



 Uplift | Social Impact & Sustainability Consulting

Shaping Tomorrow: Uplift's 2024 Impact Report

THE UPLIFT AGENCY



Report at a Glance

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Creating a More Sustainable and Just Future



Dear Valued Stakeholders,

I am delighted to present the inaugural annual impact report for The Uplift Agency, where we are able to share a bit more information about our journey, and how our values and commitment to positive change in communities and on the planet help to drive our work.

I founded Uplift in 2019 with a clear vision in mind. Having spent a considerable number of years working on corporate social responsibility and communications teams for large corporations, I recognized that while many businesses were engaged in sustainability and social impact efforts, there was a critical disconnect. Communities were grappling with environmental, human rights, and social issues simultaneously, yet corporations were addressing these challenges in isolated silos and not integrating them into their business strategy.

I witnessed too many businesses patching together their sustainability, social impact, and communications work without recognizing the interconnections between environmental degradation, social inequities, and effective communication strategies. I believe that business can change the world, but this fragmented approach often hinders their ability to drive measurable and meaningful change in the communities they serve and on the planet we all call home.

I established Uplift to bridge this gap. Drawing from my experience across Fortune 100 corporations, the United Nations (UN), global nonprofits,

and grassroots organizations, I envisioned Uplift as a way to help guide companies towards integrated strategies that address social, human rights, and environmental challenges while ensuring transparent and authentic communication with stakeholders at every step in the process.

Our mission is clear: to accelerate businesses to create a more sustainable and just future for all. At Uplift, our core values of fearlessness, excellence, balance, uplifting, changemaking, and ethics serve as our guiding principles, shaping every aspect of our work—including the work we do as a company and how we propel our clients forward to be the change the world needs them to be.

Uplift is a full-service sustainability and social impact firm that works across all environmental, social, and governance issues (ESG). We are a globally diverse team serving clients across the U.S. and around the world. Our unique 360-degree consulting approach helps companies drive sustainable and responsible business transformation, while communicating transparently and effectively.

I have built Uplift with a strong team of people who know how to address some of the world's biggest problems, because they have already walked that path. Ninety percent of our consultants have led sustainability and social impact programs within corporations and nonprofits.

We have worked in-house and on the front lines of these issues and understand the practical realities, needs, and challenges of corporate teams.

In 2023, we achieved certification as a woman-owned business by the [Women's Business Enterprise National Council](#). And we also joined [Clean Creatives](#), pledging to work only with companies dedicated to positive environmental impact on our planet. We firmly believe in working exclusively with companies that share our vision for a better future—and who are committed to doing so honestly and ethically.

As we continue our work into 2024 and beyond, collaboration remains central to our approach. Together with our clients, partners, our talented team, and other stakeholders, we seek to create a future where profitability aligns seamlessly with the needs of our communities and the planet.

Our work is driven by a commitment to furthering the Sustainable Development Goals (SDGs), both in our own initiatives and in the projects we undertake for clients. This report therefore includes references to the SDGs, as we set our goals and implement our programs to align with the commitments of the business community globally.

Thank you for joining us in working to make a positive difference for our children and our children's children.

Corinne Graper



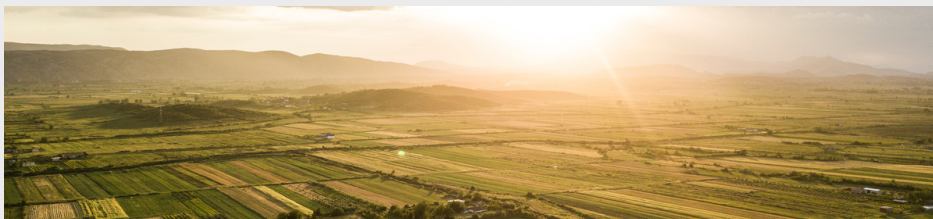
Different by Design:

How Our Values Shape Our Approach

At the heart of Uplift lies our commitment to driving positive change through our mission and values and through our work with clients. Each of our values serves as a guiding principle for this commitment, shaping our approach to every project, partnership, client, and decision we make.

These values form the bedrock of our organization, guiding our actions as we navigate the ever-evolving landscape of social impact and sustainability.

As we move forward, we remain dedicated to making a meaningful difference in the world, one project at a time.



