



2021  
AdVic  
Annual Impact Report



# Table of Contents

Letter from the CEO .....3

Purpose & Profit: Year 4 as a B Corp .....4

2021 in Review .....6

2022 Goals .....7

Embracing Community & Driving Volunteerism .....8

The Victory Project.....10

Diversity & Inclusion .....12

We Are Neutral.....14



# Letter from the CEO

As we embark on 2022, there is a sense of hope in the air that the worst of the last two years is behind us. In spite of the challenges we've faced as a society and as a company, it is rewarding to look back at the grit and perseverance our team has demonstrated, going above and beyond for our clients, our communities, and each other.

2021 was indeed another banner year at Ad Victoriam Solutions (AdVic) and there is a lot to celebrate from our triple bottom line.

- > AdVic successfully recertified as a B Corp in January, a testament to our team's commitment to our values and purpose over the previous three years.
- > We invested in our sales team and experienced revenue growth of 50% in 2021.
- > Our team added over 60 new employees, a 75% increase that brings our headcount to over 140 team members.
- > The team donated over 2% of revenue in the form of volunteer time (1,586 hours) and pro bono Salesforce work (356 hours) for nonprofits.
- > AdVic went carbon neutral, partnering with We Are Neutral to offset our Scopes 1 & 2 Greenhouse Gas emissions.
- > We successfully partnered with Goodwill of North Georgia to complete our first Salesforce work development program.

While 2021 was a great year for our organization, we know there is always more work to be done. With similar revenue and team member growth goals in 2022 comes a responsibility to maintain a growing commitment to the communities we serve. In 2021, we made several changes to our Volunteer Time Off (VTO) policy, making it easier for our team to serve and resulting in a VTO participation rate of over 60%. We'll be aiming for 75% in 2022 and once again shooting to donate 2% of revenue back into our favorite nonprofits.

Closing the books on 2021—and looking forward to 2022—we're grateful for our individual team members, our clients, and everyone that has played a part in our continued success. We wish everyone a wonderful and healthy year ahead and look forward to everything that we'll accomplish together this year.

Thank You,

Jeff Jones  
CEO, Ad Victoriam Solutions





# Purpose & Profit: Year 4 as a B Corp

It seems like only yesterday that we were celebrating our successful certification as a B Corp in early 2018. Fast forward four years and we are one year into our first recertification, completed early in 2021, with great strides made over the past 12 months and our eyes on all the possibilities to improve what lies before us.

2021 was a year of lofty goals designed to stretch our company and our team to become a better version of ourselves. Once again, we hit a combined goal to donate 2% of revenue in the form of pro bono services and volunteer time. As part of our first career development program, in coordination with Goodwill of North Georgia, we also pulled off our first Salesforce.org Victory Project event, implementing the Nonprofit Success Pack for four deserving organizations.

And while we didn't hit our goal of 75% employee participation in our Volunteer Time Off program, we did set a new record for volunteer hours, amassing over 1,350 hours served to over 60 of our employees' favorite local organizations around the country. We're continuing to implement policies to make serving easier and will once again be shooting for 75% participation in 2022.

Certified



Corporation<sup>®</sup>





We also continued our focus on upstream solutions to increased diversity in the technology industry. In addition to our career development program with Goodwill, our team also volunteered at and made monetary contributions to HYPE, an Atlanta-based nonprofit focused on teaching STEM skills to young women of color, and HBCUForce, an organization that trains and certifies HBCU students on the Salesforce® platform. HYPE was also part of the Victory Project and is now leveraging Salesforce to scale more efficiently.

2021 was also another year of supporting the causes nearest and dearest to our hearts. The company continued its financial backing of some of our favorite organizations, including Bulldogs Battling Breast Cancer, the Georgia English Bulldog Rescue, and Get Comfortable, which is run by fellow B Corp, Creature Comforts. But our team also stepped up, raising money in creative ways that included a Giving November Employee Fundraiser, Super Bowl Squares, a March Madness Bracket, and the biggest fantasy football league we've had to date. The money donated supported organizations like HYPE, HBCUForce, and The Little Pantry That Could.

