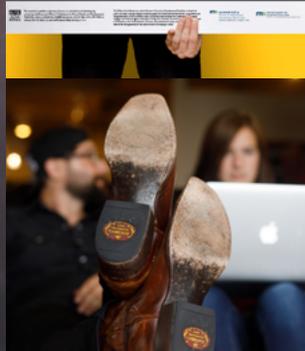




TREAT PEOPLE
LIKE PEOPLE

ADULTS WITH DISABILITIES ARE THREE TIMES MORE
LIKELY TO EXPERIENCE VIOLENT VICTIMIZATION.

ABUSE STOPS WITH US.



Russell/Herder

2020 Annual Report



Work that matters.

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For 38 years, we
have believed in doing
work that matters.
**It's not only what we
do, but how we do it.**

Russell Herder

Stepping Up, Reaching Out

In a year of unparalleled challenges, we all found ourselves suddenly plunged into a world of working from home, attending myriad Zoom meetings and trying to manage professional demands as well as the needs of family and community. If nothing else, we've all learned just how flexible we can truly be, and the power of ingenuity and optimism.

This past year was a chance to put our B Corp values to work, supporting vital interventions around opioid addiction, problem gambling, community empowerment and economic sustainability.

Despite concerns that the COVID-19 pandemic might stifle our efforts to create positive change, the opposite happened. Not only were needs even greater, but we were also speaking to largely captive audiences – highly in need and eager for help. Thankfully, we were able to respond in incredibly meaningful ways. Whether it was helping those with disabilities avoid abuse, further innovations in sustainable agriculture or advance the arts during a time when in-person performances were impossible, our amazing team stepped up and reached out.

Even with a global pandemic and social unrest, 2020 was a year of learning and success. We were delighted to find that, after a lot of hard work, our international B Corp rating jumped from 82.7 to 107.1.

This means that our team has only grown better at recognizing and acting upon opportunities, from improving our own internal practices to identifying ways to help deserving organizations make a greater societal impact.

Together, with other leaders around the world, we will continue to redefine success in business. We cannot do it alone. Thank you to the clients and partners who have supported us along this journey.

Our transition to becoming and living as a B Corp every day was—and is—only possible through your guidance, encouragement and collaboration. Again, thank you.



A handwritten signature in black ink, appearing to read 'Carol Russell'.

CAROL RUSSELL
CEO



A handwritten signature in black ink, appearing to read 'Brian Herder'.

BRIAN HERDER
Chief Creative Officer

Our B Corp Journey

At RH, we have a long-standing commitment to both doing well and doing good.





Passionate Disruptors

It's been five years since we became a General Benefit Corporation. Our GBC status recognizes the value we place upon achieving social and sustainability goals in addition to maintaining a profitable bottom line.

In 2017, we took it a step further and became an internationally certified B Corporation® (B Corp™). B Corps are monitored closely by B Lab®, an independent and rigorous assessment group that measures the impact of all B Corps on team members, clients, community and the environment. One of the benefits of being a Certified B Corp is that it enables us to attract team members and clients who share our values and the belief that businesses can lead and influence change through action.

At the end of 2020, RH was one of 20 B Corps in Minnesota, among more than 3,800 worldwide, across 74 countries and 150 industries.

B Corp businesses like Russell Herder are committed to reaching high standards of accountability and altruism.

Gaining B Corp certification through completion of the 100+ question scrutiny is just the starting point. From there, companies like ours must live that commitment every day in our performance, accountability and transparency. Taking this pathway isn't something done lightly. It's not always easy, but is definitely worth the effort.



Progress That Matters

Certifying as a B Corporation goes beyond the product or service-level certifications that exist in many industries.

B Corp Certification is the only certification that measures a company's entire social, economic sustainability and environmental performance.

Here's why.

The rigorous assessment evaluates every aspect of our organization's operations and the resulting impact on those we employ, our greater community, clients and those our clients serve. Quite simply, it ensures we are meeting the highest standards of verified performance.

The proof is in the pudding.

82.7 → 107.1

Re-certification is required every three years and is something we recently completed. We're proud to share that we significantly increased our score by nearly 25 points. This was a major accomplishment and one we attest to a great team and outstanding, committed clients.



Leading an examined life in business is a pain in the ass. But I'm hoping to influence more companies to do the right thing.

