



2022  
AdVic  
Annual Impact Report

# Table of Contents

Letter from the CEO ..... 3

2022 in Review ..... 4

2023 Goals ..... 5

Embracing Community & Driving Volunteerism ..... 6

Diversity & Inclusion ..... 7

We Are Neutral..... 8



# Letter from the CEO

The famous management consultant, educator, and author Peter Drucker famously said, "You can't improve what you don't measure." As we close the books on 2022 and look forward to 2023, we're measuring what matters, reflecting on our year, and setting goals for the new year.

At Ad Victoriam Solutions (AdVic®), these measurements go beyond annual sales, revenue, and our profit and loss statement. As a certified B Corp, we've made a commitment that goes beyond the key performance indicators of traditional business and we're excited to share our 2022 numbers and 2023 goals with you in this report.

We had our best volunteer year ever, with 88 different employees volunteering, logging over 1,550 hours of volunteer and pro bono consulting time. From company-sponsored events like our quarterly adopted highway cleanup to individual volunteer opportunities, our team gave back to communities across the country.

We hit one of our community impact goals and fell short of another. The 1,552 hours amounted to 1.4% of revenue—and we'll be aiming to break that 1% threshold again this year as part of our Pledge 1% commitment. And even though we had 71% of our employees take advantage of their Volunteer Time Off (40 hours per employee), we'll again aim for our goal of 75% participation.

As we continue to grow our team, we also remain focused on creating a diverse and inclusive work environment. In an ecosystem where diversity is still incredibly lacking, we doubled down on our support for organizations aiming to change that, which included a silver sponsorship at TechForward's inaugural Dreamin' In Color conference in Raleigh.

Our team remains one of the more diverse teams in the industry. Twenty-Two percent of our team comes from an underrepresented minority and 29% are female. While our numbers dipped slightly in 2022, we're eager to continue our work to diversify our applicant pool and provide a welcoming and inclusive work environment.

2022 marked the second year of being carbon neutral, but this time we expanded our offsets to cover all Scope 3 emissions, which include work travel, flights, and hotel stays. We once again partnered with non-profit We Are Neutral to properly estimate our footprint and ensure our purchased offsets are effectively invested in sequestration projects.

Lastly, 2023 will also be a milestone year for AdVic as we prepare our second B Corp recertification for submission. The little community we joined in 2018 is now booming, with over 6,000 B Corps around the world and 24 in Georgia. This September, we'll be joining B Corps from across the Southeast at the first BLD Southeast Conference in Raleigh, NC.

We can't wait to see all that 2023 has in store for our team—and we're even more excited for the impact we'll make. We'll continue to follow the advice of Peter Drucker and measure all of the metrics that matter, aiming for an even better year in 2023.

Wishing you all the best in 2023,

Jeff Jones  
CEO, Ad Victoriam Solutions





# 2022 in Review

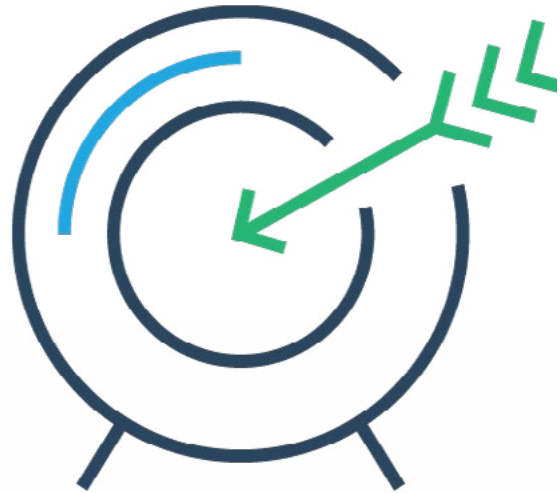
## 2022 Goals in Review

- > 1% of Revenue to Volunteering
- > 75% VTO Participation
- > 90% Employee Engagement
- > Increased Support of Upstream Diversity Efforts
  - Charitable Contributions to HYPE & TechForward
  - Silver Sponsor of Inaugural Dreamin In Color Conference



# 2023 Goals

- > 1,200 Volunteer Hours (Use 1% instead of actual hours)
- > 75% Volunteer Participation
- > 91%+ Employee Engagement



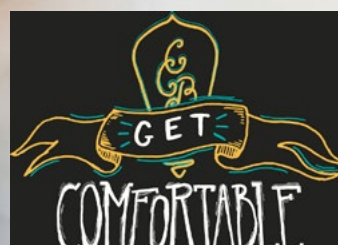
# Embracing Community & Driving Volunteerism

## Overall Stats

- > Volunteer + Pro Bono Consulting
- > 71% Participation Rate
  - 88 employees logged volunteer time
  - Used an average of 125 total employees throughout the year
  - 71% Participation Rate
- > 1552 hours x \$185 = \$287,120
  - Revenue \$20m
  - % of Revenue = 1.4%



Food4lives.



