

A photograph of two young women with long hair, one holding a smartphone and the other pointing at the screen, both smiling. The image is overlaid with a teal geometric pattern on the left and a teal tint across the entire scene.

**Avenue**

# Impact Report 2020



# Who We Are



## OUR MISSION

**Amplify the impact growth-minded and purpose-driven companies have in the world through results-led digital marketing.**

## PURPOSE

**Empower transformational change.** At Avenue, we partner with clients who embody our values for creating global impact and change through their product and business model. We facilitate meaningful marketing efforts to further our client's growth and impact and support transformational growth opportunities for our team members.

## VALUES

**Build community together.** Fostering meaningful connections and a sense of shared purpose with our clients, partners and peers.

**Fearlessly do what's right.** Advocating for the best interests of our clients, partners and peers through integrity, honesty and transparency.

**Leave it better than when you found it.** Leaving a lasting impact on our clients, partners and peers through continual improvement and positive results.



# Our COVID-19 Response

## PRIORITIZING THE HEALTH AND SAFETY OF OUR TEAM AND CLIENTS

**10 months and counting as a 100% virtual workforce.** Avenue took [immediate action](#) to protect our team and support our clients at the start of the pandemic. We became a virtual workforce on March 12th and never looked back. We also supported our team with a variety of [virtual activities to boost company morale](#) and prioritized mental health and safety.

## COMMITMENT TO OUR VALUES

Throughout COVID we continued to lean into our [B Corp values](#) and [lead with values and empathy through the pandemic](#).

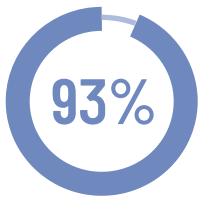
## STANDING UP FOR WHAT WE BELIEVE

We supported the nation's democratic process, and **100% of our team was given Election Day as PTO** to support voting everywhere. Throughout COVID we also engaged in [meaningful conversations to catalyze change](#) and dug into the [neverending work towards dismantling racism](#).

**“Anna leads her team with strategic thought as well as empathy, which leads to trusting and strong client relationships.”**

**- OMSI**

# Growth and Sustainability



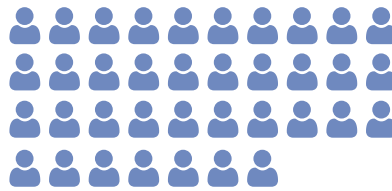
## Business Model Sustainability

93.33% (86% in 2019) of clients are ongoing, long-term partners of Avenue's, building around our recurring revenue model.

**4.5 years strong**  
in business and growing.

**3 years of impact**  
as a Certified B Corporation®.

**37** clients served in 2020



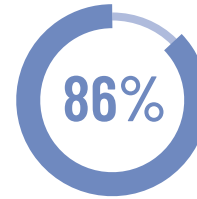
compared to 31 clients in 2019.

**10% YoY growth**

(year-over-year) in the middle of a global pandemic.

**22.3% profit margin**

allowing us to reinvest in the company and team.



## Diverse, Progressive & Purpose-driven Clients

86.67% (60% in 2019) of our clients are B Corps, credit unions, women and BIPOC-owned businesses, purpose-driven, impact-related or non-profit organizations who serve diverse customer bases and communities. At Avenue, we intentionally seek out client partners who align with our values as a company and as a Certified B Corporation®.

## Industry Awards

**We were honored to receive 2 awards in 2020,**

including an AMA Max Award for the 'Best Social Campaign' for our work with [Kiva](#). Kiva was an exciting and values aligned partnership for us. As a woman and minority-owned business, Avenue related to the entrepreneurial challenges faced when growing a small business. We are proud to know our work went much further than data, providing millions of underserved entrepreneurs, many of them women in developing nations, funding to start their own businesses and better support their families. 🌍





# Leadership and Diversity

Avenue is a 100% Immigrant and Black, Indigenous and People of Color (BIPOC) owned and operated digital marketing agency. Our CEO serves on the Board of Directors for [SMART Reading](#), [Business for a Better Portland](#), [SEMpx](#) and [EO Accelerator](#).



