



2023
AdVic
Annual Impact Report

Table of Contents

- Letter from the CEO - 3
- 2023 in Review - 4
- 2024 Goals - 5
- Community Impact - 6
- The Growth Economy - 7
- 2023 Suppliers - 8



- Letter from the CEO -

Back in 2014, a conversation with Brian Mize, Ad Victoriam's co-founder, kicked off a journey that I could never have imagined. As we took the leap of faith into entrepreneurship, we embarked on the most rewarding journey of our professional careers.

We've seen our dream grow into a company that employs over 100 of the most talented Salesforce professionals across the United States and we've seen countless former team members springboard their careers, some even starting their own careers. We've hired and trained some of the brightest college graduates and watched them grow, get promoted, and take on leadership roles here at AdVic.

And we've completed over 1,456 projects, helping companies small and large across North America unleash the power of Salesforce, the world's #1 CRM. In the process, we've seen our clients streamline their operations, improve their customer experience, and scale their businesses, creating jobs and economic impact beyond measure.

As we look forward to 2024 and the 10th anniversary of this entrepreneurial experiment, we remain humbled by the team we've built and the results they deliver, day in and day out. And as we reflect on 2023, we look back with pride on a year filled with growth in an economy shrouded in uncertainty. We saw our team step up time and time again, delivering incredible outcomes and empowering our clients to reach their wildest goals.

But we also look back at 2023 with pride in the way we remained true to our mission. As of the writing of this letter, we've received word from B Lab that we have once again been certified as a B Corp, a journey we started in year two of the business. Over the last ten years, we've stayed true to our commitment to making a positive impact on our employees, the communities we serve, our customers, and the environment.

In 2023, we completed two pro bono projects, partnering with a fellow B Corp to implement Salesforce for a nonprofit organization in Athens tackling 3rd grade literacy, and building an integrated website for Barkville, a dog rescue and cause that has always been near to our hearts (and the reason you see so many four-legged AdVicians in our Atlanta offices).

In total, we donated over 300 hours of consulting time, volunteered another 400 hours through our Volunteer Time Off program, and completed our four quarterly cleanups on our adopted highway, McFarland Parkway, that actually connects our two offices.

Through company donations and employee-led fundraisers, we continued our support for two great organizations, TechForward and HYPE, that are leading the charge to bring more diversity into the Salesforce and technology ecosystems. And we continued our commitment to mitigating our impact on the environment, offsetting our Scopes 1, 2, & 3 emissions and continuing to operate in a nontraditional consulting way, utilizing virtual meetings and limiting unnecessary travel.

To our team, our clients, and our partners, thank you for everything you did to make 2023 a success and we look forward to everything we'll accomplish together in 2024, inside and outside of the office.

As we get ready to celebrate our 3rd successful B Corp certification and our 10th year in business, we're immensely proud to share our 2023 annual impact report with you.

