



2023 Impact Report

Celebrating Our Seventh Year as a B Corp™ and Fifth Impact Report
This year, we made significant strides in amplifying our impact, and
we're excited to share all that we have accomplished!

Certified B Corp

BUSINESS AS A FORCE FOR GOOD

As a Certified B Corp, our Impact Report goes beyond financial metrics to document our comprehensive impact across people, planet, and profit. This annual process promotes transparency, fosters continuous improvement, and celebrates our achievements, ensuring we stay dedicated to making a positive difference for people and the planet.

Thank you for joining us on this journey!

Certified



®

Corporation

LAND ACKNOWLEDGEMENT

Our Portland, OR-based team at Avenue resides on unceded Indigenous land. The Portland Metro Area is the traditional territory of the Multnomah, Wasco, Cowlitz, Kathlamet, Clackamas, Bands of Chinook, Tualatin, Kalapuya, Molalla, and other tribes who established both permanent settlements and seasonal encampments along the Columbia River. We honor the sacrifices forced upon these Indigenous communities and commit to continued learning and action to uplift them.

Visit native-land.ca to deepen your understanding of the land and the Indigenous tribes who have stewarded it for generations. As a Certified B Corporation® and BIPOC/AAPI-owned business, **Avenue is dedicated to advancing racial and gender equity policies.** Our equity and freedom are intersectional, and work in these areas leads to a better tomorrow for everyone.

TO OUR COMMUNITY,

If 2023 at Avenue had to be summed up in one word, I'd pick **amplification**. We have turned up the dial on our impact by officially joining the 1% for the Planet movement, expanding our collaboration as the official strategic partner and program administrator for both Mercatus and the Prosper Portland Digital Marketing Programs, launching our own non-profit and grant program via Avenue Foundation, and creating more impactful work that reflects our commitment to using business as a force for good. Collectively, we learned, made our share of mistakes, and met or surpassed the benchmarks we had set for ourselves, and in the process, we created innovations, tools, and goals for years to come.

I couldn't be more proud of the way our team worked to achieve their goals this year. Whether they were personal, professional, or within our community— I'm always excited to sit down and take a moment to look at the big picture. And what a rewarding year of amplifying our impact across our team, clients, and community.

Happy reading! We look forward to continuing the conversation around this work with you.



Anna Madill, CEO

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Our Impact Journey in 2023

This past year, we made huge leaps in amplifying our impact by becoming an official 1% for the Planet member, expanding our partnership with Mercatus and Prosper Portland as their official strategic partner and program administrator, and by launching our very own non-profit and grant program, the Avenue Foundation.

This report shares our 2023 journey with transparency and accountability. Our accomplishments and learnings are a testament to our exceptional team and amazing community partners. We could not do this work alone. Thank you for supporting our mission and showing that business can be a force for good!

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PURPOSE + STAKEHOLDER GOVERNANCE

Unlike traditional corporate governance that prioritizes profit maximization for shareholders, stakeholder governance ensures that companies consider the interests of all stakeholders—customers, workers, suppliers, communities, the environment, and shareholders—in their decision-making processes. This holistic approach addresses systemic issues and promotes a sustainable, inclusive business model.

This section focuses on Avenue's commitment and impact in Purpose & Stakeholder Governance, demonstrating our dedication to fostering a business environment that values and integrates the well-being of all stakeholders.

AVENUE'S MISSION LOCK

WHY WE EXIST

To amplify the impact of purpose-driven companies through conscious digital marketing solutions.

At Avenue, our mission, purpose, and values are more than just words. We have legally amended our corporate governing documents, including our operating agreement and completed B Corp legal amendment, to require consideration of all stakeholders in our decision-making process.

This Mission Lock ensures that our social and environmental performance remains integral to Avenue's decisions over time, regardless of company ownership. Our mission informs all our decisions and continues to have a profound impact on our team and clients.

AVENUE'S VALUES

BUILD COMMUNITY TOGETHER

Fostering meaningful connections and a sense of shared purpose with our clients, partners, team, and community.

FEARLESSLY DO WHAT IS RIGHT

Advocating for the best interests of our clients, partners, team, and community through integrity, honesty, and transparency.