❖ Fearlessness

We embrace challenges with unwavering courage, understanding that true progress often lies beyond the realm of comfort. With grit and determination, we pursue our goals, even in the face of uncertainty.

❖ Excellence

Our pursuit of excellence is relentless. We pride ourselves on delivering exceptional work and service, ensuring that our clients receive nothing short of the best. With foresight and meticulous planning, we consistently exceed expectations.

❖ Balance

We recognize the importance of leading balanced lives, both personally and professionally. By prioritizing the moments that matter most, we foster a culture of flexibility, adaptability, and harmony within our team and with our clients.

❖ Uplifting

We lift each other and our clients to new heights. Through mutual support and respect, we cultivate an environment where every individual can thrive. Our commitment to positivity and collaboration knows no bounds.

❖ Changemaker

We are catalysts for change, steadfast in our resolve to confront some of the world's biggest social and environmental challenges head-on. With tenacity and perseverance, we drive meaningful transformation, inspiring others to join us in our mission.

❖ Ethical

Integrity lies at the heart of everything we do. We conduct business with honesty, transparency, and integrity, always striving to uphold the highest ethical standards. Our unwavering commitment to people over profits defines our approach.



Building Stronger Communities

Our People, Our Impact



At Uplift, our greatest asset lies in the diversity, expertise, and dedication of our team members. Unlike traditional agencies, our team brings a wealth of experience from both corporate and nonprofit sectors, offering a unique perspective that enables us to bridge technical ESG work with creative communication strategies. With backgrounds spanning from Fortune 100 corporations to grassroots NGOs and international organizations, our team members have walked in the shoes of companies and organizations, providing invaluable insights into the challenges and opportunities of driving sustainable change. Uplift was designed with this very goal in mind: to journey alongside our clients toward creating a brighter future for their communities and the planet.

Leading with Values:

Our team is guided by a shared set of core values that are not just words on paper; they are the driving force behind everything we do. We believe in fearlessly advocating for what's right and being changemakers, delivering excellence in every endeavor, and fostering a balanced, ethical, and uplifting work environment for our employees and client relationships.



Prioritizing Diversity:

At Uplift, we prioritize the well-being and professional development of our employees. Our commitment to diversity, equity, and inclusion (DEI) extends beyond rhetoric to concrete policies and initiatives aimed at creating a workplace where everyone can thrive.

We actively promote DEI through various channels, including recruitment, training, and collaboration. We believe that homogenous teams lead to incomplete understandings, siloed perspectives, and weaker strategies.

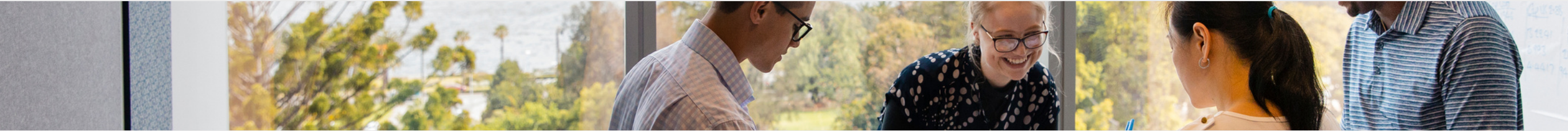
As a company in the knowledge industry, we know that to change the world, we have to know the world; that's why we prioritize different perspectives and lived experiences to help us develop better solutions. We provide ongoing education and training to ensure all employees understand the value of diversity and are equipped with the tools to foster an inclusive environment.

In line with our steadfast commitment to fostering a diverse and inclusive workplace, approximately 35% of our total workforce and 40% of our leadership team identify as belonging to a racial or ethnic group that has been historically marginalized. We understand the pivotal role diversity plays in fueling innovation and cultivating a dynamic, collaborative work environment. Additionally, 42.86% of our non-managerial workforce comprises women, while an impressive 75% of Uplift's management team identifies as women, reflecting our dedication to gender equality and female leadership within our organization.

