



MAD FISH

D I G I T A L

2024

IMPACT REPORT



TO OUR COMMUNITY

We sincerely thank everyone who collaborated with us and provided their support this past year. Reflecting on 2024, it was a year of strengthening partnerships across the B Corp community. Our focus was to advance our social impact initiatives by amplifying their collective impact. Guided by our core values, and powered by our team's deep commitment to supporting each other and our communities, we were able to make great strides in 2024.

Our dedicated committee for B Corp initiatives expanded its ongoing efforts, including our pro bono work and volunteer time off challenge. We developed a formal ethical marketing policy to guide our approach in an ever-evolving digital landscape. We also continued our focus on justice, equity, diversity, and inclusion. Our team is focused on creating a better world every day through these annual initiatives.

In July 2024, Mad Fish Digital acquired Grady Britton, Portland's original B Corp branding & marketing agency. This acquisition, built on our shared mission to be a force for good, opens up exciting possibilities for even stronger elevated experiences for our community in the future.

As we enter our seventh year as a Certified B Corporation, we look forward to continued growth and evolution. We envision a future where we remain a positive force for good, benefiting our employees, partners, customers, and the world at large.

KEY ACCOMPLISHMENTS FROM 2024

PRO BONO

\$38,560 of in-kind services provided to non-profit organizations.

VOLUNTEER TIME OFF CHALLENGE

53 hours spent volunteering to uplift organizations in our communities.

BLD PNW CONFERENCE

Presented at the BLD PNW conference where we encouraged our fellow values-focused companies to adopt volunteerism within their organization adding 3 new companies to pledged to volunteerism in 2024 or who expanded their volunteer initiatives.

NON-PROFIT ORGANIZATIONS

138 hours spent supporting non-profit organizations with pro bono work.

ANNUAL VTO CHALLENGE

56% employee participation rate for the 4th annual VTO Challenge.

ETHICAL MARKETING POLICY

Published the Mad Fish Digital ethical marketing policy to enhance transparency and underscore our commitments.

GRADY BRITTON DEIA TEAM

Began a partnership with the Grady Britton DEIA team to integrate our social impact teams to expand our impact and align initiatives across both organizations.



138 HOURS
How much time spent supporting non-profit organizations with pro bono work



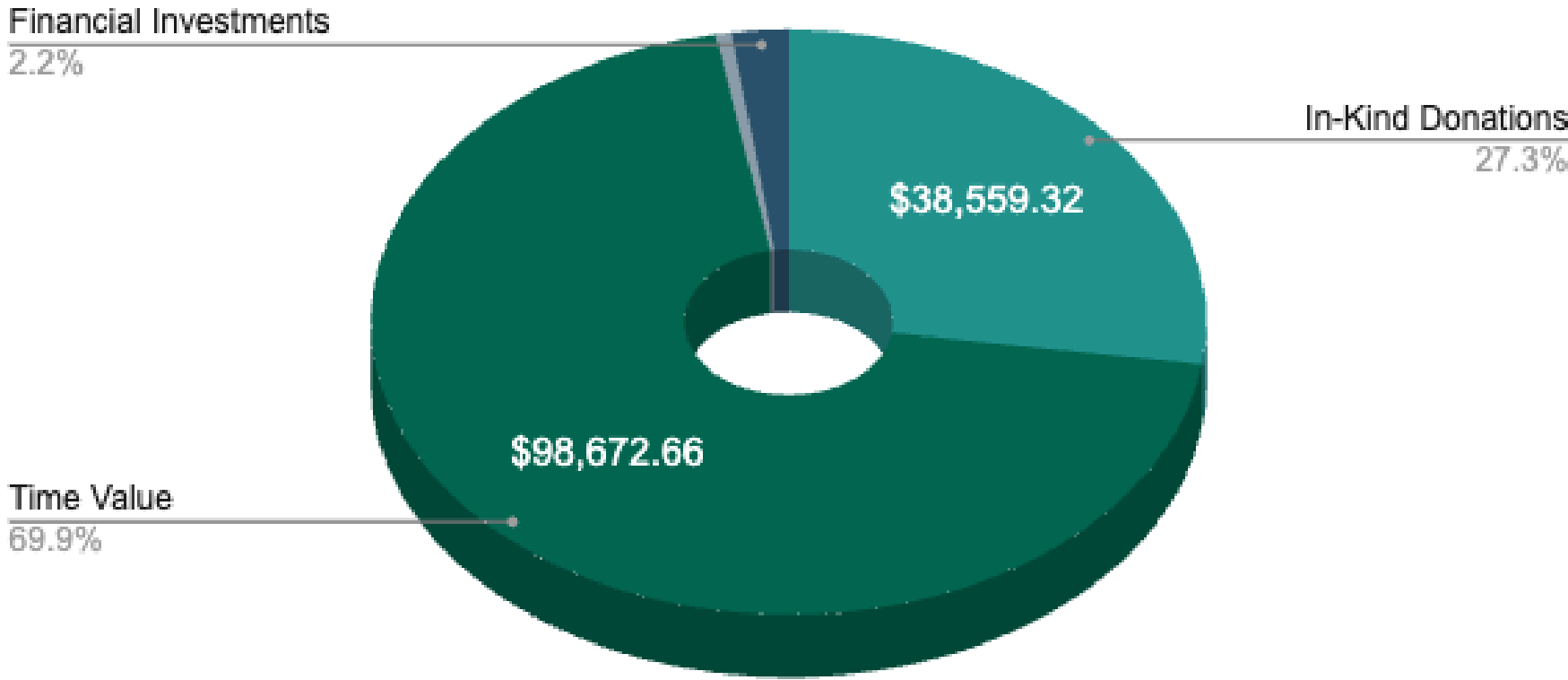
53 HOURS
How much time we spent volunteering to uplift organizations in our communities