LEAVE IT BETTER THAN YOU FOUND IT

Leaving a lasting impact on our clients, partners, team, and community through continual improvement and positive results.

ADVISORY BOARD



Avenue’s highest level of corporate oversight is our Non-Fiduciary Advisory Board, composed of five CEOs and executives based in Portland. This board supports and advises our CEO on Avenue’s future growth, development, impact, and leadership, ensuring we remain aligned with our mission and continue to make a positive impact



Ryan Buchanan

THESIS AGENCY, THE
SCRIPT, SINE



Karin
Holsinger

THE STANDARD



Su Embree

THE SCRIPT, SINE, OREGON
COMMUNITY FOUNDATION



Kerry
McClenahan

PUBLITEK



Dre Slaman

FARM TO FIT

TRANSPARENCY WITH FINANCE



Avenue is committed to fostering trust and transparency by disclosing all financial information (excluding salary details) to 100% of the staff on a monthly basis.

Additionally, we conduct an intentional education program on shared financials through our monthly State of the Avenue Meetings, ensuring our team is informed and engaged in our financial health and decision-making processes.

IMPACT REPORTING



Since 2019, Avenue has produced five formal impact reports, demonstrating our commitment to transparency and accountability.

These reports highlight our ongoing efforts and progress in making a positive impact on our community and the environment.

VALUES-DRIVEN BANKING



Avenue prioritizes partnerships with values-driven banking institutions.

By banking with a B Corp, we ensure our financial practices align with our commitment to social and environmental responsibility.

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JUSTICE, EQUITY, DIVERSITY & INCLUSION (JEDI)

Taking continuous action on JEDI is the foundation of a safe and equitable workplace that fosters belonging and upholds critical labor and human rights. This section focuses on Avenue's commitment and impact in Justice, Equity, Diversity & Inclusion, highlighting our efforts to create an inclusive environment that supports and values diversity, promotes equity, and ensures justice for all stakeholders.

AVENUE'S STRATEGIC
PARTNERSHIP FUELS
GROWTH FOR OVER
1,494 BIPOC
BUSINESSES

Ave



In 2023, we strengthened our commitment to supporting BIPOC entrepreneurs in Portland by becoming the official strategic partner and program administrator for [Mercatus and the Prosper Portland Digital Marketing Program](#). The Prosper Portland Digital Marketing Program helps diverse business owners establish a strong digital marketing foundation through consulting, grant funding, and free workshops. As program administrator, we've facilitated the distribution of \$180,000 in grant funding to historically disadvantaged business owners to amplify their businesses' visibility and drive financial success.

AVENUE'S STRATEGIC
PARTNERSHIP FUELS
GROWTH FOR OVER
1,494 BIPOC
BUSINESSES

The logo for Avenue, featuring the word "Ave" in a bold, teal-colored serif font.

Now, Avenue also supports Mercatus as the official strategic partner, enhancing the growth of the Mercatus Directory, which boasts over 1,494 local BIPOC businesses, further enriching the membership experience and amplifying the stories of diverse business owners.

As a Mercatus member for the past six years, we are deeply honored to deepen our partnership and support the strategic initiatives and membership experience across Mercatus.

Our shared vision for transformative change and empowerment drives us to support Mercatus in digital marketing and strategic planning throughout 2024, championing the narratives of diverse entrepreneurs.

EMPOWERING WOMEN & BIPOC ENTREPRENEURS

Through our partnerships with [Prosper Portland](#), [Mercatus](#), and [Xxcelerate](#), we supported **48 women and BIPOC entrepreneurs** by providing business mentorship and marketing consultation, and **distributing a total of \$144,000 in grant funds.**



THE AVENUE
FOUNDATION



In 2023, we embarked on an exciting journey by establishing the [Avenue Foundation](#) as a registered 501(c)(3) organization, and sister non-profit organization to Avenue Agency. This initiative marks the beginning of our very own grant program aimed to empower, grow and scale sustainable businesses run by women and BIPOC entrepreneurs within the state of Oregon.

Avenue Foundation commits to investing into diverse business owners through grant funding, digital marketing and business mentorship to foster equitable opportunities in the entrepreneurial landscape.

