



# 2022 Impact Report

**Morey Creative Studios**



## 02

# Letter From the CEO

Every minute we influence the world around us either deliberately or through inaction. An organization is simply a collection of people gathered to perform a function, deliver a product or a service and hopefully fulfill a need in the marketplace. As such, an organization can have an outsized influence on the world. In that sense, there is strength in numbers.

As a digital marketing organization, Morey Creative Studios (MCS) provides a service. We help businesses coordinate their digital marketing and sales initiatives to produce better outcomes and create organizational efficiencies. We possess the ability to influence the world around us through our clients' efforts and the choices we make—choices that have consequences, choices that influence outcomes.

Here's how we choose to influence outcomes to minimize negative consequences and promote positive change.

Internally, it begins with our people. Honoring and respecting the personal lives of our employees and understanding that we're fortunate to have one another as colleagues. Building a culture of respect is a discipline. It's more than just platitudes. It's how we communicate. How feedback is given. Being accountable to each other by performing at a high level but leading with grace when someone is struggling.

**It all adds up to empathy, which is the greatest trait an organization can possess.**

There are metrics to this, mind you. Generous paid time off for family obligations, holidays, and mental health. Living wages that help reduce the obligations and realities that we face as individuals. And being selective about our work relationships to ensure that our client interactions are built on a foundation of positivity.

And then there are external factors. Morey Creative Studios continually seeks to reduce any negative consequences to our work. This involves being mindful of our footprint. As such, we have instituted a fully remote culture and a distributed team since the onset of the pandemic and are committed to maintaining this.

We choose to work for organizations that demonstrate a similar ethos and insist that our clients treat our team members with respect. Likewise, we actively seek to represent clients that are engaged in sustainable and life-affirming work. Their success not only ensures a healthy relationship between our organizations but allows us to amplify our positive influence through their good work.

We have also chosen to reinvest our time and talent into social justice education by producing podcasts that educate the public on social justice, socioeconomics, accessibility, and diversity issues. These audio essays are an expression of our core values and serve to remind us of our good fortune.

Life is the sum of our decisions—and we do our best to ensure every choice we make is in service of our clients' broader missions.

As the founder and CEO of Morey Creative Studios, I am overwhelmed by the generosity of spirit that our team displays, day in and day out. But the most thrilling aspect is watching as they push to grow as individuals and strive to amplify the impact of our clients. The collective success and happiness of this team and our clients is truly the greatest reward.

Onward,




02

# Summary

Morey Creative Studios (MCS) is a New York-based digital marketing agency that leverages the industry-leading HubSpot inbound marketing and sales platform to develop sustainable growth strategies for a diverse and wide-ranging client base. While digital marketing is what we do, it doesn't fully represent who we are.

**At our core**, we're a people-first organization that helps mission-oriented B2B organizations succeed and create positive change in the world.

Our team members live in NY, MI, NC, PA, LA, NH, CO, and GA.



## GROW FOR GOOD

### That's why our motto is Grow For Good™.

As with any business, especially one with journalism roots, our story is complicated. It took time before Grow For Good™ really took hold. It's one thing to have a slogan that you feel is truly representative of who you are as an organization, but it's another thing entirely for it to manifest in ways you never thought possible. Now, Grow For Good™ undergirds every action taken and every decision made.

What started as a small yet ambitious media company operating out of a single office on Long Island, New York, has transformed into a distributed workforce that is every bit as dedicated, driven, and committed as any group that once shared the same hallways, break rooms, and occasional group lunches. As it turns out, it was never the physical spaces that helped spur collaboration, generate deeper connections, produce shared goals, or inspire creativity—it **was always the people.**

Every single day, our people work collaboratively to build long-lasting relationships, make new connections, and challenge each other to become better—to do better. And challenge, they have. In recent years, we've added more Paid Time Off and Floating Holidays, instituted inclusive hiring practices and gender pay parity, increased healthcare contributions, and established quarterly Diversity, Equity, and Inclusion (DEI) training, among other policy enhancements. In 2021, an internal committee was established to formally begin the process for B Corp Certification, which is ongoing.

#### WE PLEDGE TO OUR TEAM MEMBERS:

- ✓ Financial Security
- ✓ Career Development
- ✓ Safe Work Environment
- ✓ Carbon Neutrality to Our Best Capability
- ✓ Diversity, Equity & Inclusion (DEI) Hiring Practices & Educational Presentations
- ✓ Financial Transparency
- ✓ Legal Accountability
- ✓ Competitive Benefits
- ✓ Training & Education
- ✓ Job Flexibility
- ✓ Culture Code
- ✓ Remote Working
- ✓ Mindfulness & Wellness Checks
- ✓ Employee Ownership Opportunities

#### WE PROMISE OUR CLIENTS:

- ✓ Improved Efficiencies
- ✓ Greater Clarity & Focus
- ✓ Improved Accessibility
- ✓ Better Brand Awareness
- ✓ Transparent Reporting
- ✓ Detailed Analytics
- ✓ Improved Search Engine Rankings
- ✓ Extraordinary Content
- ✓ Dynamic Design
- ✓ More Leads
- ✓ Personalized Guidance
- ✓ Innovative Solutions
- ✓ More Site Traffic
- ✓ Enhanced Retention Rates

Along with providing great job flexibility and the opportunity to work remotely, MCS fosters a caring team culture that takes seriously work-life balance. And it's truly rare for a company to employ a business model where so much of our generated revenue is directed toward mission-driven projects and initiatives.

