

2022

COMMON GOOD IMPACT REPORT



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INTRODUCTION

We live in an evolutionary time. Old ideas are being challenged. New perspectives are being formed. We are entering a new era of well-care — with greater emphasis around a holistic system of self-care, physical longevity, mental care, environmental care, community care and equality.

We believe in a bolder, brighter, more collective future where health and happiness become accessible to anyone and priorities for all. For more than 50 years, Common Good has championed brands and organizations who share this vision.

We do it by delivering uncommon ideas for ambitious brands. By building and scaling these businesses, we help compound the positive impact they have on people's lives.

That's why we call ourselves *The Health & Happiness Agency*.



MESSAGE FROM OUR COO, TONY



"With a history spanning over 50 years, Common Good has always believed that creativity can heal the world. And now with our pending B-Corp submission, we aim to codify that belief by showing our actual impact across a range of crucial areas. With this inaugural impact report, we are setting on a path of transparency, accountability, and ultimately growth. Common Good understands that we can always improve, and that big journeys start with small steps.

In the following pages, we've identified a few key areas that we've set goals around, and where we've begun to measure. The main goal is to see steady improvement and impact over time, with future reports compiling more data and becoming a richer story to tell.

Even though we've been around for half a century, it feels like a new beginning for us. I'm excited to share with you our 2022 impact report."

Tony George, Chief Operating Officer



*"In a gentle way,
you can shake the
world."*

Ghandi

PRIORITIES + GOALS

We're a group of hard workers, bold makers, outdoor-shredders and culture-makers. We're not fans of big egos or complacency. Instead, we thrive with a spirit of empathy, curiosity, collaboration and passion for making the work as strong as it can be. By securing our B-Corp certification, we're able to solidify our commitment to Health +Happiness to more than just our agency. We proven that we can push ourselves creatively for our brands, and now we want to prove that we can push our mission-driven purpose to our staff and communities. Below are four key areas we've steadily improved on, and are growing every day:



No. 01 **DEIA Program**

Common Good has introduced internal DEIA initiatives, including: Hiring a DEI intern; Regularly Collecting Employee Diversity Data; Utilizing Hiring Channels with a Focus in Diverse Candidates; Conducting a Pay Equity Study; Annual DEIA Training; Creating a DEIA Committee. We have additionally increased our workforce diversity by 16% in measurable metrics.



No. 02 **Health + Happiness**

Our agency truly walks the walk. We've introduced The Good Guide, a monthly exploration of all things health and wellness, to show our staff that their well-being matters. In addition to The Good Guide, we offer spontaneous Health + Happiness days, a monthly Health + Happiness stipend, unlimited PTO, and outstanding benefits. We will be further expanding our Health + Happiness initiatives in 2022.



No. 03 **Sustainability**

In addition to transitioning to a hybrid-remote workforce, Common Good has launched a Sustainability Program which now includes: Annual Environmental Training; Utilizing Local and Environmentally-Responsible Vendors and Supplies. Due our mostly remote nature, we have been able to push ourselves to stay creative when it comes to our personal sustainability responsibility.



No. 04 **Our Clients**

The work we create with our clients is indicative of who we are. Common Good only partners with brands that wholly enrich the lives of their consumers. We connect people to nothing but the ethical, the sustainable, the meaningful, and the mission-driven.

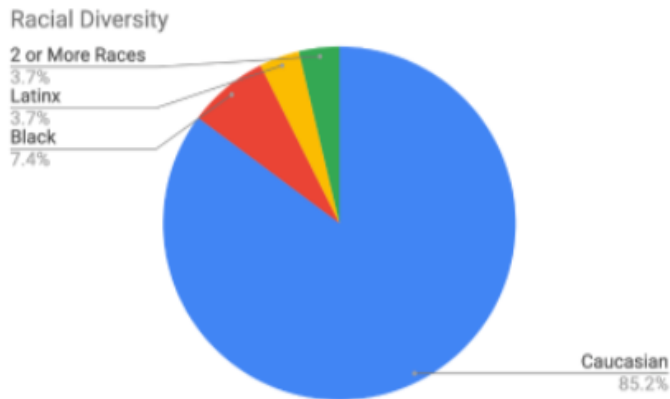
MEASURING PROGRESS

Below listed are some key indicators of our progress at Common Good. These statistics below are examples of some of the work we've done, and is not comprehensive of our organization's holistic progress and growth.