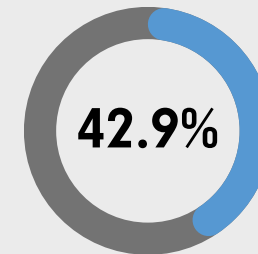
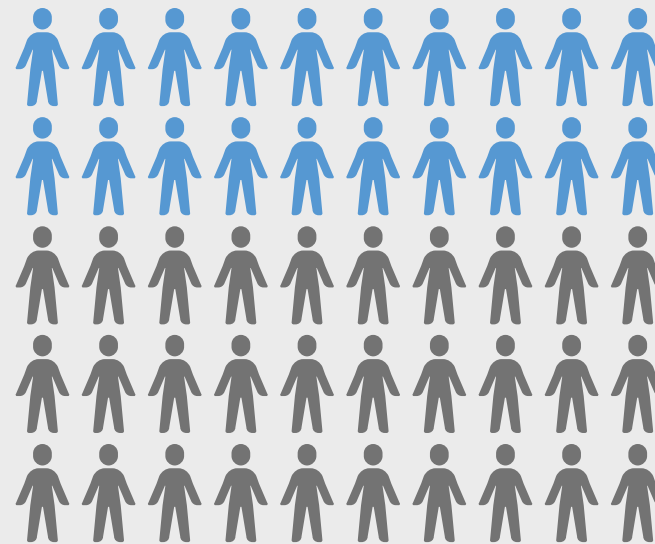




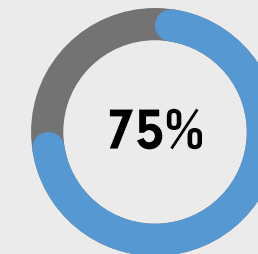
The Heart of Our Agency



40%
of our leadership
team & 35% of our
total workforce
identify as being part of a racial
or ethnic group that has been
historically marginalized.



of our non-
managerial workforce
comprises women.



of Uplift's
management team
identifies as women.





Compensation Philosophy and Benefits Overview:

Our goal is to create a supportive and inclusive workplace where every individual feels valued, respected, and empowered to reach their full potential. To help us achieve that, we offer a comprehensive benefits package, a generous holiday schedule, flexible work arrangements, and compensation.

From our remote work policy to our unlimited leave policy, we strive to support our employees in achieving a healthy work-life balance while ensuring productivity and client satisfaction. We believe in fair and equitable compensation that aligns with our employees' contributions and achievements. Our compensation philosophy emphasizes performance-based rewards, ensuring that individual results are recognized and celebrated.

Health Benefits

We offer comprehensive medical, dental, and vision benefits and access to Health Savings Accounts, allowing for tax-free contributions and flexible spending on medical expenses.

Retirement Benefits

Our Employee Retirement Plan is a Simple IRA savings plan with Vanguard. The company matches employee contributions dollar for dollar, up to 3% of the employee's compensation. This plan is available to all tenured workers after 30 days of employment, and contributions are 100% vested from the start.

Paid Holidays

Recognizing the significance of work-life balance, we provide 13 paid holidays throughout the year, allowing our employees to recharge and spend quality time with their loved ones.

Unlimited Time Off Policy

Our flexible time-off policy empowers employees to prioritize their well-being, encouraging them to take time off as needed while maintaining productivity and meeting client needs. We offer unlimited paid time off.

Additionally, during the summer months, we offer "Summer Fridays," where we end at 12 p.m., providing an opportunity for our team to enjoy the sunshine and summer activities. We also close our offices at the end of the year for the last week, allowing our employees to enjoy a well-deserved break and recharge for the new year.

Maternity and Parental Leave

We understand the importance of supporting new parents during significant life transitions. Our maternity and parental leave policies provide essential time off and financial support to new mothers and parents, helping ensure a smooth transition into parenthood.

For new mothers who have given birth, we provide eight weeks of leave with full salary to recover physically and to bond with their new baby. At the end of the eight week maternity leave, new mothers are also eligible to take another four weeks of parental leave while receiving 70% of their salary.

In addition, all employees who are new parents, whether through adoption or their partner giving birth, are eligible to take up to four weeks of parental leave to bond with their baby and will receive 70% of their salary while out on parental leave.



Lastly, when new parents return to work, they have the option of working part-time during the first four weeks of their return to help them transition back into the workplace.

Bonuses

We value exceptional performance and recognize it through discretionary bonuses, reinforcing our commitment to rewarding employee contributions. We conduct annual performance reviews and provide merit-based increases to ensure fairness and transparency in compensation.