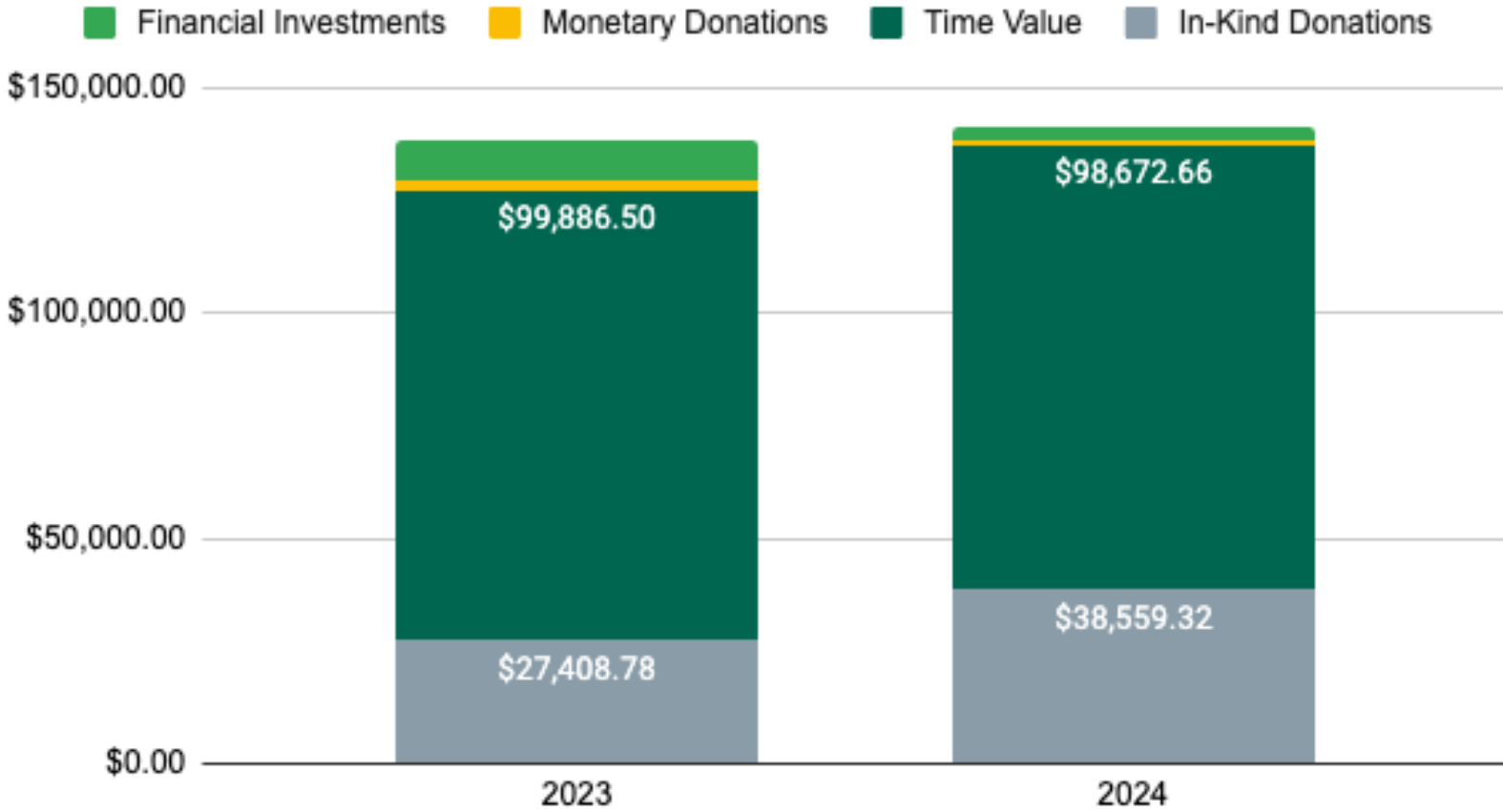
SOCIAL IMPACT
Carved out time in our team's capacity to participate in social impact efforts.