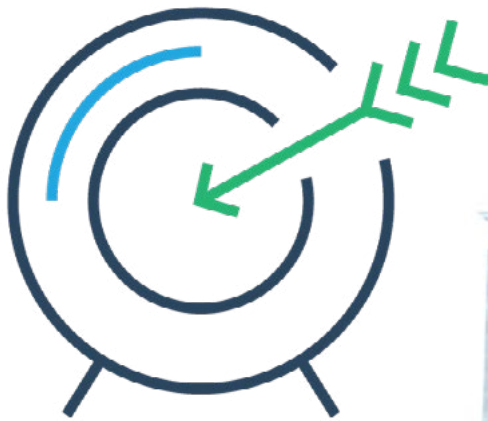
This past year was also our first as a carbon neutral company. After partnering with We Are Neutral in 2021 to offset our 2020 scopes 1 & 2 emissions, we're going even further this year. And after tracking all business travel in 2021, we'll be purchasing additional offsets for our scope 3 emissions.

As you'll see throughout this report, 2021 was an impactful year for AdVic. And we're excited to grow our impact even further in 2022!

# 2021 in Review

## 2021 Goals in Review

- > 1% of Volunteer Time + 1% of Pro Bono Time
  - 2.05% of Time Combined
- > 75% VTO Participation
  - 61%
- > Increased Support of Diversity in Tech Focused Organizations
  - 40 Hours of Pro Bono Work for HYPE
  - Continued donations for HYPE, HBCUforce
  - Kicked off partnership with InspirEDU by donating ten old laptops
- > Continued Support of Get Comfortable
  - Once again donated \$5,000 to Get Comfortable and will continue to support their efforts as they pivot to tackling third grade reading rates in Athens-Clarke County





# 2022 Goals

- > Combined 2,700 Hours of Volunteer Time & Pro Bono Work
- > 75% VTO Participation
- > 90% Engagement Rate



# Embracing Community & Driving Volunteerism

## Overall Stats

- > 2019: 21 VTO, 612 Hours
- > 2020: 21 VTO, 384.25 Hours
- > 2021 44 VTO, 74 Volunteers, 1586.5 Hours
  - 60 different organizations





## Volunteers of the Year

### Gold:

265 Hours

Marshall Hunt

GOLD



### Silver:

236 Hours

Nathan Stuck

SILVER



### Bronze:

96 Hours

Grant Kelfer

BRONZE



# The Victory Project

## Money Raised

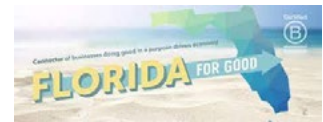
- > Super Bowl Squares: \$375
  - > March Madness: \$250
  - > Fantasy Football: \$300
  - > Holiday Fundraiser: \$2,225
  - > Organizations: Little Pantry, Corners Outreach, HBCU Force, HYPE, HoPe
- 

## Pro Bono/Discounted Salesforce Implementations

- > B Local GA
  - > Florida for Good
  - > B Tennessee
  - > HYPE
  - > A Place at the Table
  - > Minority Football Coaches Association
  - > B Lab
- 

## Corporate Contributions

- > Computer Museum of America
- > Georgia English Bulldog Rescue
- > Bulldogs Battling Breast Cancer
- > Creature Comforts Get Comfortable
- > Little Pantry that Could
- > Holiday House at the Place of Forsyth County
- > A Walk to Honor

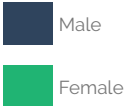
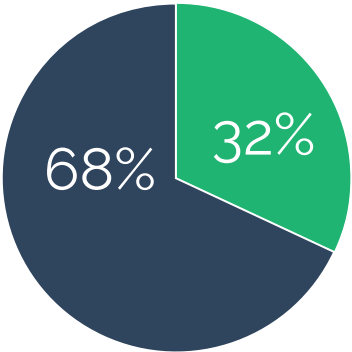




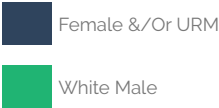
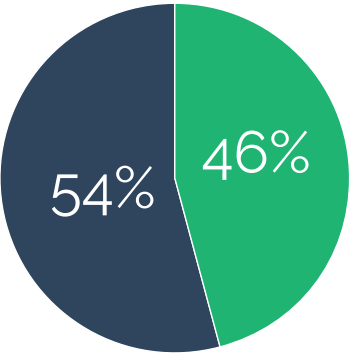
# Diversity & Inclusion