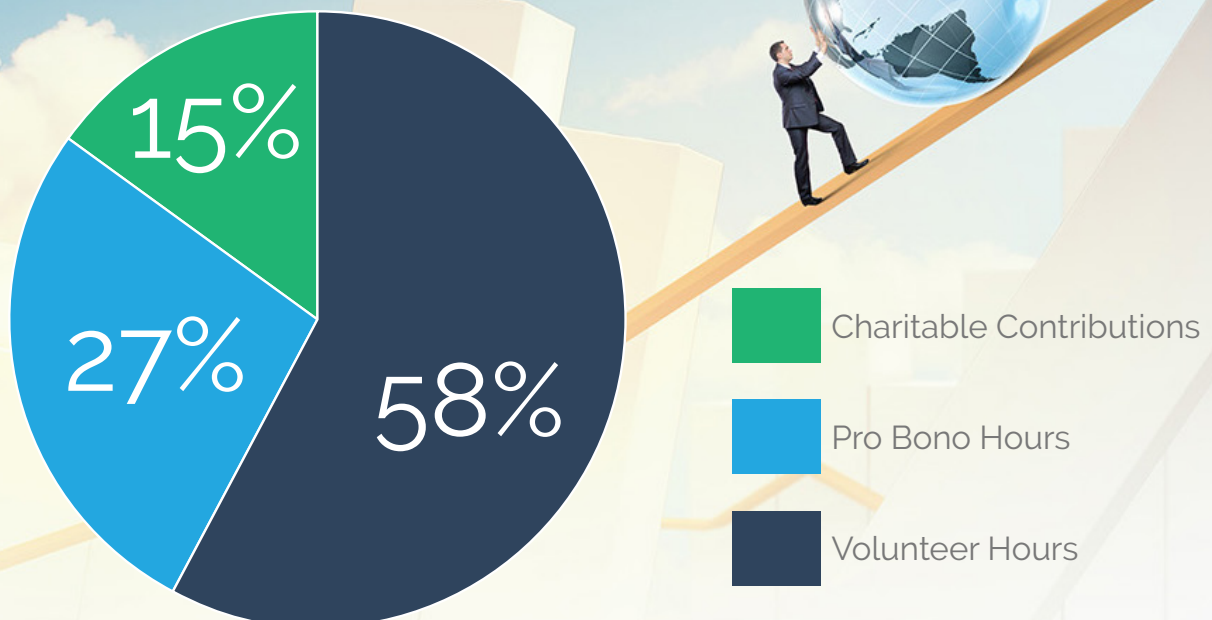
Jeff Jones
Chief Executive Officer



- 2023 in Review -

2023 in Review

- > Pledge 1% Commitment: 1% of Revenue Given Back
 - Volunteerism: 616 hrs.
 - Pro Bono: 220 hrs.
 - Charitable Contributions: \$25,500
 - Revenue Given: 1.08%
- > 91% Employee Engagement Score
 - 94.6% based on an average satisfaction score of happiness, trust, career path, coworkers, and supervisor
 - 2022: 90% Employee Engagement



- 2024 Goals -

- > Pledge 1% Commitment
- > 75% VTO Participation
- > 91% Employee Engagement



- Community Impact -

Overall Stats

- Volunteerism: 616 hrs.
- Pro Bono: 220 hrs.
- Charitable Contributions: \$25,500
- Total: \$194,682.5
- Revenue = 1.08%

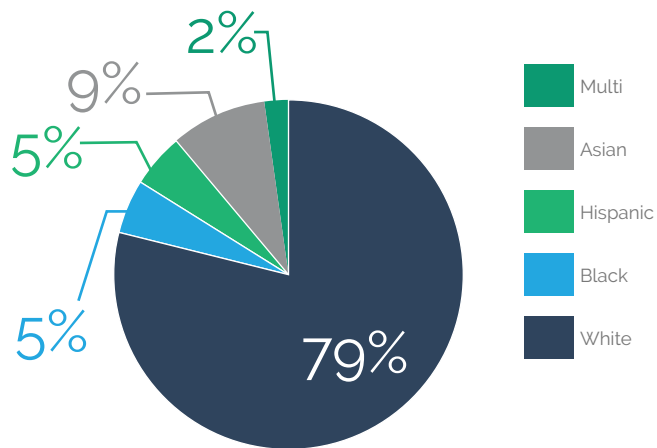


- The Growth Economy -

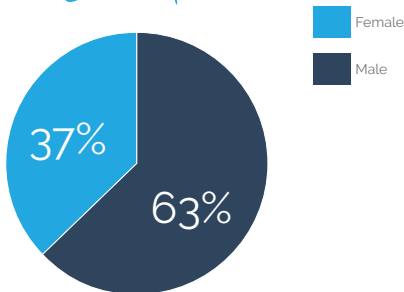
2023

- > 21% URM* (-1.0%)
- > 37% Female (+7.5%)
- > 53% Non-White Male (+5)

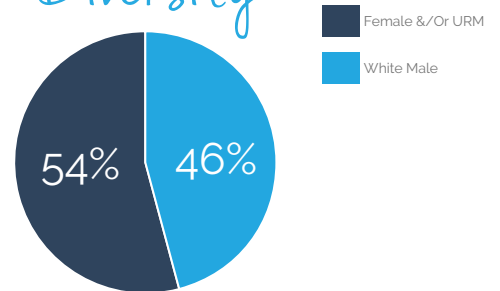
Employee Diversity



Gender



Diversity

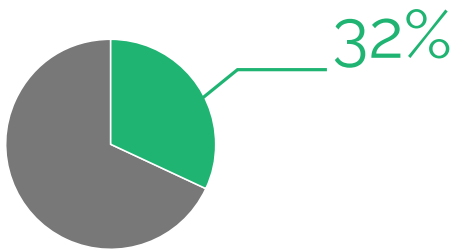


*URM: Underrepresented Minority

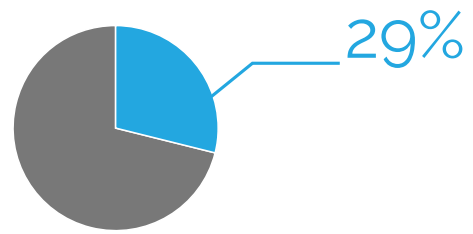


- 2023 Suppliers -

Local



Independent



\$48K with BCorps

**GREYSTON
BAKERY**
EAT BROWNIES. CHANGE LIVES.



patagonia

Certified



Corporation



TOM BIHN

**who
gives a
crap**



AdVic would like to thank Nathan Stuck and his company, Profitable Purpose Consulting, for compiling the information for our 2023 Annual Impact Report.

About Ad Victoriam

Ad Victoriam is a Salesforce® and MuleSoft® Partner that provides multi-cloud consulting services, from strategy to implementation. Our nimble team of certified professionals across the United States accelerates businesses by simplifying complex problems through cloud and data expertise. As a Certified B Corp, we balance purpose with profits and have made a strong commitment to the community.

