




2023 B Corp Annual Report

MARCH 2023

Russell/Herder



A woman with long brown hair is seen from behind, sitting at a desk in a dimly lit office. She is looking at a computer monitor that displays a video call with a smiling woman. In the background, a large, colorful, and intricate mask with a face is mounted on the wall. The mask has a yellow face with large black eyes and a wide, colorful mouth. The scene is lit with warm, ambient light from track lighting above the desk.

*For 39 years, we have
believed in doing work that
matters. It's not only what
we do, but how we do it.*

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B CORP STATUS OVERVIEW

*Where
commitment
meets creativity
and action.*

For nearly 40 years, Russell Herder has provided a comprehensive range of creative and strategic marketing solutions to businesses, government entities, and NGOs. Because our campaigns are designed to resonate with many diverse audiences, we're driven to produce work that is relevant, and results-oriented.

We plan and implement outreach for corporations, associations, service organizations, and public agencies, helping them achieve their goals with disciplined strategy, and purposeful creativity. To that end, we've spent decades honing our experience in the built-environment, finance, medical, legal and hospitality industries, among others.

As a proud Certified B Corporation™, we're counted among those leading the global movement for an inclusive and equitable economy, such as Patagonia, Athleta, Ben & Jerry's, Eileen Fisher, and more. We believe businesses can and should contribute to the greater good. In fact, since becoming a B Corp, we have made significant pro bono contributions to groups that support education, the arts, and a sustainable economy. In the past year alone we have provided more than \$254,000 in professional services. This meant nurturing longstanding relationships with nonprofits like the Lakes Area Music Festival and the FAIR School for the Arts. In 2022, we also sparked new partnerships with groups like the Minnetonka Vantage Program and Hennepin County.

2022 B Corp Clients

Agricultural Utilization Research Institute (AURI)

American Society of Interior Designers (ASID)

Crescent Cove

Daily Bread Wellness

Division of Indian Work

Every Meal

FAIR School for Arts

Foundation for Cancer Care in Tanzania

Foundation for Cardiac Care in Africa

Healing Hearts Connection

Lakes Area Music Festival

Lao Assistance Center of Minnesota

Minneapolis City of Lakes Rotary Club

Opioid Response Initiative

VANTAGE: Minnetonka Advanced Professional Studies

Wildflyer Coffee

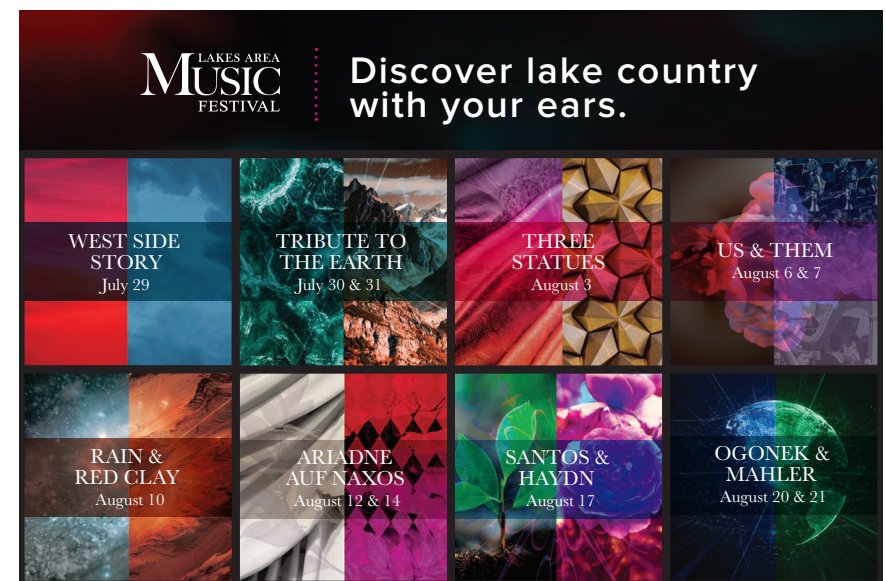
Totaling

\$254,000

in pro bono work to well deserving organizations.

In addition to our commitment to for-profit clients, it's a privilege to also help these organizations, playing a role in telling personal stories and connecting communities with critical resources.

Some of the most meaningful and rewarding work we do is through our co-creation process within cultural communities. We partner with community talent to design and execute outreach campaigns, connecting and engaging with a broad and diverse range of perspectives, including the African American, immigrant, Asian, American Indian, Latinx, Lao and LGBTQ communities. This pro bono work is the result of the time, talent, and energy of our entire team at RH. The many ways in which this work impacted these organizations and the people they serve only underscore the importance of their efforts.



Russell Herder is proud to support the Lakes Area Music Festival and its remarkable concert series.



Our rebrand for Healing Hearts Connection has made a vital difference.

A great example is our partnership with the Healing Hearts Connection. The organization is committed to providing hope to those grieving the loss of a loved one. Our creative team donated countless hours of work in 2022 to a rebrand for the organization.