— Yvon Chouinard, Patagonia founder



07

2020 Highlights

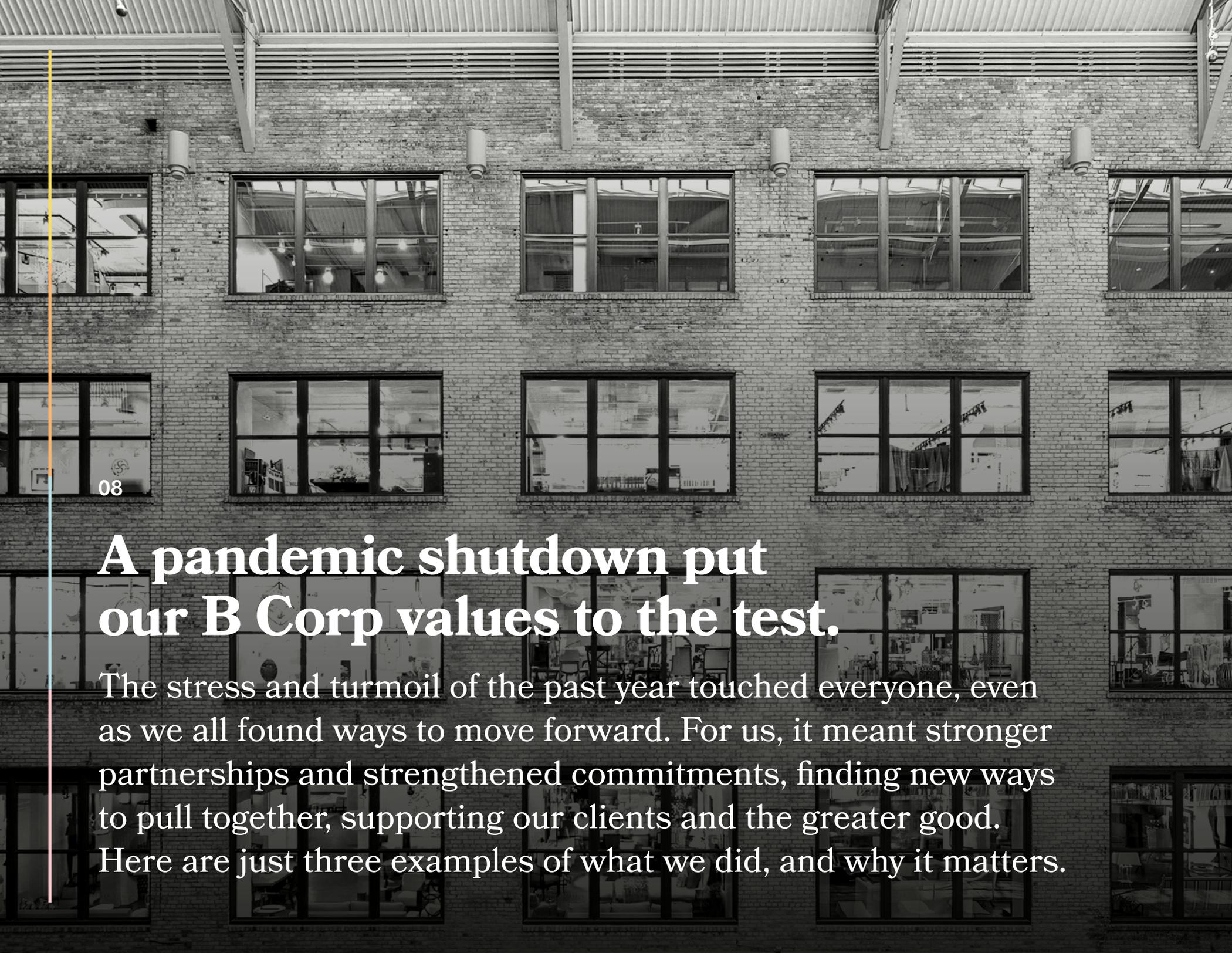
We made significant progress last year. Through a committed team and the shared philosophy of our clients, we impacted organizations, individuals and families locally, regionally and nationally.

Here's how.

