



2022 B CORP ANNUAL REPORT

A GLIMPSE AT 2021

By amplifying the voices of changemakers, KidGlov creatively emboldens people and brands that act with purpose to make the world a better place.

Certified B Corps are businesses that balance purpose and profit and live up to their values. In 2020, KidGlov began the certification journey and in 2021 we became Nebraska's fifth certified B Corporation.

"Our entire KidGlov team is excited about this tremendous achievement. This is much more than a designation for us, it has given us a new way to operate our business." —Lyn Wineman, Founder and Chief Strategist of KidGlov

2021 SCORE

● Governance Score:	16.5
● Workers Score:	26.9
● Community Score:	20.9
● Environment Score:	05.0
● Customers Score:	13.2



Our team is full of extremely talented and passionate changemakers. We are proud of the work they do to deliver exceptional results for our clients and partners. But we know their professional lives are only part of the story.

WORK-LIFE BALANCE

KidGlov is committed to work-life balance and giving our people the time to do what they love to do in their personal lives. Forty hours a week of work is more than enough if you're given the tools to be productive at work.

In 2021, only three of our employees worked more than 45 hours per week. This is a great accomplishment, considering 50+ hours per week is standard for most advertising agencies.

QUALITY WAGES

We're proud to share that 100% of KidGlov employees earned above a family living wage (\$14.93/hour) in 2021.



LOVING OUR TEAM

At KidGlov, we create an atmosphere of flexibility so everyone on our team can have a fulfilling life outside of work. KidGlovers pursue their passions, serve their communities, and enjoy quality family time. Additionally, they have the space and energy to focus on their health and well-being.

Our commitment to our team is as bold as our commitment to our community. Our Culture Manifesto focuses on the best practices to allow our team the most precious resource—time. Time gives us joy in our work and balance in our lives. It allows us to do the work we LOV, with clients we LOV, with a team we LOV.



HERE'S WHAT OUR EMPLOYEES SAID:

"I am the best version of myself if I'm able to be active throughout the week and KidGlov supports and cares for each individual employee's wellbeing."

"At KidGlov I am able to balance my family, my passions and my workload and not just manage my time. This allows me to feel fully satisfied within my career path and satisfied by life."

"It's such a joy to work somewhere that values giving back as much as I do! Knowing that my interests are supported inside, and out, of work means a great deal to me."

"KidGlov has always made my professional development a priority. The company allocated the time, budget, and resources for me to earn my Content Marketing certification. They truly care about our professional growth."

LOVING OUR PARTNERS

KidGlov's purpose is to "put a megaphone in front of those who are doing good."

Our partners are truly helping change our world for the better, and we couldn't do the work we LOV without them.

HERE'S WHAT OUR PARTNERS SAID:

"Thank you to KidGlov for once again providing incredible vision and creativity. We love working with all of you. Cheers!"

—Barbara Bartle, President of the
Lincoln Community Foundation

"KidGlov helped us refine the way we inspire donors and communicate complex ideas about sustainability for the arts and humanities through beautiful and aspirational language, design, and strategy."

—Kyle Cartwright, Executive Director of
Nebraska Cultural Endowment

"Your work with the Food Bank is going to help put millions of meals on people's tables, and we are grateful. All of the creative you have done is so right for the work we are doing."

—Scott Young, Executive Director of
Food Bank of Lincoln

"We could not have done a fraction of the work we have accomplished without KidGlov's expertise in both design and advertising. What I have loved the most is KidGlov's ability to get the tone exactly right. Our reach has expanded far beyond anything we expected to achieve."

—Teri Effle, Prevention Specialist of
Region V Systems



OUR IMPACT IN 2021

\$146,170
IN DONATED
SERVICES

90%
TEAM MEMBERS
IDENTIFY AS WOMEN

6
COMMUNITIES
SERVED

2
COMMITTEES
LAUNCHED:
DEI & SUSTAINABILITY

44
ORGANIZATIONS
SERVED

14%
TEAM MEMBERS WITH
DIVERSE RACIAL
BACKGROUND

OPPORTUNITIES & GOALS IN 2022



Continue to assess and refine our practices to protect the team's time



Celebrate local diversity by creating and sharing a directory of BIPOC-owned businesses



Create an initial vendor diversity assessment



Host team trainings and lunch & learns on DEI and environmental stewardship



Increase applicant diversity by committing to 30% diverse candidate interviews



Create more focus on our sustainability initiatives through our committee