

RF | BINDER

Bi-Annual Driven by Purpose Report

2019-2020

July 2020

A LETTER FROM THE CEO

Since its founding, RF|Binder, as a woman-owned company, has been committed to fostering positive social impact and sustainability, and building a team that prioritizes diversity, equity and inclusion. We are driven by our purpose to empower our clients and our people to have impact. Our impact is both internal, with our leadership, colleagues and teams, as well as external, helping our clients recognize and act on their opportunities for positive progress on society and the environment. We are deeply committed to giving back to the community and environment, creating a culture of inclusivity, and using our skills for social good.

As a firm, we also want to lead by example. Based on our findings in our 2019-2020 Driven by Purpose Report, which follows, we recognize that while diversity and equity are foundational principles of our organization, we have more work to do to ensure we have more BIPOC representation at all levels of our organization, including our most senior levels. We have developed an action plan, outlined in this Report to illustrate how we plan to make these intentions a reality.

One of our Guiding Principles is that business can be a force for good. In recent history, and particularly the past few months with COVID-19 and the Black Lives Matter movement, we have an incredible opportunity as do other companies and brands to make a positive difference, and not merely rely on rhetoric. We believe leaders of businesses and other organizations and brands have the power and responsibility to create value for all of their stakeholders by taking on initiatives that improve society at large. This is a commitment that we support and integrate in all of our work.

As we examine where we are today and our vision for the future, we have set goals to keep ourselves accountable. We are committed to ensuring that our purpose and values guide our work every day, that we listen and solicit feedback with a focus on continuous improvement, and that we will be a positive resource and solution for each of our colleagues, teams and clients. We believe that our success as a firm is inextricably tied to our achieving these goals. Our Driven by Purpose Report illustrates the ways in which we strive to do so.

Let's make progress together.



Amy Binder



WE ARE DRIVEN BY PURPOSE

Since its founding, RF|Binder has been committed to social impact and sustainability, and building an organization that prioritizes diversity, equity and inclusion.

Our leadership and our team work every day to make a difference both inside and outside our organization, while helping our clients recognize their opportunities for positive impact on society and the environment.

In the section below, we have outlined some high level statistics on what our commitment looked like in 2019-2020.

GIVING BACK TO THE COMMUNITY AND ENVIRONMENT

500+

Volunteer hours

Volunteer hours to environmental, education and other non-profit groups focused on driving **equity and inclusion**, such as Sustainable Brands, Global Forest Generation and Alliance for Girls

\$100k+

Donated

RF|Binder and its senior management team have donated more than \$100,000 to **educational institutions, medical organizations, programs for underserved kids**, and large-scale, long-term, community-based restoration of the world's most threatened **forest ecosystems**

1,200

Civic Engagement hours

1,200 hours available for Civic Engagement, offering each team member **three paid Civic Engagement days** annually **to spend time on social justice initiatives**

COMMITMENT TO A CULTURE OF INCLUSIVITY

EMPOWERING WOMEN

50%

of Managing Directors and above are women

60%

of the Board of Directors are women

WBENC

Certified by the
**Women's Business
Enterprise National
Council**

for being a woman-owned,
operated and controlled business.

ELEVATING DIVERSITY

22%

People of Color throughout
the organization*

80%

of Employees believe that we enable a
culture of diversity†

ENSURING EQUITY

100%

Pay Equity across Gender, Race,
and Ethnicity‡

USING OUR SKILLS FOR SOCIAL GOOD

Conducted work related to
Social Impact for

**58% OF OUR
CLIENTS**

Awarded PR News' CSR A-List for

**8 CONSECUTIVE
YEARS**

Employee participation in newly
launched Social Justice Committee

OVER 45%

* Based on data from July 2020 voluntary self-identification survey, which had an 89% response rate

† Based on March 2020 Employee Engagement Survey, which had a 75% response rate

‡ Regression analysis completed by third party statistician. Based on data from July 2020 voluntary self identification survey, which had an 89% response rate

RF|BINDER'S PATH FORWARD: PRIORITIES OF OUR SOCIAL JUSTICE COMMITTEE

Over 45% of our firm voluntarily joined our newly launched Social Justice Committee, which focuses on four priority pillars. In the section below, we have outlined our long term vision, near term KPIs and underscored a few highlighted activities for each of these pillars. Our KPIs are updated regularly as we develop new initiatives, track our progress, and meet our initial near term goals.

1. CULTURE OF BELONGING

Long Term Vision

Foster a workplace environment that promotes inclusivity and celebrates diversity

Near Term KPI

To have more than 90% of employees believe that RF|Binder enables a culture of diversity* by 2021

Select Key Activities

- Present continual learning opportunities (internally and externally) that educate and create conversation about social justice and racial equality
- Hold ongoing forums to encourage and facilitate dialogue related to diverse experiences and perspectives, and lift up new and often unheard voices
- Identify important cultural moments to honor (such as recognizing Juneteenth as a firmwide holiday)
- Provide mandatory unconscious bias training to all employees (annually)

2. RECRUITMENT AND TALENT PIPELINE

Long Term Vision

To have a diverse workforce, with strong representation of BIPOC at every level of the organization, including senior levels

Near Term KPI

30% BIPOC throughout the firm by 2024

Select Key Activities

- Actively recruit at Historically Black Colleges and Universities
- Actively recruit outside of PR/communications industry to get more BIPOC candidates
- Provide training, coaching, mentoring, and growth opportunities that are intentionally inclusive and help accelerate the representation of BIPOC in senior positions
- Expand our Associate Program to ensure BIPOC representation for a robust diverse pipeline to senior levels

* Based on Employee Engagement Survey. Survey defines diversity as including ethnicity, culture, and perspectives.

3. VOTER ACCESS AND RIGHT TO VOTE

Long Term Vision

To play a meaningful role in ensuring all citizens are able to exercise their fundamental right to vote with a particular emphasis on disenfranchised communities, including Black and Brown communities

Near Term KPI

Over 200 hours per year focused on enabling people to have access to vote (e.g., voter registration, absentee or mail in voting options, dissemination of voting information, get-out-the-vote drives, etc.)

Select Key Activities

- Partner with organizations that ensure people have access to different voting options, particularly in disenfranchised communities
- Close office on election day every year to encourage broad-based voting and voting-related activities

4. DAILY IMPACT IN OUR WORK

Long Term Vision

Incorporate a social justice mindset into everything we do to ensure our team is an always-on advocate, enabling confidence to do everything from counseling clients to managing operations, suppliers, and partners

Near Term KPI

20% of suppliers that RF|Binder works with will be owned by members of the BIPOC, LGBTQ+, women, veteran, or disabled persons community by 2024

Select Key Activities

- Expand and measure impact of RF|Binder's diversity supplier program
- Improve diversity in influencer program recommendations
- Include Black and POC-led media publications in general media outreach
- Recommend paid strategies that take into account diversity, equity and inclusion

RF | BINDER

RF|Binder is a fully integrated communications and consulting firm—powered by strategy, creativity, analytics, and purpose.

We are business builders. We address challenges and opportunities with a communications mindset, enabling our clients to build, grow, protect, transform their brands and reputations.

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