AVENUE'S DESIGNED TO GIVE MODEL

Since our inception, Avenue has been dedicated to community impact by **donating 5% or more of our annual revenue to local nonprofits**. This includes financial contributions, in-kind products, and expenses for delivering services to amplify their good work and impact.

Avenue consistently donates 1% or more of our annual gross revenue in cash to support these nonprofits. Through these efforts, we strive to make a meaningful difference in our community, enhancing the positive impact of local organizations.



CHARITY OF CHOICE



Avenue has a robust Charity of Choice program that provides **Oregon-based nonprofits with up to \$10,000 in pro bono marketing** services bi-annually, totaling approximately \$25,000 annually. This initiative also **accounts for over 2.5% of employee time**, demonstrating our commitment to supporting local causes and amplifying their impact through expert marketing assistance.

This year Avenue dedicated \$25,000 in pro bono services to our Charity of Choice partners, **Grow Portland** and **Brown Girl Rise**. Offering organic social media support and managing Google Grant Advertising for both organizations.

VOLUNTEER HOURS CONTRIBUTED BY THE TEAM

In 2023, Avenue team members dedicated 328 hours (up from 271 in 2022) to pro bono services and individual volunteer work, using company hours to support causes they are passionate about. Our team has supported organizations such as Habitat for Humanity, BBPDX, B Local PDX, American Cancer Society, SMART Reading and more. This commitment highlights our dedication to making a positive impact in the community by leveraging our time and expertise.



HOURS OF BOARD
SERVICE
CONTRIBUTED BY
THE TEAM

278
HOURS

Avenue's CEO and Founder, Anna Madill, serves in various leadership roles, including:

- Board Member & Chair — [B Local PDX](#)
- Board Member & Accelerator Co-Chair — [EO](#)
- Executive Board Member — [Fast Company](#)
- Emeritus Board Member — [SMART Reading](#)
- Advisory Board Member — [SEMPDX](#)

In 2023, Avenue team members contributed a total of 278 hours to board service, demonstrating our commitment to leadership and community engagement.

TEAM MEMBERS INVESTING IN THE COMMUNITY

Avenue team members **invested an additional \$5,700 in the community through our company-funded Shop Local Stipend.** This initiative, part of our commitment to both our team and community, provides a monthly stipend for team members to support local businesses or nonprofits of their choice. This program reinforces our dedication to fostering local economic growth and community well-being.



SCHOLARSHIP FOR INCLUSION IN DIGITAL MARKETING



For our third year in a row, Avenue partnered with fellow B Corp, [Intuitive Digital](#), to support students of color through their **Inclusion in Digital Marketing Scholarship program**.

Together, we contributed to a \$3,000 scholarship, reinforcing our commitment to promoting diversity and inclusion within the digital marketing industry.

This partnership aims to provide financial assistance and encourage the growth of underrepresented talent in the field.

PARTNERSHIP WITH THE SCRIPT

Avenue partnered with [The Script](#), an organization dedicated to improving racial and cultural diversity at the leadership level in companies. The Script provides pathways to leadership for traditional and non-traditional students of diverse backgrounds and aspiring professionals through their internship program.

This past summer, **Avenue hosted a digital marketing intern from The Script for the fifth year**, furthering our commitment to fostering an inclusive environment and empowering the next generation of leaders in the digital marketing field. Through this collaboration, we aim to create meaningful opportunities and support the development of diverse leadership.



AVENUE'S DIVERSITY OVERVIEW

50%

Of our team identifies as Black or African American, Indigenous, Person of Color, Asian American, Pacific Islander, Hispanic, or Latinx

100%

Woman, Immigrant, Black, Indigenous, People of Color (BIPOC), and Asian American and Pacific Islander (AAPI) owned and operated

67%

Of managers identify as being from underrepresented social groups

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WORKPLACE CULTURE

A thriving workplace culture is essential for fostering employee well-being, engagement, and productivity. Unlike traditional corporate environments, a strong workplace culture at B Corps emphasizes inclusivity, transparency, and shared values, ensuring that all team members feel valued and supported. This section focuses on Avenue's commitment and impact in cultivating a positive workplace culture. We prioritize creating an environment where employees can thrive, emphasizing continuous learning, collaboration, and a sense of belonging, all while upholding our core values and mission.