2021 Hiring  
(84 Hires, 85% Retention)

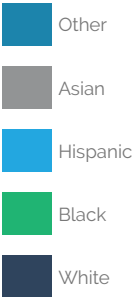
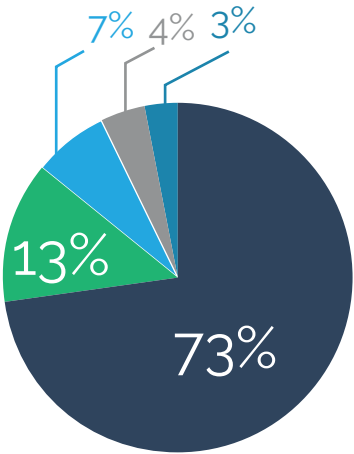
Gender



Diversity

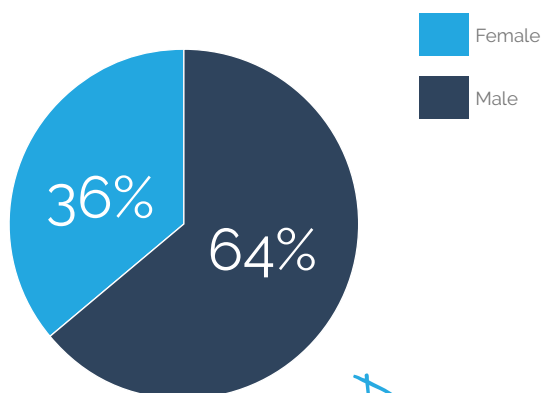


Ethnic Diversity

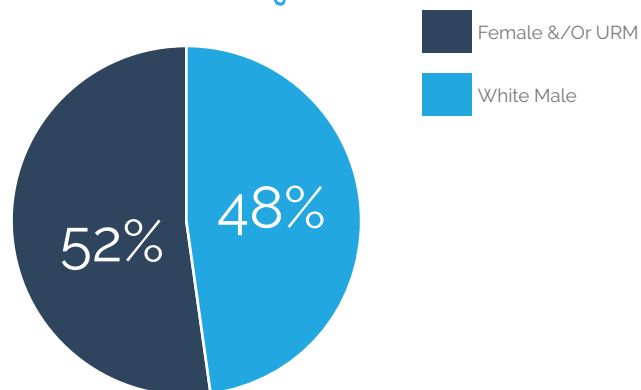




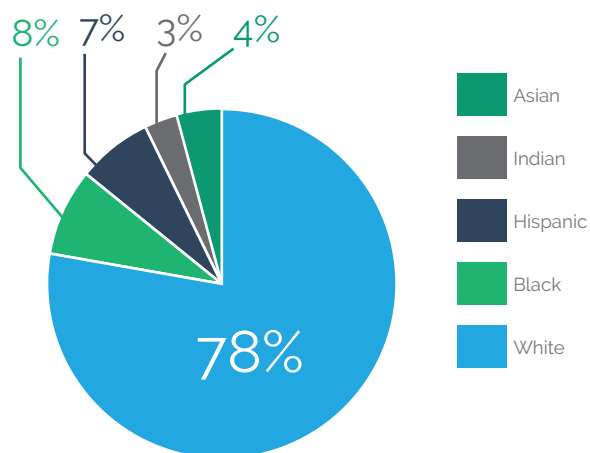
## Gender



## Diversity



## Ethnic Diversity





# We Are Neutral

## Carbon Footprint & Offsets

2021 was our first year operating as carbon neutral company, as we offset our 68.62 tons of Scopes 1 and 2 CO<sub>2</sub> emissions. In 2021, we decided to take our efforts a step further and begin tracking our Scope 3 emissions as travel restrictions began to ease and our team hit the road again. We're proud to announce that we are now carbon neutral for Scopes 1, 2, & 3.

- > 2020 Emissions:
  - Scopes 1 & 2: 68.62 tCO<sub>2</sub>e
- > 2021 Emissions
  - Scopes 1 & 2: 114.1 tCO<sub>2</sub>e
    - The uptick in YoY emissions resulted from an increase in staff size, most of whom work remote out of home offices that we included in our calculation.
  - Scopes 3: 21.3 tCO<sub>2</sub>e