## Team Growth and Retention

Retained **100% of the team** in 2020 amidst COVID, and Avenue is [currently hiring](#) for a new team member. We also partner with the [Emerging Leaders Internship \(ELI\)](#), which removes barriers to access by connecting talented students of color with leadership-track, paid internships at top companies throughout the Greater Portland area to **grow our diverse talent base**.



## Supporting Women and Black, Indigenous and People of Color (BIPOC) entrepreneurs

**8 women and BIPOC entrepreneurs** served in 2020 through digital marketing consultation and business support in partnership with [Prosper Portland](#) and [Mercatus](#) and business mentorship for **2 global student entrepreneurs from Costa Rica and China** through the [Entrepreneurs Organization \(EO\) GSEA program](#).

## Advisory Board

In 2020, Avenue built an advisory board of **5 CEOs and Executives** in Portland to support and advise on Avenue's future growth and development.



## Commitment to Diversity and Anti-Racism

**4 Certifications** to hold us accountable as a diverse company with a commitment to impact. As a certified Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Emerging Small Business (ESB) and Certified B Corporation®, Avenue is committed to diversity, equity, inclusion and anti-racism across all facets of our business, and we continue to [do the work](#) to address systemic racism. We stand against anti-Black racism and all forms of oppression including transphobia, classism, sexism, and xenophobia. We commit to a focused and sustained action to dismantle racist systems, policies, practices, and ideologies within ourselves and our networks. As we continue to learn about injustice, we embrace radical reorientation of our consciousness and will listen to the voices of Black, Brown, Indigenous and marginalized peoples to catalyze equitable outcomes for all. We believe a diverse and anti-racist workforce facilitates conversation and learning, produces personal and professional growth for all of our team members and ultimately allows us to produce better and more holistic outcomes for our clients and community partners.

# Employee Engagement and Culture



## Culture of Gratitude and Support

We continued our tradition of sharing **1 thing** we're grateful for while touching base on our key priorities for the day in our Daily Huddle (I'm grateful for... 🙏 our [core values](#)). We also shared 'pandemic silver linings' amongst the team on a weekly basis at the beginning of COVID to capture our unexpected gratitudes despite the craziness of 2020.



## Annual and Quarterly Strategic Planning

### 1 Annual Strategic Planning Retreat held in Hawaii 🌴

(before COVID)! Additionally, we gathered the company together for **three 1-2 day** company retreats where we engaged our entire team across the strategy, goal-setting and decision-making process for Avenue.

## Gallup Q12 Survey

★★★★★ **4.7 out of 5** (from 4.6 in 2019). Gallup has studied survey results from more than 35 million employees around the world, and the Q12 survey is the most effective measure of employee engagement and its impact on business sustainability.

## 15Five Weekly Survey Results

★★★★★ **4.5 out of 5** (from 4.2 in 2019). 15Five is a tool that helps create highly-engaged, high performing organizations by helping people become their best selves.

## Benefits and New Benefits Added

[Shop Local Stipend](#)

[WiFi Stipend](#)

[Parental Leave](#)

[100% Employer Paid](#)

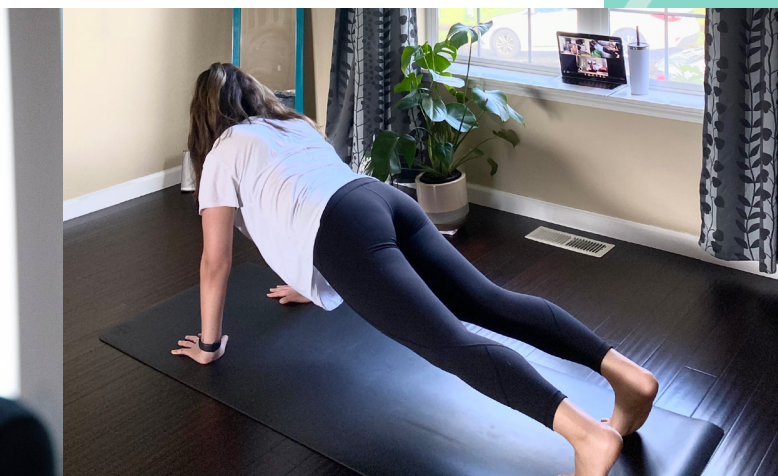
[Medical, Dental, Vision](#)