“As a small non-profit, this gift was priceless,” said Jessica Moujouros, Executive Director of Healing Hearts Connection. “The RH team deeply understood our vision and truly got what we are all about. They delivered beyond our expectations and our entire organization has embraced our new look.”

Roger Matza, the president of the Board of Directors of Healing Hearts Connection said of working with RH, “Our experience was nothing short of collaborative excellence. We found the process from discovery and developing our strategy to branding the final product to be best in class. They achieve this through their highly gifted and dedicated team members who instill confidence, professionalism, and heart.”

This is just the beginning. We have learned a great deal in the past five years. Today, we’re not only a stronger B Corp and advertising agency, but we’re also continuing to evolve.

Thank you for your support.

Sincerely,

Carol Russell, CEO

Brian Herder, Chief Creative Officer



Sit down.

Listen to real people.

Know how they think.

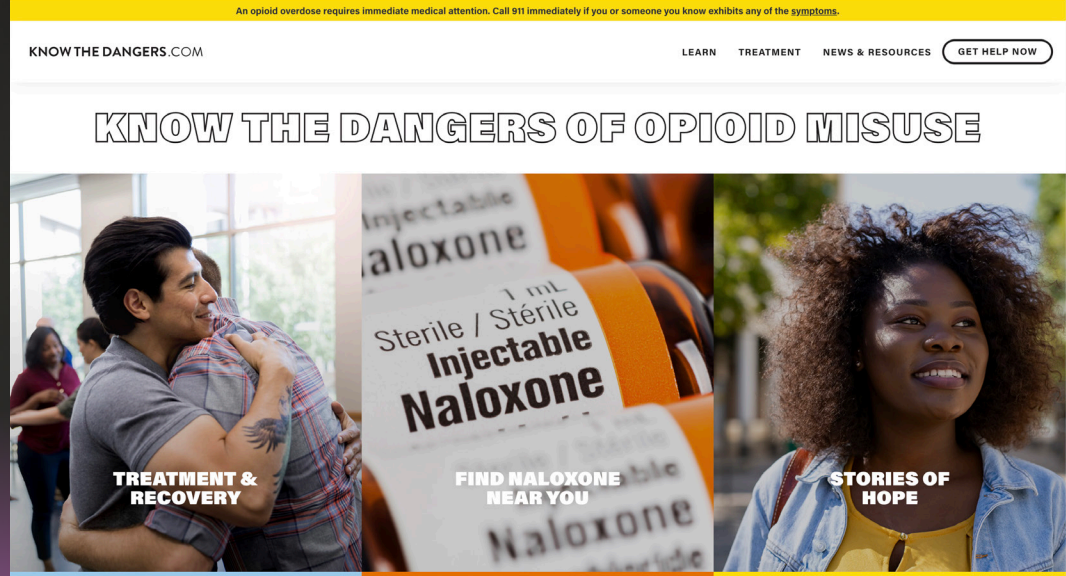
Know what they think.

Know why they think it.

And then – if at all possible – feel what they feel.

That's where the real world is.

–Unknown



Know the Dangers homepage.

When we talk about "work that matters", it describes the difference between the ephemeral ocean of messaging we all swim in and those efforts that can really make a difference. Creating work that benefits everyone, with useful information to enhance the lives of individuals, is what makes us tick.

One such example is our approach to Minnesota's ever-changing opioids crisis, where the need for simple, actionable insight – and action – seems to grow daily. It's the thinking behind KnowTheDangers.com, a website created for the Minnesota Department of Human Resources to provide a single, comprehensive source of information. Because such complex issues are best met with direct simplicity, the website offers a wealth of content, designed to be accessible to the many individuals, family members and community leaders needing clear, reliable information. Know The Dangers is a resource that continues to expand, constantly changing to keep up with the opioid crisis and related issues. Offering practical tools

like a Naloxone finder, or FastTracker, to help people quickly find treatment options, the content is designed to meet visitors where they are at in their life journey. Because community partnerships are key to developing resonant, relevant content, we've actively cultivated opportunities to incorporate community insights and perspectives into the work. By partnering with high school students and affected cultural communities, we tap into a source of important insight and perspective that can't be found in conference rooms. This not only informs our work, but it also expands the conversation.

Simply put, when others are invited to share their wisdom with the team, our process becomes as important as the outcome. It sets into motion a ripple effect of partnership, awareness, and action. "Work that matters" is more than a mantra, it means we're doing our part to make the world a little better every day.

WHAT'S NEXT FOR RUSSELL HERDER

*Looking
forward
means facing
the unknown.*

Even the best plans can run aground, so we find it helpful to keep things simple, applying three key questions: Is it good for our clients? Is it good for our team? Is it good for the world? It's in this spirit that we've accelerated our community partnerships, not only addressing a broad range of vital issues, but using those opportunities to introduce our profession to talented young people, who are often unaware of the myriad disciplines, much less how to enter the field.