SOCIAL IMPACT CONTRIBUTIONS

SOCIAL IMPACT CONTRIBUTIONS 2024



SOCIAL IMPACT CONTRIBUTIONS 2023 VS 2024

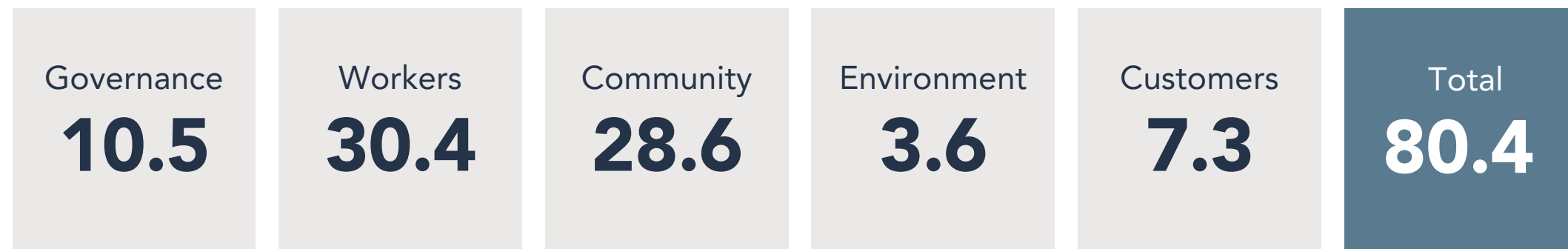


MAKING AN IMPACT

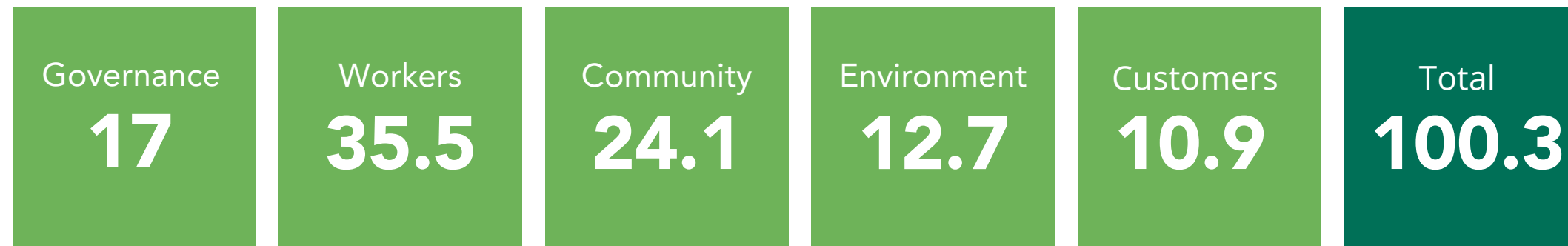
Back in 2022 we completed our B Corp first re-certification process. In 2025, we're embarking on our second re-certification. With our B Corp Certification, we're honored to be in the community with world-renowned brands using business as a force for good.