[Disability + Life Insurance](#)

[Employer Match IRA](#)

In 2020 we added 3 new benefits for our team, including 12 weeks (or 3 months) of paid parental leave and a Shop Local stipend and WiFi stipend. We also moved to be a 100% virtual workforce with the pandemic. Avenue provides 100% employer paid medical, dental, vision coverage, short and long-term disability, life insurance and a SIMPLE IRA plan with employer match for all full-time employees. Our [Benefits](#) are an investment in the health, wellness and personal and professional safety of our employees.





## Supporting Personal Wellness

Avenue provides **100% of the team with a Fitness Stipend** to support outside wellness activities such as an online fitness membership, etc., in addition to supporting team/group wellness activities.

## Improving the work-from-home (WFH) Experience

At Avenue we believe that in order to set our clients up for success, we need to set our team members up for success. As we moved to a 100% virtual work environment with the pandemic, Avenue created an **"Avenue Workstation"** (and shipped items to team members) including a Fully Sit/Stand desk, laptop, monitor/second screen, chair and other items as needed to ensure our team members are comfortable and equipped to do their best work from home. Also included is a **WiFi Stipend** and **Cell Phone Stipend for 100% of our team members** to offset team technology costs (both personal and professional).

## Books Read by the Team

**84 books.** Reading gave the team some place to go when we had to stay where we were during the pandemic. And, as Dr. Seuss said, "The more that you read, the more things you will know. The more that you learn, the more places you'll go."



### ◀ Dog Cuddles

**293 days of puppy snuggles**

([shout out](#) to Lenny, Munchie and Lochsa for keeping it real!).

### Baby Snuggles ▶

**1 Million baby snuggles** 😊

Our extended [Avenue family](#) grew in 2020.



**"The hardworking team at Avenue has exceeded our expectations in every way. They make data-driven decisions that have proven to have incredible results." - VISIT MCMINNVILLE**

# Community and Environmental Impact



**\$25,000** of services given to non-profits as part of our quarterly Charity of Choice program (to organizations such as [PDXWIT](#), [Prosper Portland](#), the [Banfield Foundation](#) and more).

**1.6%** of annual gross revenue donated in cash to nonprofits by Avenue. Since our inception, Avenue has donated 1% or more of annual revenue to local nonprofits to amplify their good work and impact. In 2020, the list included [SMART Reading](#), [Elevate Oregon](#), [Business for a Better Portland](#), [Visible Alliance](#) and more.

**\$2,250** invested in the community by the team through our company-funded Shop Local Stipend. As part of our commitment to our team and community, Avenue provides a monthly [Shop Local Stipend](#) for team members to support local businesses or nonprofits of their choice.

**48 hours** of volunteering that our team members committed individually to organizations they are passionate about (and using work hours to do so). Avenue team members have dedicated their time to support organizations such as SMART Reading, Oregon Humane Society, the Oregon Zoo and more.

“It has been a pleasure working with the team at Avenue. They have generated meaningful, impactful results for Kiva that have impressed everyone on our team.”

- KIVA

**192**  
hours

of Board Service  
Contributed by  
the Team

**7,224**  
miles

and **280 hours** saved by not driving during COVID, which equates to roughly **289 gallons of gas conserved** and greatly reduced emissions.





**Thank you**

[AvenueAgency.com](http://AvenueAgency.com)