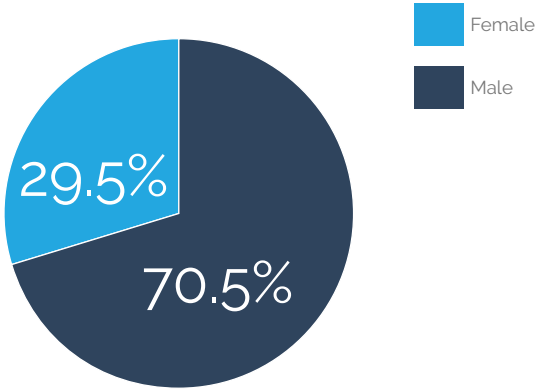


# Diversity & Inclusion

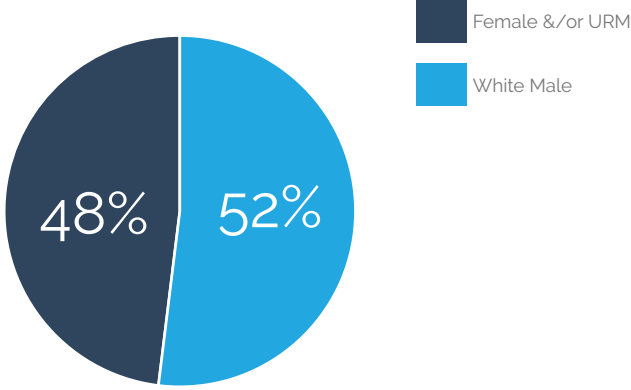
2022

- > 22% URM
- > 29.5% Female
- > 48% Non-White Male

Gender



Diversity

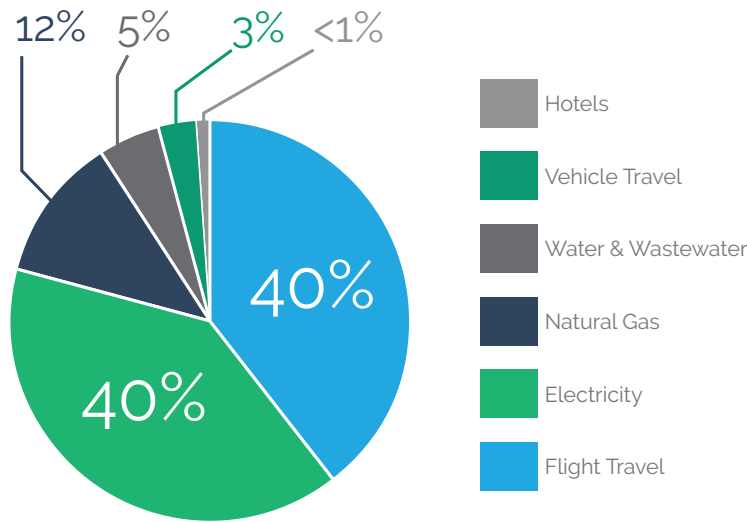


# We Are Neutral

## 2022 Carbon Footprint

Electricity:	131,900 kWh	= 51.70 tCO <sub>2</sub> e
Natural Gas:	2,882.03 therms	= 15.30 tCO <sub>2</sub> e
Water & Wastewater:	146 kGal	= 6.28 tCO <sub>2</sub> e
Flight Travel*:	75 trips	= 52.41 tCO <sub>2</sub> e
Vehicle Travel:	10,290 miles	= 3.68 tCO <sub>2</sub> e
Hotels:	73 reservations	= 0.06 tCO <sub>2</sub> e
Buffer**:	20%	= 15.40 tCO <sub>2</sub> e
<b>Total:</b>		<b>= 144.83 tCO<sub>2</sub>e</b>

## Annual Carbon Emissions in Metric Tons of CO<sub>2</sub>e



\* Flight Travel reflects employee occupancy on each flight. The average plane has a capacity of 100-300 passengers; the total carbon footprint of the flights accounted for are that many times greater than reported here.

\*\* A buffer on estimated emissions is included in good practice.

Offsetting 144.83 metric tons of CO<sub>2</sub>e per year is equivalent to:



31.20

vehicles taken off the road for one year



5,489

incandescents switched to LEDs



2,395

tree saplings grown for ten years

