



# magnitude OF CHANGE

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IMPACT REPORT 1/4/24

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# About the Company

At Magnitude of Change, we are passionately dedicated to fostering a profound impact on our industry, environment, and society. A remote organization, Magnitude of Change is deeply conscious of the pressing need for united, impactful actions to confront the critical issues our world and its inhabitants currently face. We understand the stewardship needed to create a better world.

We are driven by a trio of fundamental values: boundless creativity, cutting-edge innovation, and a deep sense of accountability. These values propel us towards weaving elements of sustainability and social consciousness into the very fabric of our operations.

Our ambition is bold yet clear: to utilize the immense potential of advanced advertising technology and insightful communication strategies to spark awareness, drive impactful actions, and contribute to shaping a world that is both equitable and resilient. In light of our path and

purpose as an organization, we understand the cognizance that must be placed on environmental and social challenges. We are steadfast in our commitment to eco-friendly practices, reducing our ecological footprint, uplifting diversity and inclusivity, and bolstering the communities we serve.

Education and advocacy are vital to our mission. We pledge to actively participate in enlightening conversations about crucial environmental and social issues, equipping both individuals and organizations with the necessary knowledge to make thoughtful choices and engage in collective efforts towards transformation; through our contribution to 1% for the planet, through volunteering, and through our work with clients.

It is our mission to set an example of what an empathetic technology company can look like.

# B Corp Certification & Impact Report

Magnitude of Change is excited to announce that we are currently seeking certification as a B-Corp. We are committed to upholding the highest standards of social and environmental performance, transparency, and accountability as we strive to support minority-owned, women-owned, and purpose-driven organizations in their efforts to bring about meaningful change in their communities. We firmly believe that achieving B-Corp certification will not only set a positive example for other technology platforms but also help us grow and improve as individuals and as an organization.



## Governance



### Publishing Our First Impact Report

We are pleased to present our first impact report, which as the years continue, will evolve to show the work that Magnitude of Change is doing throughout its communities. By publishing our impact, we hope to inspire others to take action.



### Forming Our Advisory Board

Last year, we selected members for our advisory board, consisting of crucial stakeholders who will help us further our mission to support underserved and purpose-driven organizations. We are humbled and grateful for their guidance as we seek out ways to further enhance our service.

## Community



### Joining 1% For The Planet

In 2023, we joined 1% for the Planet. 1% for the Planet members commit to donating at least 1% of annual sales directly to environmental organizations. Every donation is certified to ensure businesses meet that commitment. 1% for the Planet's purpose is To inspire commitment and action so that our planet and future generations thrive, with a mission to accelerate smart environmental giving and prevent greenwashing. They have certified over \$ 530 million in environmental giving to date.

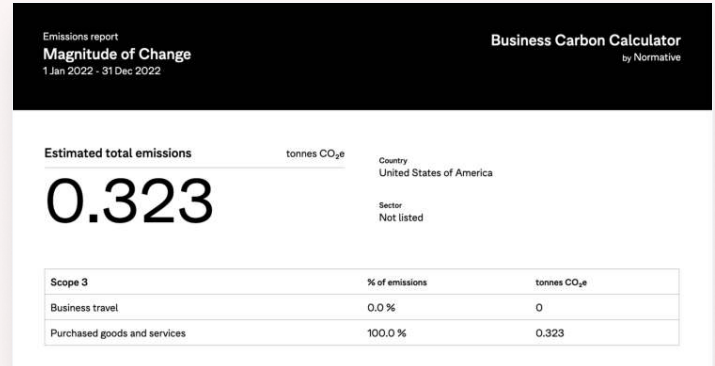


# Environment



## Our Carbon Footprint

We are proud to say that our carbon footprint is less than one metric ton of CO2. As a fully remote workforce, we take virtual stewardship seriously and it shows.



## Goals

We'd like to highlight some of our goals for 2024:

- Committing to our B-Corp Impact Business Model of serving women and minority-owned advertising agencies, by maintaining a minimum of 75% of our client base consisting of these demographics. We plan to meet this goal by forming new strategic partnerships to support purpose-driven initiatives and organizations.
- Encouraging 100% of our employees to volunteer within their communities and take advantage of our donation matching program - At Magnitude of Change, we not only provide our team paid time off to volunteer, but we are also pleased to be rolling out our matching program for donations. We strive to motivate our team to do good around the clock however we can.
- We intend to maintain a low carbon footprint, setting a new standard of one metric tonne of CO2 for every two employees as we scale.