While the present standards and scoring methodology are still around, here's a recap of where our score currently stands.

OUR B CORP SCORE (2018)



OUR B CORP SCORE (2024)



EXPLORE - COMMUNITY IMPACT

We dedicated **53 hours** of paid volunteer time off and time towards pro bono work to lift up our communities.

Here are the organizations we supported:



Friends of Tryon Creek
Portland, OR



Portland Backpack
Portland, OR



Children's Book Bank
Portland, OR



Milk Crate Kitchen
Portland, OR



Oregon Food Bank
Portland, OR



Oregon State University
Corvallis, OR



Share Vancouver
Vancouver, WA



VEAP
Bloomington, MN



Cleveland Food Bank
Cleveland, OH



Denver Public Library Friends
Denver, CO

EXPLORE - PRO BONO PARTNERSHIPS

Mad Fish Gives is our community partnership initiative that connects our digital marketing services to nonprofits doing good work. This year, we partnered with two new Pro Bono partners, Portland Taiko and We Are All.

Portland Taiko celebrated its 30th anniversary this year. Looking to the future, the board needed help diversifying its donor base and reaching a new audience of future taiko enthusiasts. The organization's focus on inclusivity and the local community aligned well with our pro bono program.

We Are All is a wide-sweeping international organization driven by the activism and love of its founder, Kate Taylor. They were in need of a new vision for the website to better tell the story of what they do. Their needs aligned well with our design teams' talent for bringing a brand message to life.



EXPLORE - ETHICAL MARKETING

In January, we published the Mad Fish Digital ethical marketing policy, a companion to our company's long-standing code of ethics. The policy was our public declaration of the internal guidance we have given ourselves to ensure that Mad Fish Digital is making the world a better place.

Over the course of the year, we published several articles highlighting the specific nuances of areas of the policy, from leveraging platforms like Facebook to avoiding impact washing. In June, we shared our AI policy which expands on our approach to AI and opened the doors for our various teams to share how they are ethically leveraging AI to improve strategies.



EXPLORE - JEDI IMPACT

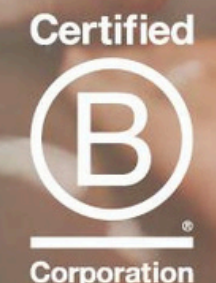
- ✓ **Capacity Planning & Utilization:**
Conducted a focus group with the team to identify gaps, developed a team-wide resource guide and presentation, and determined our capacity planning buffer for 2025.
- ✓ **Education & Engagement:**
Created monthly acknowledgement & celebration calendars, explored educator partnerships, and participated in various DEI-focused learning opportunities.
- ✓ **Policy & Advocacy:**
Developed an Internal Response Framework for Significant Events & Social Issues, and updated the employee handbook to include Civic Participation & Voting guidelines.



**AS A VALUES-DRIVEN
DIGITAL MARKETING
AGENCY, JUSTICE, EQUITY,
DIVERSITY, AND INCLUSION
(JEDI) ARE AT THE HEART
OF WHAT WE DO.**

Read more about how we put it into practice.

**OUR COMMITMENT
TO SOCIAL IMPACT**



WHAT WE'RE PLANNING FOR 2025 AND BEYOND

- ✓ B Corp re-certification
- ✓ Growing our social impact programs and amplifying our impact with Grady Britton
- ✓ Continue supporting local organizations that create positive impact on the community with our pro bono program
- ✓ Conduct a VTO challenge with 100% team member participation
- ✓ Leverage our ethical marketing policy to inform decision-making and continue leading in the digital marketing space
- ✓ Increase our collective impact by collaborating with other B Corps





OUR MISSION ---

We seek to be a force for good for our employees, our partners, and customers, as well as the world at large.

OUR COMMITMENT ---

We are proud to make the internet a better place, create an environment that helps other small businesses grow, and reinvest into the 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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