

Impact Report



Ad Victoriam Solutions





Table of Contents

Letter from the CEO	3
Profit & Purpose: Year Three	4
2021 Goals	5
Embracing BCorp: Building a Community	6
Volunteer Overview	7
The Victory Project.....	8
Diversity & Inclusion	10

Letter from the CEO

As we close the books on 2020, we look back on a year unlike any other. But we also look back on a year that presented opportunities to become better versions of ourselves. From Covid-19 to racial justice and opportunity for all Americans, 2020 seems like a reset on our society, a chance to be reborn as we rethink how we did things twelve months ago.

At Ad Victoriam Solutions, we're grateful for our customers, our teammates, and the challenges we overcame together this past year. While many firms cut payroll, rolled back raises, and cancelled bonuses, we were able to navigate this year without doing any of those. In fact, our team actually grew from 60 employees to 83, and we recorded a sixth consecutive year of revenue growth.

And even though things were more difficult, we never lost sight of our purpose. We finished our B Corp recertification, expanded the footprint of our Victory Project, and invested in strategic, mission-driven programming for 2021. We've continued to work with the University of Georgia and will be working alongside B Local Georgia as they begin to work with Georgia Tech, Emory, Agnes Scott, and Georgia State University.

So we're reflecting on a trying 2020 and excited for a 2021 that will be all about growth and shared prosperity. Growing our team, growing our customer base, growing our revenue, and growing our purpose and impact.



Profit & Purpose: Year Three

It's hard to believe 2020 was our third year as a certified B Corp. As we prepared for the year, we planned to build off of our successes in 2018 and 2019. Like most plans, 2020 threw a wrench in a lot of these goals. Company volunteer events scheduled for April and May were canceled, most in-person volunteer opportunities were no longer possible, and our team focused on juggling the stresses that accompanied such an unprecedented year.

But we're still celebrating what we were able to accomplish. For starters, we completed our B Corp recertification and improved our overall score. And while we weren't able to hit our goal of employees taking advantage of their Volunteer Time Off (VTO), we did see participation raise from 21% to 25%. And almost 50% of the company volunteered in some capacity during 2020.

And as you'll see in more detail, we still supported our favorite (and our employees' favorite) charities. Members of our team organized a virtual poker game to raise money for a food pantry, while others played fantasy football to raise money for a nonprofit that teaches STEM and computer science to middle and high school-aged girls in underserved parts of Atlanta. And at the end of the year, our employees raised \$1,650 for families in need. We also adopted a rhino in need, became regular volunteers with FurKids, supported the Georgia English Bulldog Rescue, and enjoyed our first year supporting Creature Comfort's Get Comfortable Fund.





2021 Goals

After making the best of a trying year, we're excited for all we'll accomplish in 2021. Some of the goals we have set:

- 75% VTO participation.
- \$3,000 in employee organized donations.
- 1,200 Employee Volunteer Hours
 - > Monthly organized volunteer opportunities.
- 1,200 Consulting Hours (Pro Bono)
 - > An even greater focus on nonprofit consulting and pro bono service.
- Increased financial and technical support of organizations working to diversify the Salesforce community.
- Continued support of the Get Comfortable Foundation.

Look out 2021, AdVic is coming for you...

Embracing BCorp: Building a Community

If 2020 did have a positive, it was the ability to meet anyone, anywhere, at any time. The shift to virtual everything proved that people could make meaningful connections from their respective living rooms as easily as they could over a cup of coffee. For our work helping to build the B Corp community, 2020 was a banner year.

After helping start B Local Georgia in 2018, we've continued our support of their efforts ever since. As they've formed new partnerships, we've gone along for the ride, opening doors to volunteer opportunities, strategic partnerships, and pro bono consulting engagements.

- We helped the University of Georgia launch the B Collaborative, which offers students experiential projects consulting businesses seeking B Corp certification. Projects are now offered at UGA, Agnes Scott College, Georgia Tech, Emory, and Georgia State.
- Inaugural board members on the Georgia State University Social Entrepreneurship Advisory Board.
- Platinum Sponsor of BLD Southeast 2020, a first of its kind conference in the southeast that brought together B Corps, Conscious Capitalism members, and members of the academic community.
- We also supported, worked with, or collaborated with the following organizations in 2020:
 - > B Lab
 - > Georgia Social Impact Collaborative
 - > Conscious Capitalism
 - > Florida for Good
 - > Goodwill of North Georgia
 - > HYPE
 - > HBCUforce



Volunteer Overview

GOLD



Nathan Stuck: 70.5 hrs

Nathan serves as the chair of B Local Georgia and on the board of Keep Athens Beautiful. He is also the Chapter Advisor for Delta Sigma Phi at the University of Georgia.

SILVER



Janet Kang: 67.5 hrs

Janet served the equivalent of 8.5 days as a poll worker during the 2020 general election and Senate runoff in Georgia. Ensuring all voices were heard during these pivotal votes, Janet used a combination of paid VTO and her own time to give back.

BRONZE



David Litton: 36.5 hrs

A regular on the list, David donated his time virtually, helping YWAM Kona with their Salesforce org throughout the year.

