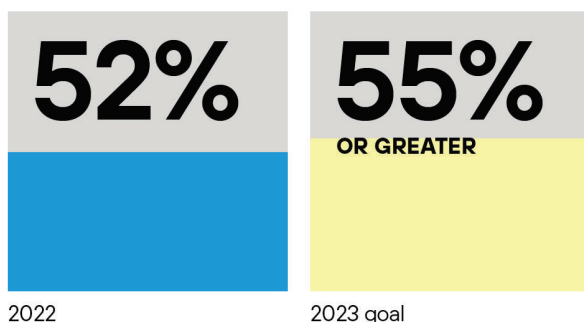
Overseen by the combined efforts of our Culture Leadership Team and Sustainability Team, we're bringing actionable change to the agency and to our clients from the inside out.

We know every one of us has a role to play, because together we can have a much greater impact than any one of us alone. While we share our DEIB progress annually, below is a snapshot of our other impact goals.

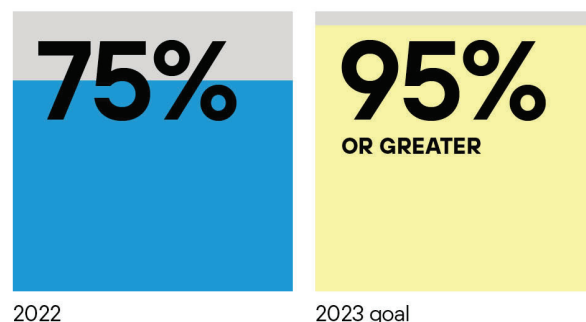
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## Senior Leaders who Identify as *Women*

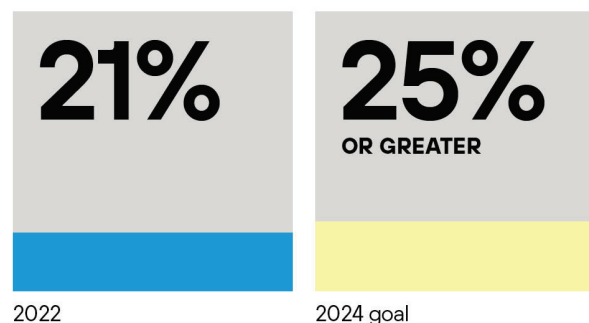


## Leadership and Manager Participation in *DEIB Training*

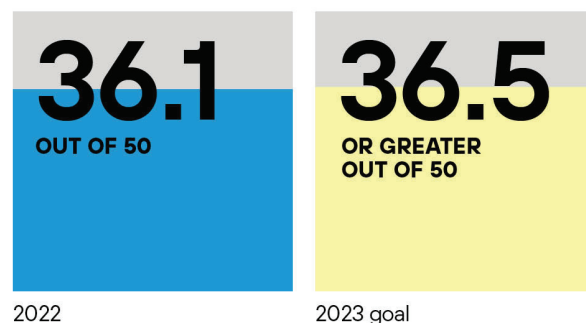


## *BIPOC* Employees

Goal: Achieve BIPOC employee representation that equals or exceeds the BIPOC population of Minnesota



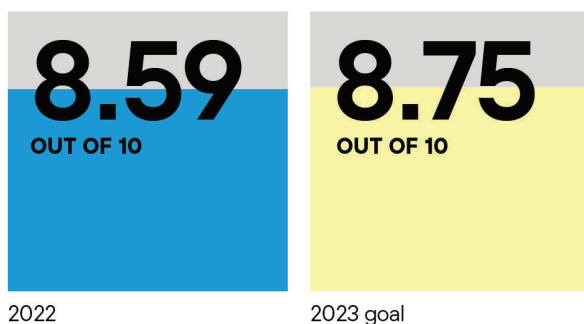
## Employee *NPS* (*Net Promoter Score*)



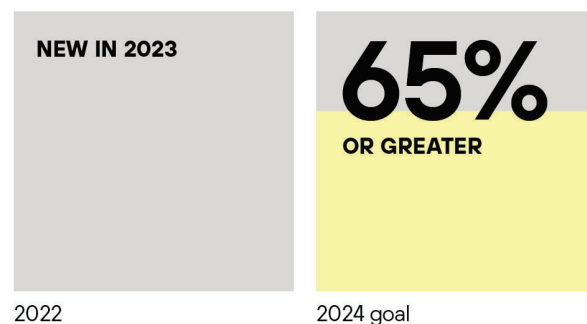
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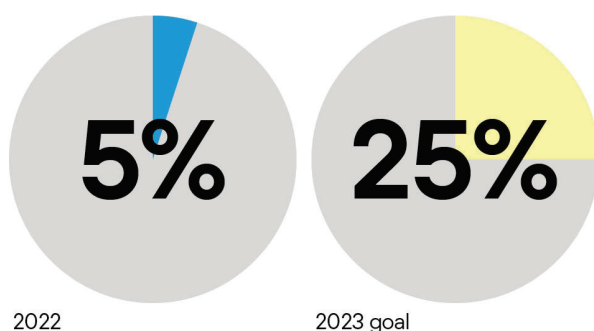
## Client *NPS* (*Net Promoter Score*)