Professional Growth and Development

We also understand the importance of investing in our employees' future. That's why we offer opportunities for professional growth and development, including access to training programs, mentorship opportunities, and career advancement pathways. We believe that by empowering our people, we can collectively drive meaningful change and create a more sustainable and just future for all.

We provide cross-skills training to support career advancement and transitions. This includes management training for non-managers who aspire to take on leadership roles within the organization. We strongly believe in nurturing talent from within our team.

Over the past year, we have provided ongoing training to our employees to enhance their proficiency in their core job responsibilities, including topics on communicating with stakeholders, client satisfaction, time management, ESG reporting frameworks, and greenwashing. This ongoing development ensures that our team members remain up-to-date with the latest industry practices and continue to deliver exceptional services to our clients.

To further empower our team members, we facilitate and allocate a budget for external professional development opportunities. This includes opportunities such as conference attendance and online training and certification programs, which allow our employees to expand their knowledge and network in the field of social impact and sustainability consulting.

Our people are at the heart of everything we do. Their passion, expertise, and commitment are the driving force behind our success, and we remain dedicated to supporting them in their journey towards personal and professional fulfillment.

Giving and Nonprofit Support

At Uplift, we support select nonprofit organizations that align with our values by offering discounted services and pro bono work and leveraging our expertise in sustainability, social impact, and communications to empower nonprofits to achieve their mission-driven goals. We also make monetary donations to reputable nonprofit organizations addressing critical social and environmental issues both at home and around the world. In addition, with manager approval employees are able to take time off of work to attend nonprofit board meetings and take on local community volunteer projects.

Supplier Diversity

We know that all businesses, regardless of size, have purchase power and can use it to help advance equity. Racial, ethnic, gender, and cultural diversity are considered when hiring subcontractors, vendors, and suppliers. A formal supplier diversity policy will be developed in 2024.



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Reducing Our Footprint:

Mitigating Our Environmental Impact



As a fully remote, service-based workforce, our environmental impact is relatively small compared to many companies of a similar revenue size. However, as sustainability consultants we know that we still have an impact through our business travel, energy usage, and data storage, which contribute to greenhouse gas emissions. We have drafted an environmental policy that will be finalized in 2024.

In addition, we have set 2024 goals to conduct our first greenhouse gas (GHG) emissions inventory to measure our emissions and use the results of that inventory to develop an emission reduction plan.



Upholding Integrity:

Uplift's Governance Practices



At Uplift, we prioritize and balance the ethics, integrity, and security of our operations through robust governance practices. In 2024, our focus will extend to implementing environmental and supplier diversity policies, complementing the advanced policies and practices already in place for our people.



Transparency & Engagement

Transparent and open communication are foundational to our governance practices. To foster transparency and alignment across the organization, we host quarterly town hall meetings where employees have the opportunity to engage directly with leadership and discuss company updates, progress, and goals. These town halls serve as a platform for sharing important information, celebrating achievements, and addressing any questions or concerns from our team members.

In addition to town hall meetings, we hold regular strategy discussions with our team to collectively shape the company's vision and direction. These discussions provide a forum for brainstorming, ideation, and strategic planning, ensuring that every member of our team is actively involved in driving the company's growth and success. By fostering open dialogue and collaboration, we empower our employees to contribute meaningfully to the organization's objectives and uphold our commitment to good governance.

Internal Code of Conduct

The Uplift Code of Conduct serves as a guiding framework for our operations, bringing integrity, professionalism, and ethical business practices into how we conduct ourselves. As we continue to develop our internal policies, we will prioritize quality of work, uphold confidentiality and privacy, and maintain zero tolerance for discrimination, harassment, or corruption.

Environmental & Supplier Diversity Policies

We will be finalizing our environmental policy in 2024. In addition, we will be formalizing our supplier diversity policy, reflecting our commitment to diversity of experience for everyone we work with.

Supporting & Developing Our People

As a small business, we have taken a unique approach of putting in place a head of people and strategy, reflecting our core belief that our culture and employee well-being and development are critical to our success. With this individual in place, we have implemented better hiring practices, promotion and development processes and plans, team building activities, and provided an avenue for employees to express and address grievances.