AVENUE'S DIVERSITY OVERVIEW

100%

Retention rate of the team

4.89 out of 5

Annual Gallup Q12 Survey

The Gallup Q12 Survey, based on feedback from over 35 million employees worldwide, is a proven measure of employee engagement and its impact on business sustainability.

4.4 out of 5

Weekly 15Five Survey

15Five measures employee satisfaction and engagement, helping create a highly engaged and high-performing organization by empowering individuals to become their best selves.

AVENUE'S BENEFITS



100% company paid medical, dental and vision coverage, STD, LTD and life insurance



Supportive teammates and a collaborative environment



Volunteering and community involvement



SIMPLE IRA plan with company match



Professional development opportunities and continued learning



Monthly phone, WiFi, shop local and fitness stipends



Unlimited PTO and paid parental leave



Team building activities and quarterly retreats



Paid Holidays and Flex Time, plus a 100% virtual work environment with the pandemic

SABBATICAL OPPORTUNITIES



At Avenue, we value the dedication and hard work of our employees. To show our appreciation, when an employee reaches their 5-year anniversary with the company (and every three years thereafter), they earn the opportunity to take a one-month (or 4-week) paid sabbatical.

This benefit reflects our commitment to supporting our team's well-being and personal growth.

PTO AND PAID HOLIDAYS

We recognize the importance of rest, recovery, and self-care. In 2023, each employee enjoyed an average of 34 PTO and paid holidays, including Unlimited PTO, Avenue Holiday Weeks, and Paid Holidays provided by Avenue.

208 DAYS

OF TOTAL PTO DAYS TAKEN

34 DAYS

AVERAGE PTO DAYS TAKEN PER
EMPLOYEE

AVENUE HOLIDAY WEEKS



In addition to Unlimited PTO, Avenue closes the virtual office for 2 Holiday Weeks each year, in July and December. These dedicated breaks allow our team to take a break and recharge. We believe the benefit is mutual; when team members return, they are stronger, fresher, and ready to tackle new creative challenges for all of our amazing client partners.

Read more from our CEO about [The Power of PTO and No Meeting Fridays](#).

TEAM PROFESSIONAL DEVELOPMENT

Avenue is dedicated to investing in the ongoing training and education of our team. This includes monthly anti-racism sessions with Construct the Present, StrengthsFinder training sessions, and one-on-one coaching with an outside consultant for the entire team.

Our people managers participate in monthly management training sessions with an external consultant, and we host monthly lunch and learns on various topics, featuring both internal team members and external experts.



**This year, the Avenue
team attended several key
industry events**

CULTURE OF GRATITUDE, CONNECTION, AND SUPPORT



Our Daily Huddle tradition is the heartbeat of our company. Every Monday through Thursday, we connect as a virtual team for a 10-minute session to update each other on our priorities, seek support for accomplishing tasks and goals, and share shout-outs and appreciations.

This practice fosters a culture of gratitude, connection, and support, ensuring that we stay aligned and motivated as a team.

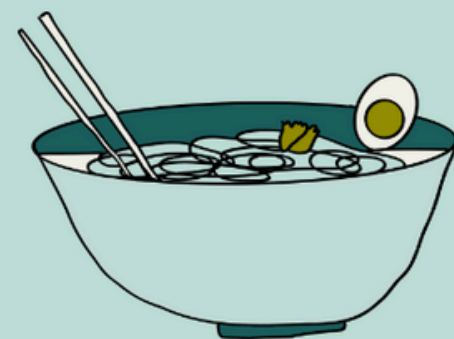
CELEBRATING LEADERSHIP EXCELLENCE

Our Founder and CEO, Anna Madill, received the Portland Business Journal's Executive of the Year Award! This prestigious recognition honors Anna's exceptional leadership, dedication, and commitment to making a positive impact in our community and beyond.

Her visionary guidance continues to inspire and drive Avenue towards greater achievements. Congratulations, Anna!



OUR YEAR IN BOOKS, LEARNING,
AND REMOTE WORK
ADVENTURES



**Team Lunch
& Learns**

Each month the team gathered virtually to share a meal and explore professional development. Some topics we explored this year included finding efficiencies with AI, paid industry insights, public speaking tips and tricks and more.