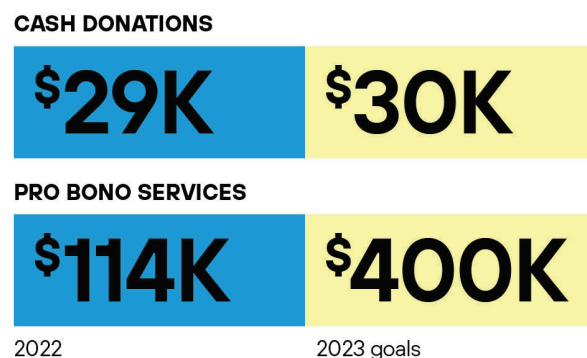
## Participation in Employee *Carbon* *Footprint* Survey



## *Reduction & Recycling* of Computer Servers and Equipment



## *Donation of Pre-tax* Earnings to Charitable Organizations



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Light Bulbs Replaced  
With *LED Bulbs*

100%

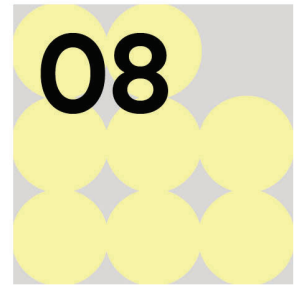
*Clients* Partnering on  
Social Impact Projects

03



2022

08

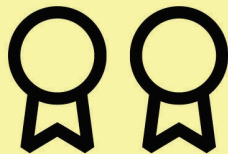


2024 goal

National Industry  
Awards for *Sustainable  
Communication*



2022:  
1 NATIONAL AWARD



2023 GOAL:  
2 NATIONAL AWARDS

MINNESOTA DEPARTMENT OF HUMAN RIGHTS

*Equal Pay* Certificate  
of Compliance

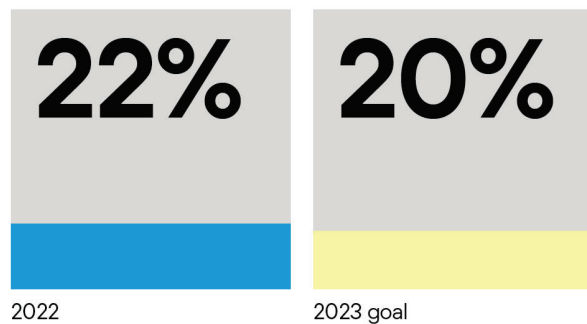
CERTIFIED SINCE

2016

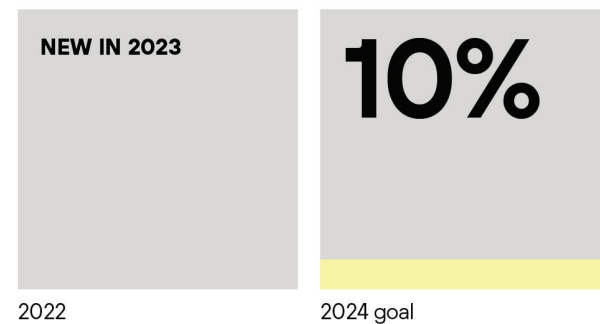
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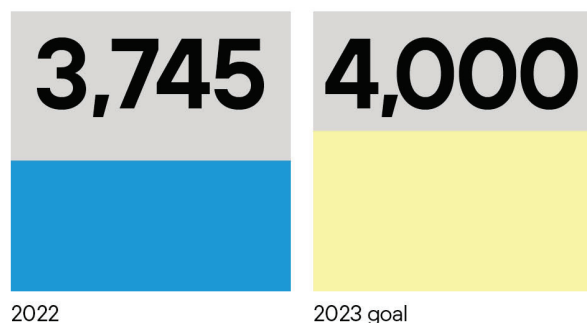
## Employee *Turnover*



## Increase in *Recycling* From All Agency Waste



## Employee *Volunteer Hours* in the Local Community



## Spend With Women- and BIPOC-Owned *Local Businesses*