\$185,000

in pro bono professional strategic and creative services provided to organizations dedicated to economic sustainability, the arts, and health and wellness causes such as these, among others:

- Foundation for Cancer Care in Tanzania
- Lakes Area Music Festival
- ASID Minnesota
- Rotary
- Agricultural Utilization Research Institute
- Apprenticeship Minnesota
- Minnesota Office of Higher Education
- Office of Ombudsman for Mental Health and Developmental Disabilities
- AEON
- Minnesota Department of Human Services
- Minnesota Department of Labor and Industry
- Crescent Cove Respite & Hospice Home for Kids



08

A pandemic shutdown put our B Corp values to the test.

The stress and turmoil of the past year touched everyone, even as we all found ways to move forward. For us, it meant stronger partnerships and strengthened commitments, finding new ways to pull together, supporting our clients and the greater good. Here are just three examples of what we did, and why it matters.

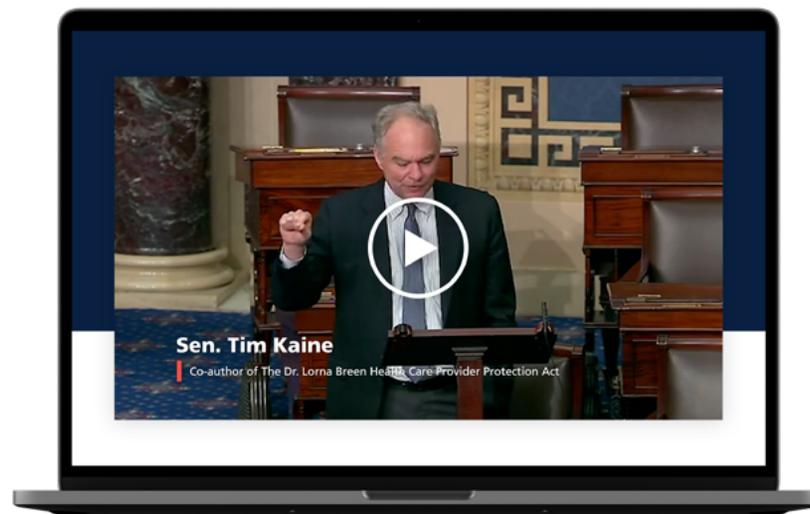
Storytelling That Matters



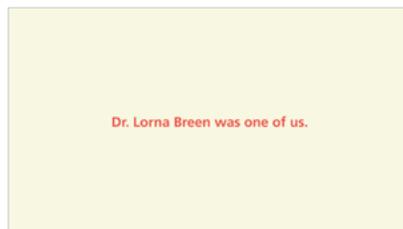
While we are all too aware that the coronavirus has challenged our healthcare system, our country and our world, the pressures physicians and health care workers faced even before the pandemic are complex and immense. They dedicate their careers to keeping people healthy, but too often do not receive the care they need to address their own well-being.

Physicians have a high rate of suicide with roughly **one doctor dying every day**, nearly double the rate of the general population. One study showed that depression affects an estimated 12 percent of male physicians and up to 19.5 percent of female physicians. Sixty-two percent of nurses and 42 percent of physicians have said that they are feeling burned out while battling COVID-19.

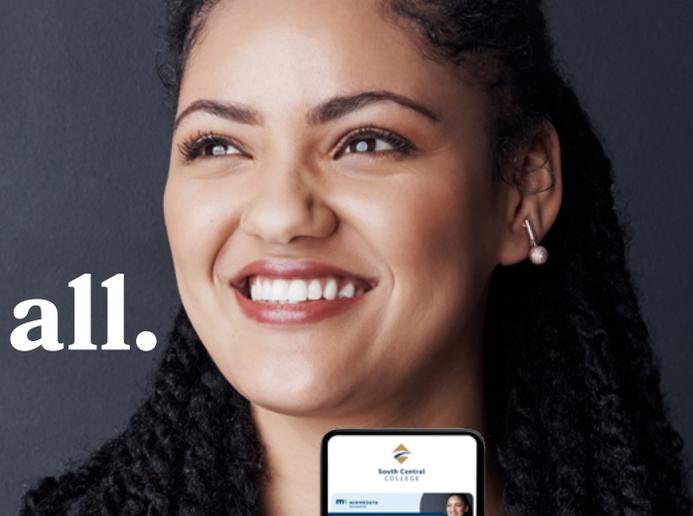
Without question, this is a deeply troubling situation. Russell Herder was asked by the Association of American Medical Colleges to assist the family of a brilliant physician who fell victim to this tragic trend. Dr. Lorna Breen was the medical director of the emergency department at upper Manhattan's New York-Presbyterian Allen Hospital. Struggling to grasp the breadth, depth and despair of her work in the early months of the coronavirus, she died by suicide at just 49 years of age. To her family and colleagues, and to us all, it was unfathomable. Producing a video to share her story across the country and **help prevent further such losses** was our deep honor.