Overall:

- > 2020: 384.25 hours
- > 2019: 612 hours
- > 2020: 21 VTO participants
- > 2019: 21 VTO participants

Some of the organizations we supported:

- > FurKids
- > Children's Healthcare of Atlanta
- > HYPE
- > Delta Sigma Phi
- > Keep Athens Clarke County Beautiful
- > St. Dunstan's Episcopal
- > AWANA
- > Grove Church



The Victory Project

Since the beginning, Ad Victoriam Solutions has supported our communities with our time and talent. While we've helped to improve low income housing, raised funds for disease research, supported homeless dogs and provided food to hungry children, our primary focus is to help non-profit organizations optimize their Salesforce platforms. Because of this success, we launched the Ad Victoriam Victory Project for nonprofits in 2018.

Money & Goods Raised

Covid Quarantine Charity Poker Tournament

- > \$300 - The Little Pantry that Could

Fantasy Football

- > \$350 - HYPE

Thanksgiving/Holiday Contributions

- > \$750 - The Holiday House at Place of Forsyth
- > \$750 - The Little Pantry that Could
- > \$150 - HYPE



Projects

- > Project HOPE
- > B Lab
- > Forward Forsyth
- > Corners Outreach



Corporate Contributions

- > Bulldogs Battling Breast Cancer
- > Get Comfortable Foundation
- > Georgia English Bulldog Rescue
- > The University of Georgia Foundation



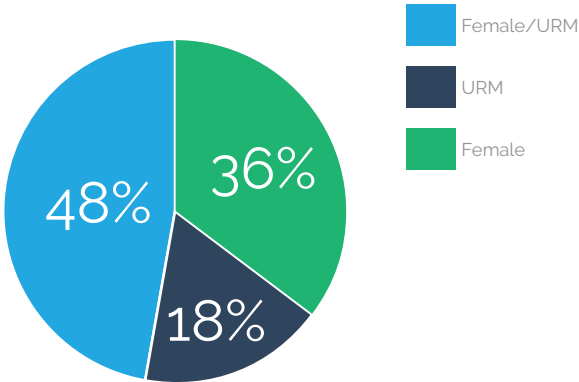


CORNERS
OUTREACH

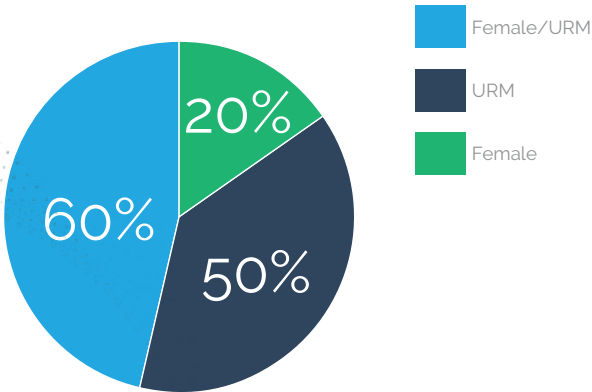


Diversity & Inclusion

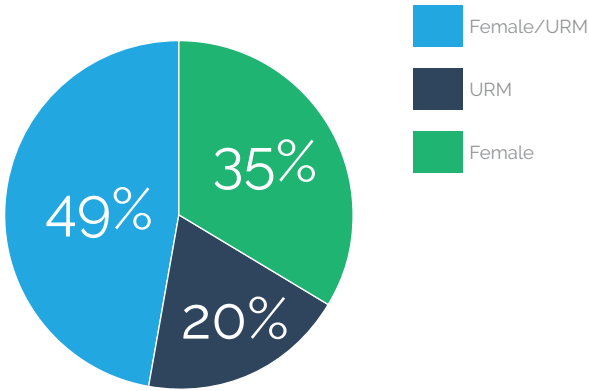
2020 Hiring



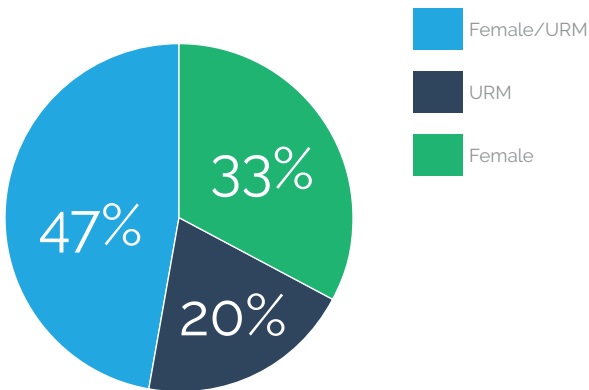
2020 Promotions



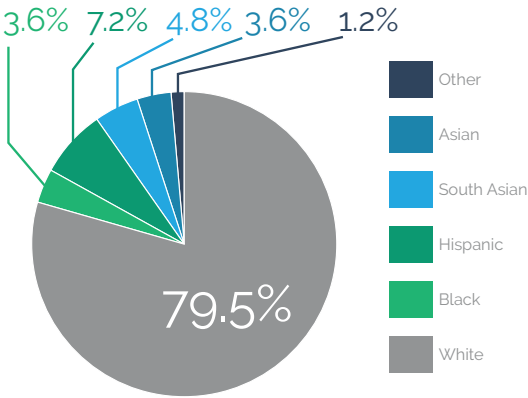
2020 EOY



2020 EOY Management



2020 EOY Racial Diversity





AD VICTORIAM
SOLUTIONS

Salesforce. *Simplified.*

770.691.1642
Sales@AdVictoriamSolutions.com
www.AdVictoriamSolutions.com