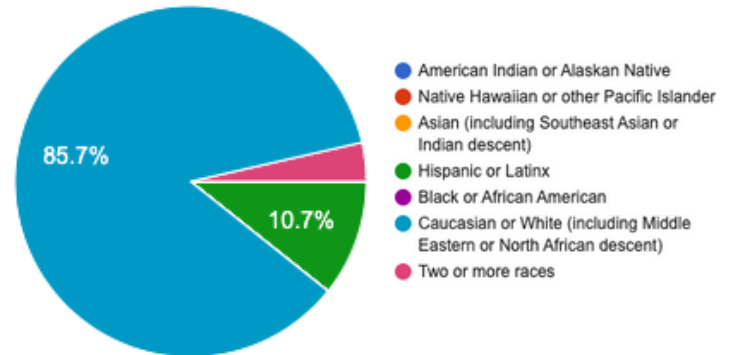
Key Indicator	Details	Outcome
16% increase in diversity metrics since 2021	Our 2022 survey results yielded improvements in diversity of sexual orientation, gender expression, and racial/ethnicity makeup	We are looking to improve our diversity metrics further to 20% by EOY 2022
75% live attendance for The Good Guide in 2021-2022	Monthly topics include: sleep hygiene, exercise, mindfulness, creativity, acts of service	The Good Guide is a pillar of our internal culture, and will continue to be prioritized
90% live attendance for environmental awareness training	Our staff self-reports on their personal sustainability goals	This program monitors our staff's environmental impact to improve our metrics as a whole
2021 NPS Score of 23.6 and 2022 NPS score of -7.1	Over 50 years in business with purpose-driven brands like Alterna, POSSIBLE, Nature Sunshine, Renzo's, Friday Health Plans, Inspire Clean Energy	We will continue to rigorously assess new business and current relationships and work on growing our NPS score
100% increase in DEIA efforts since 2020	Since 2021, we have hired a DEI intern, instituted a DEI committee, built relationships with diverse hiring channels, and mandate DEIA trainings	Diversity in all kinds is important to our staff and our impact on the world. We plan to have a new and improved program in place before EOY 2022

STAFF DIVERSITY

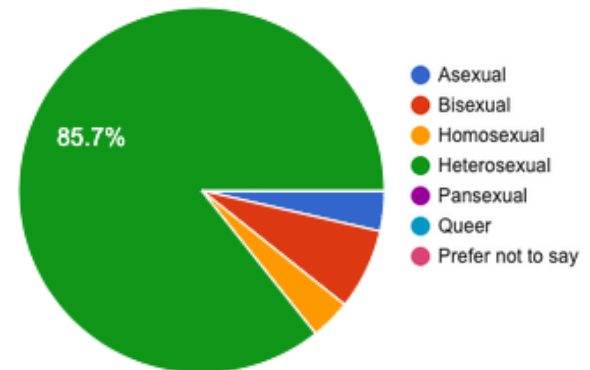
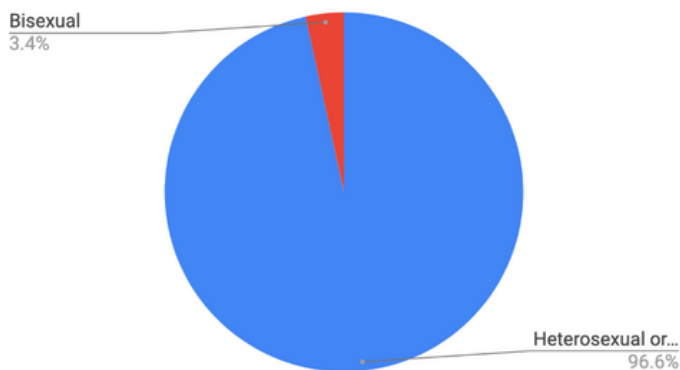
may 2021 diversity survey results