View video at drornabreen.org



Education—and encouragement—for all.



In a year that saw the number of high school seniors completing FAFSA, the U.S. financial aid form, drop by 10 percent, it was clear the pandemic was impacting college plans for traditionally vulnerable students. And just one more reason the Minnesota Office of Higher Education needed to encourage students to complete their degrees, encourage lapsed students to return to college and help active students save money by graduating sooner. Supplementing OHE’s limited budget with our own B Corp contribution, we created a simplified, user-friendly website for its vital MN Reconnect program, giving parents and college-level students quick access to a host of resources designed to advance their careers. By emphasizing clarity and ease of use, the website serves as an invaluable tool in the often confusing world of student financing.

RECEIVE \$1,000 EACH SEMESTER AND UP TO \$1,000 TO RESOLVE FINANCIAL HOLDS THROUGH MN RECONNECT



YOU ONCE STARTED. MN RECONNECT CAN HELP YOU FINISH.

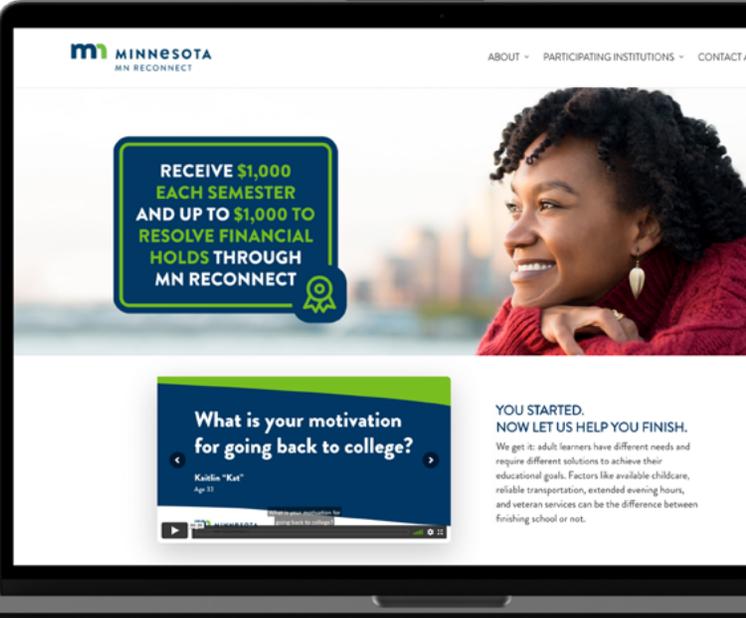
MN Reconnect is a program that we’ve partnered with that’s designed specifically for returning Minnesota adult learners, 25 and older, who completed 15 or more college credits without finishing, and are ready to complete a certificate, diploma or associate degree within two years.

Whether you’re just a few credits away or still in the beginning of your academic journey, MN Reconnect will help you achieve your academic goals and make sure you have the resources for a successful experience.





RECEIVE \$1,000 EACH SEMESTER AND UP TO \$1,000 TO RESOLVE FINANCIAL HOLDS THROUGH MN RECONNECT

RECEIVE \$1,000 EACH SEMESTER AND UP TO \$1,000 TO RESOLVE FINANCIAL HOLDS THROUGH MN RECONNECT

What is your motivation for going back to college?

Kaitlin "Kat" Apr 11

YOU STARTED. NOW LET US HELP YOU FINISH.

We get it: adult learners have different needs and require different solutions to achieve their educational goals. Factors like available childcare, reliable transportation, extended evening hours, and veteran services can be the difference between finishing school or not.

No one should have to ration a lifesaving drug.



For too many Minnesotans, the challenge of managing diabetes is compounded by the uncertainty of a steady, affordable insulin supply. Between rising prices and an economically uncertain landscape, even people who never thought they would need to worry about their insulin supply have struggled. It's a problem with life-and-death consequences. We partnered with the Minnesota Department of Health to spread the word about the MNsure Insulin Safety Net Program, a straightforward messaging campaign designed to protect potentially vulnerable individuals. Because the process required the testing of multiple messages with our target audience, we enhanced the budget with a B Corp time donation, arriving at clear, concise messaging. This was deployed across social platforms and points of contact in supermarkets and pharmacies.