We believe that a field known for its creativity should also be known for diversity of thought and experience. To that end, we're expanding our internship program, as well as our registered digital apprenticeships. The truth is, it can be hard to tell where our agency work ends and our B Corp ambitions begin.

It's a privilege to work in strategic communications, where there is room for nearly every aptitude, and a chance to bring something good to the world. Our goal is to continue building a practice that provides opportunities for talented people to do inspiring work, helps others discover new ways to apply their gifts, and changes lives in meaningful ways.

It's now five years since we became a B Corporation – a decision that fundamentally changed the course of our business. In these past five years, we've also evolved and grown in ways we couldn't have imagined when we first sat down to complete and formalize our certification.



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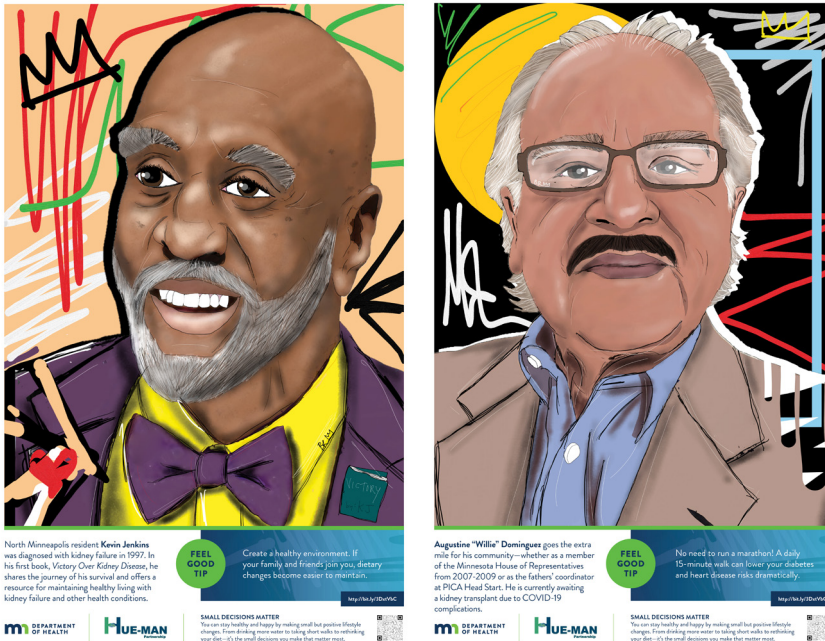
Our agency was founded in 1984 with a belief that we could do work that matters. That we could find clients and partners willing to make a positive impact in the world and in their communities.

We continue to produce authentic, award-winning creative campaigns, digital strategies, and social media messaging in collaboration with the people we serve and those audiences we seek to reach. And we believe that it's possible to do so while running a healthy, profitable business.

One way we're reaching these goals is through co-creation. In the traditional "outside-in" model, communications strategies are developed within the walls of an agency and launched into a community via various media platforms. We've instead adopted an "inside-out" process that starts at the heart of the community we want to reach, be it geographic, cultural or age group – to co-create with authenticity and generate meaningful results.

Since becoming a B Corp, the capabilities, networks, and quality of our co-creation practice has grown even stronger. To that end, Russell Herder has been entrusted with designing, implementing, and executing successful communication strategies for multiple significant campaigns.

In addition to being the official partner for Minnesota's response to the opioid abuse epidemic, we also partner with law enforcement, nonprofits, and government across the state to help prevent auto theft, raise awareness about problem gambling, work to help reduce rates of heart disease and diabetes, and tackle



In our collaboration with Hue-Man Partnership and the Minnesota Department of Health, we recognized community leaders who have been tirelessly spreading the word: when it comes to heart health and diabetes management, small decisions matter. Commissioning a series of portraits from local artist Benny Thompson, these individuals and their likenesses were honored at a community reception as well as appearing in ongoing online, social media, and print communication efforts.



Construction in-progress on Minneapolis office expansion.

the complex issue of internet safety in at-risk communities. This work not only fits seamlessly with our values and mission-driven approach, but it also underscores the value of our work as we address critical issues that directly impact key, often underserved, populations.

Imagine the excitement of getting to work with a like-minded group of enthusiastic problem solvers and highly creative critical thinkers. It's a privilege we don't take for granted, and as our work has matured, we've continued to increase our ranks to meet the needs of our clients. In fact, we've expanded our team by more than a third in the last year, significantly enhancing key service areas, including digital advertising, creative, social media, and website design. This growth is due to high client demand and increasingly sophisticated metrics for measuring return on investment.

All of which led to the need for a significant expansion of our Minneapolis office space. Scheduled for completion in the coming months, this growth is allowing us to harness the talents of our team, maximizing the service and value we provide.

The evolution of our firm as a B Corp has been incredibly exciting. But this would not be possible without the support and guidance of our team, clients, and communities we serve. We look forward to strengthening existing partnerships and forming new ones in the year to come.

Work that matters.

Russell/Herder

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