Our commitment to DEI is an integral part of our organizational ethos. We remain dedicated to fostering a workplace culture that values and celebrates diversity in all its forms and are committed to expanding our DEI initiatives, including recruitment and hiring practices that prioritize diversity, training programs that promote cultural competency and allyship, and initiatives to create a more inclusive and equitable work environment for all employees. By embracing diversity and fostering an inclusive workplace culture, we are not only enriching our organization but also driving innovation and creativity across our teams.



Hiring Practices

We are committed to providing equal employment opportunities to all qualified individuals, regardless of their criminal history. We understand that individuals who have been convicted of a crime may face significant barriers to employment, and we believe that everyone deserves a fair chance to succeed. We do not automatically disqualify individuals based solely on a criminal record. Instead, we consider each individual case on its own merits, taking into account factors such as the nature and severity of the offense, the length of time since the offense occurred, and any evidence of rehabilitation or other mitigating circumstances.

In addition, when hiring for positions we promote transparency by disclosing the salary range. We know that women and people of color are statistically paid less and are less likely to negotiate their salaries. Disclosing the salary range enables candidates to ensure they are being fairly compensated.

Security

We conduct thorough background checks for both contractors and employees, ensuring that individuals entrusted with sensitive company and client information meet stringent security criteria. Additionally, we mandate regular data security training sessions to keep our team members informed and equipped with the latest security practices, thereby safeguarding company and client data and maintaining confidentiality.



Holding Ourselves to Higher Standards

Uplift is a member of Clean Creatives and has pledged to not engage in work that supports the oil and gas industry.

Additionally, we have a list of criteria that we have internally developed to help us ensure that we are not working with companies with business models that flagrantly contribute to social or environmental harm.

As of 2024, Uplift is in the final stages of B Corp Certification. As described by [B Lab](#), the entity responsible for certification, "B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials."



Driving Change Together

Our Core Services in Action

At Uplift, our core services are designed to be much more than mere client offerings. **We seek to guide companies towards the future the world needs, and we have structured our services to align with this vision.** Recognizing that each client is in a unique place in their impact journey, we begin our work by immersing ourselves in understanding their distinct needs, tailoring strategies that integrate their corporate values with actions that benefit their communities and the planet. Through this collaborative and insightful approach, we deliver solutions that not only meet our clients' needs but also drive meaningful, positive change.

To realize this change, our work is anchored in our core values and guided by the following principles:



STRATEGIC ADVISORS



TACTICAL IMPLEMENTERS



COMMUNICATORS & EDUCATORS

❖ Breaking Down Silos

We believe in breaking down organizational silos to deliver more effective solutions and impact. By integrating social impact, sustainability, human rights, DEI, and communications, we ensure holistic strategies that address diverse needs and opportunities of the communities impacted by our clients.

❖ Uplifting Community Voices

Our approach emphasizes community engagement and empowerment. We recognize the importance of including diverse voices in decision-making processes to ensure solutions are inclusive and responsive to community needs. We adhere to the principle of "nothing about us without us," bringing in communities as active participants in the solutions that affect them.

❖ Ethical Business Practices:

Ethics are at the core of everything we do. We assist businesses in developing and implementing ethical business practices rooted in integrity, transparency, and accountability. By establishing robust corporate governance frameworks and promoting fair labor practices, anti-corruption policies, and respect for human rights, we help businesses build trust and credibility with stakeholders.

❖ Measure, Report, Improve:

We prioritize the importance of measurement and reporting in driving meaningful impact. Through the development of key performance indicators (KPIs) and ESG and sustainability metrics, we help businesses track progress towards their goals. Our comprehensive impact assessments and transparent reporting services help businesses avoid greenwashing while effectively demonstrating their commitment to sustainability and accountability.

❖ Creating Lasting Changemakers:

We are dedicated to empowering change agents within organizations. Through training, capacity building, and knowledge-sharing initiatives, we equip individuals and teams with the skills and tools needed to drive sustainable change from within. By fostering a culture of continuous improvement and innovation, we ensure that our clients become lifelong champions for positive change.



Building a Better Future:

Our Commitments

In addition to the work we do with clients to minimize negative impacts and maximize positive impacts in the world, Uplift acknowledges there is critical work to be done internally to help create a sustainable and just future. Guided by our core values and aligned with the [UN SDGs](#), we are dedicated to implementing policies, initiatives, and practices that reduce environmental impact, promote social equity, and improve our governance practices in everything we do.