UP TO 1 IN 4
OF THOSE DEPENDENT ON INSULIN HAVE RATIONED DUE TO RISING COSTS.

Being short on cash shouldn't mean being short on insulin.
Get help today.
»» MNinsulin.org

AFFORDABLE INSULIN. NOW.
Being short on cash shouldn't mean being short on insulin.

LET THE MINNESOTA INSULIN SAFETY NET PROGRAM HELP

- Urgent Need: A one-time, 30-day supply
- Continuing Need: Up to a year's worth of insulin

- 1**
TO APPLY, GO TO MNinsulin.org
- 2**
TAKE IT TO YOUR PHARMACY
Take your completed form to your pharmacy with valid identification and insulin prescription.
- 3**
GET YOUR INSULIN
If you qualify for the urgent need program, you can receive your insulin immediately, but you will need to pay up to a \$35 co-pay to receive your 30-day supply.

Learn more at MNinsulin.org

m MINNESOTA
INSULIN SAFETY NET PROGRAM

Minnesota Insulin Safety Net Program
Sponsored · 📍

Uninsured or struggling to afford insulin? The Minnesota Insulin Safety Net program can help. #Insulin4All

STOP RATIONING. START GETTING HELP.

MNINSULIN.ORG
MN Insulin Safety Net Program [LEARN MORE](#)

Like Comment Share

Minnesota Insulin Safety Net Program
Sponsored · 📍

Whether your need for affordable insulin is urgent or continuing, the Minnesota Insulin Safety Net Program can help.

Eligible Minnesotans can receive urgent or continuing supplies of insulin.

MNINSULIN.ORG
Get Affordable Insulin Today [LEARN MORE](#)

Like Comment Share

330,000
MINNESOTANS ARE DEPENDENT ON INSULIN
#Insulin4All

m MINNESOTA
INSULIN SAFETY NET PROGRAM

Apply Today »» MNinsulin.org

STRUGGLING TO AFFORD INSULIN?
Learn about the Continuing Need Program.
»» MNinsulin.org

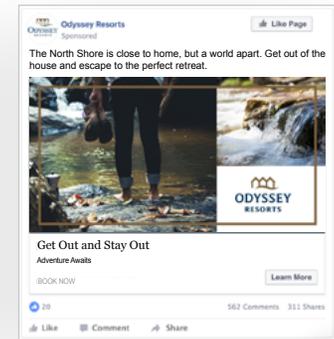
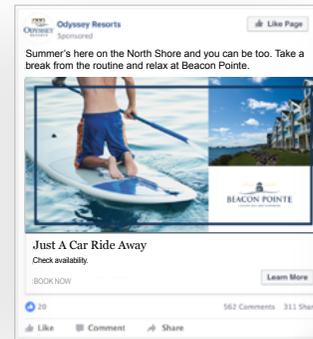
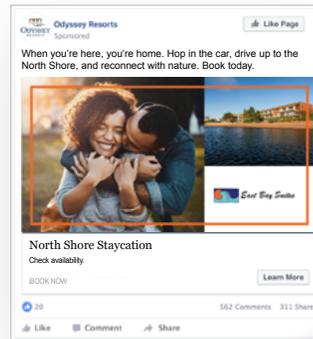
m MINNESOTA
INSULIN SAFETY NET PROGRAM

30-DAY SUPPLY OF INSULIN FOR \$35
Learn about the Urgent Need Program.
»» MNinsulin.org

m MINNESOTA
INSULIN SAFETY NET PROGRAM

When partnership matters most.

As Minnesota's premier collection of North Shore properties, Odyssey Resorts is a partnership that celebrates our Minnesota heritage. We had already created comprehensive, distinct branding for six resorts, with full social advertising, video, website and email support when a pandemic shutdown threw even the best plans out the window. Overnight, the entire travel and tourism industry was focused on survival, and getting through the pandemic meant working smarter. It also meant putting skin in the game, so we supplemented essential budget cuts with an investment of B Corp hours to develop and deploy a new strategy to ensure economic sustainability, one that strengthened loyalty and assured past and future guests of a better tomorrow. While others fell back, Odyssey moved forward, increasing bookings, saving jobs and dramatically enhancing its brand impact.



B The Change

Want to learn more about Russell Herder? Just ask!

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