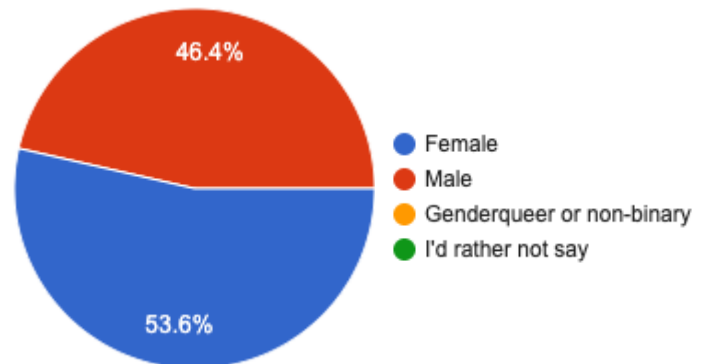
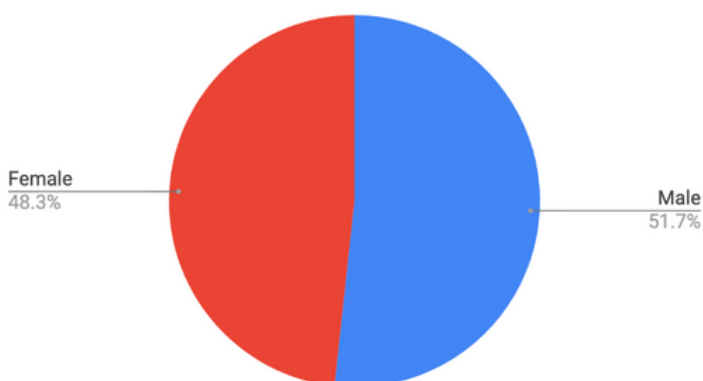
may 2022 diversity survey results



Sexual Orientation



Gender



16%

Increase in measured staff diversity data (sexual orientation, gender expression, and race/ethnicity) since 2021

OUR CLIENTS

Our work has a deeper meaning to us at Common Good. We aim to not only be impactful and purposeful – but to be differentiated, innovative, and most importantly, effective. Our NPS scores reflect our tireless investment in our clients. We've presented our 2021 NPS findings from our clients below.



WHAT DO WE DO WELL?



HOW COULD WE IMPROVE?

We understand how a brand's purpose informs internal values and external experiences and behaviors along the customer experience journey – from enabling community and social impact, to igniting acts of the brand and cultural moments, to driving high value conversions, customer advocacy and loyalty. We've proven ourselves as a force to be reckoned with – and aren't backing down anytime soon.

While we continue to invest in our NPS score, we've been committed to creating great work for great brands for over 50 years. We're excited to see where the future takes us in our client partnerships.

NEXT STEPS

At Common Good, we are committed to reaching our future goals toward making better social and environmental impacts as an agency. While we have many individual initiatives on the horizon, like allowing our workers or customers to select charities to receive our company's donations, we'd like to address our intended impact for our priority Social and Environmental goals for 2022.



No. 01 **DEIA Program**

Common Good aims to develop further partnerships with diverse job application channels to bring our total workforce diversity to 20% over the next year. Additionally, we are continuously growing and building a robust DEIA program to include an improved dedicated committee and regular training. We will also post public reports on our efforts.



No. 02 **Health + Happiness**

The Good Guide, the main pillar of our Health + Happiness program, will continue to flourish. We additionally are exploring a holistic ecosystem of Health + Happiness in coordination with our values to further improve our staff's lives and include further benefits, like an increased Health + Happiness stipend.



No. 03 **Sustainability**

In addition to continued environmental awareness training, we will increase our network of local vendors and suppliers that ensure a commitment to sustainability. We will also continue our program to have staff voluntarily report waste and recycling metrics with a goal of reducing waste by 5% as a group and increase recycling by 10%.



No. 04 **Our Clients**

Common Good's mission is to work with clients that bring good to the world, and it has been our North Star for over fifty years. Common Good will continue to further our commitment to work with purpose-driven brands.

CONCLUSION

Our 2022 impact report would be remiss not to include an overview of our Values. We believe creativity can change the world. A bold thought, yes. Entirely possible? We've lived by this belief since 1967. So you could say it runs deep. Our Values are the secret formula that lets us walk the talk - Common Good's guiding principles.

**WE LIVE HEALTH + HAPPINESS
BE MINDFUL
WE EMBRACE CHANGE
WE BLEED CREATIVITY
WE BAND TOGETHER**

As we continue to grow and progress as a team, we remain fervently tied to our Values. In partnering with brands that believe in bettering the world, we've been inspired to become one of those brands that does good, too. We will continue to deliver on that vision.

We are an advertising, design and business transformation company for brands on a mission to change the world for the better.