**128 books read by Avenue's
team**

We love to read and share our recommend-ations with each other. This year the team read 31 more books compared to 2022.



**9 Places Avenue worked
remotely**

Avenue's hybrid work structure allowed the team to work from mutliple cities, states and countries in 2023.



ENVIRONMENTAL STEWARDSHIP & CIRCULARITY

Environmental stewardship and circularity are integral to B Corps, focusing on minimizing negative impacts and pursuing positive environmental outcomes. This section highlights Avenue's commitment to these principles, showcasing our efforts to implement sustainable practices that reduce waste, promote recycling, and enhance the use of renewable resources.

Through our partnerships and operations, we demonstrate our dedication to environmental stewardship, ensuring that our actions contribute to the preservation of our planet and support the principles of a circular economy.

AVENUE JOINS 1% FOR THE PLANET

In an effort to deepen our commitment and impact on environmental sustainability, we're excited to share that Avenue officially became a 1% for the Planet member in 2023. By pledging 1% of our annual sales to environmental initiatives, we're actively contributing to the preservation and restoration of our planet. We encourage you to explore the impactful work that [1% for the Planet](#) does and join us in championing a more sustainable future.



MILES DRIVEN AND
GAS CONSERVED AS
A REMOTE COMPANY

Avenue significantly reduced our emissions and contributed to a more sustainable environment by being a remote company with no employee commute.

555+

Gallons of gas conserved

1,700+

Commuting hours saved

11,500+

Commuting hours saved

OFFSETTING OUR CARBON FOOTPRINT

In an effort to offset our carbon footprint and contribute to environmental sustainability, Avenue planted trees through [One Tree Planted](#), a 1% for the Planet company, in honor of Avenue's clients, partners, and friends.

620 Trees
planted



BUSINESS PERFORMANCE & GROWTH

This section showcases our business performance in 2023. Avenue's commitment to sustainable growth is reflected in our strategic initiatives and innovative solutions, which have driven our success while adhering to ethical standards and prioritizing stakeholder interests.

By focusing on long-term value and fostering a culture of continuous improvement, we have achieved significant milestones. This year, we expanded our client base, enhanced our service offerings, and strengthened our partnerships, all while maintaining our dedication to social and environmental impact.

FINANCIAL GROWTH METRICS

In 2023, Avenue achieved impressive financial growth, with a year-over-year increase of 61% and a 25% profit margin. Demonstrating our commitment to rewarding our team, 6.2% of profits were distributed as bonuses to all non-executive employees. This growth reflects our dedication to sustainable business practices and the hard work of our talented team.

61%

Year-over-year revenue growth

25%

Profit margin

6.2%

Of profits distributed as bonuses to non-executive employees

CELEBRATING MILESTONES AND IMPACT

Avenue proudly celebrated eight years in business, with over six years of impact as a Certified B Corporation®. We are committed to ensuring the well-being of our team, with 100% of Avenue's full-time jobs paid with a living wage. These milestones reflect our dedication to creating a positive and sustainable impact on our community and employees.

8 years

Avenue celebrated 8 years in business

6+ years

Of impact as a Certified B Corporation®

100%

of Avenue's jobs (all full-time) are paid with a living wage

CLIENT PARTNERSHIPS

We pride ourselves on rich, long-standing relationships with our client partners. We focus on collaborating with value-driven organizations, ensuring our partnerships are rooted in shared values and a commitment to making a positive impact.

98%

Retention rate with our clients

80%

Of Avenue's client roster are diverse and purpose-driven clients

38

Clients served in 2023

100%

Of clients are ongoing, long-term partners of Avenue, building around our recurring model

LOOKING AHEAD



As we move into 2024, we are excited to build on our learnings and successes to focus on several key initiatives. Our priorities include advancing the Avenue Foundation's non-profit grant program to support BIPOC entrepreneurs, harnessing AI and delivering innovative solutions to our clients, and uplifting our community through impactful service and dedicated volunteering efforts.

We look forward to making continued improvements to further our positive impact and new learnings in the year ahead.