Looking forward, our commitment to environmental stewardship and social responsibility defines our vision for the future. We recognize that our actions today have a profound impact on the world of tomorrow, and we are committed to leading by example and inspiring others to join us on this journey.

As we continue to grow as a company, we are committed to doing so in a way that makes a positive impact on our communities and the planet. We are therefore committing to take the following actions in 2024 and 2025:



Finalize Our Environmental Policy:

We are committed to finalizing our draft environmental policy and implementing it across our organization in 2024.

Conduct a GHG Emissions Inventory:

As a small business that enables its employees to work remotely, our impact on the environment is relatively small; however, we commit to fully understanding that impact by conducting a greenhouse gas inventory that helps us to measure our Scope 1, Scope 2, and parts of our Scope 3 emissions in 2024.

Conduct a Materiality Assessment:

Just as we do with our clients, we commit to examining what our most material impacts are on the community and the environment in order to understand how we can make the best contribution to the future of our world.

Create a Sustainability Strategy:

Following these steps, we will create a comprehensive sustainability strategy for our business in 2025 that will help us reduce negative impacts on our planet and maximize our positive impacts.



Community Impact:

We will continue to offer reduced pricing to our nonprofit partners, make a yearly donation to a nonprofit that advances social or environmental issues, and support employees' volunteering their talent on nonprofit boards and projects in their local communities.

Pathways to Career Advancement:

We are actively developing a structured talent framework that outlines clear career paths and progression opportunities for our team members. That framework will be completed and implemented through manager and employee training in 2024. We are empowering our employees to take ownership of their career trajectories and working with them to achieve their professional goals.

Supplier Diversity Policy:

We will develop a supplier diversity policy in 2024 to guide our procurement decisions, affirming our commitment to fostering inclusivity and equitable opportunities within our supply chain.

Through continuous innovation and collaboration, we aim to create a more sustainable and equitable world where businesses thrive alongside people and the planet.





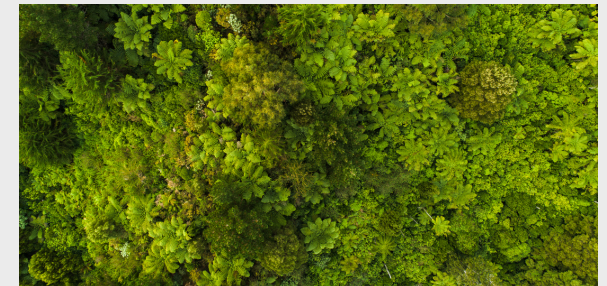
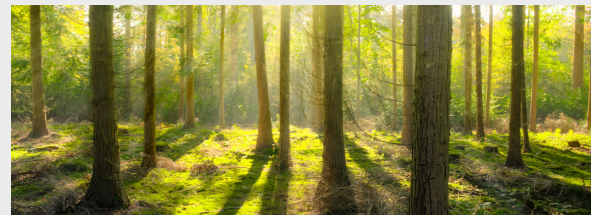
Shaping a Sustainable Tomorrow

The Uplift Agency

At Uplift, we remain committed to creating a sustainable and just future for all, both within our company and for our clients. Grounded in our core values and our dedication to environmental stewardship, social responsibility, and ethical business practices, we continuously strive to deliver excellence for our clients and their communities.

Our core values—fearlessness, excellence, balance, uplifting, changemaker, and ethical—aligned with the principles of the SDGs, drive us to develop client solutions, internal policies, and initiatives aimed at reducing our environmental impact, promoting social equity, protecting human rights, and embodying ethical conduct.

As we reflect on our achievements, we also look to the future with determination. We envision a world where businesses thrive while advancing the well-being of people and the planet. Our work is far from over.



We continue to innovate, collaborate, and advocate for positive change, steadfast in our commitment to creating lasting impact and a brighter future for generations to come.

We are grateful to our team, clients, and partners for their trust and unwavering support. Together, we have the power to shape a better tomorrow—one where businesses are a force for good, communities thrive, and the planet flourishes. United in our pursuit of a better world for all, we will deliver on that promise.