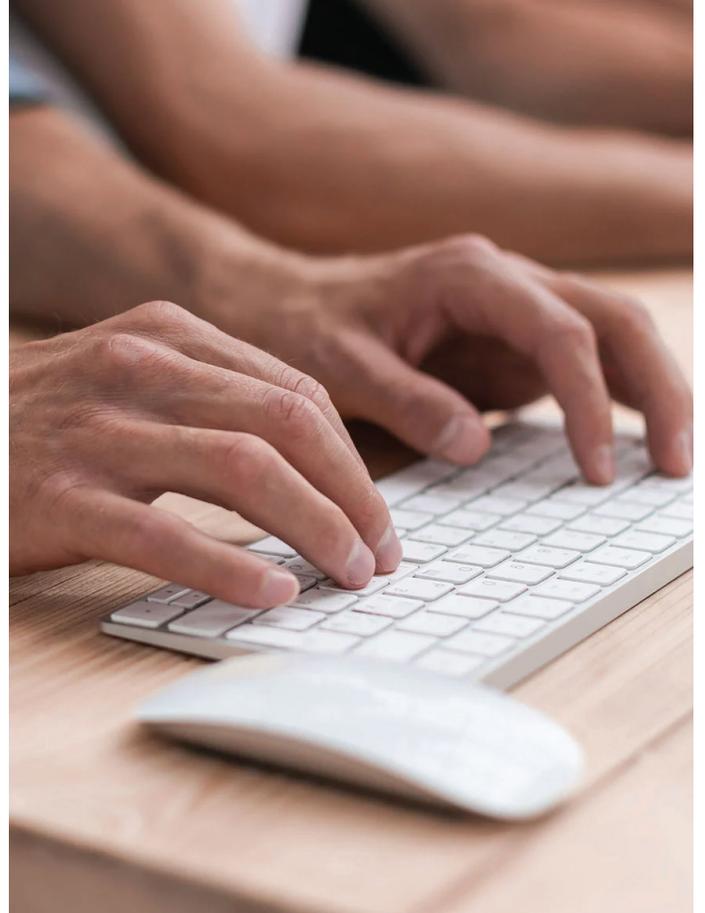


— Jeffrey SENIOR INBOUND CONTENT DEVELOPER

## SHOW, DON'T TELL

That we've emerged from the grueling coronavirus pandemic and other turbulent periods stronger and more resilient is testament to the notion that **every person deserves to be heard**. That's how we came to many of our internal policy decisions, including giving people more time outside of work, investing in their well-being, and providing space for them to grow as creative thinkers and hone their talents. That work is never done—and we're steadfastly committed to evolving our policies to make work less demanding yet more fulfilling.

There's an old adage in storytelling that the team at MCS embraces and is oft-repeated among our editors: "Show, don't tell." Considering our team still consists of talented individuals who helped turn our former alternative weekly newspaper into something of a regional powerhouse, we knew we needed to continue that tradition even as we transitioned away from journalism into digital marketing. That's why we created [News Beat](#), a multi-award-winning social justice podcast that melds journalism with hip-hop to shine a light on critical issues of the day. From prison and criminal justice reform to the climate crisis, economic inequality, and many other injustices—News Beat raises awareness about some of the most important issues of our time. Crucially, episodes often include voices from impacted communities, such as "[MMIWG2S: Missing & Murdered Indigenous Women, Girls & Two-Spirit People](#)," which was among the winners of the inaugural Signal Awards.



# OUR HISTORY



2016

MCS Rebrands as Digital Marketing Agency



2017

News Beat Podcast Launches

2018

MCS Opens Office in Philadelphia

2019

MCS Makes Grow for Good™ Pledge

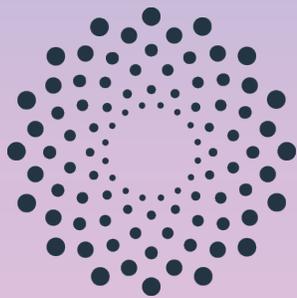


2019  
MCS Named Diamond HubSpot Partner Agency



2020

MCS Transitions to Distributed Workforce, Hires First Fully Remote Employee (Wisconsin)



2020

MCS & Founding Partner Be My Eyes Launch InclusionHub

2022

InclusionHub Podcast Goes Live

## INCLUSIONHUB & ACCESSIBILITY

In December 2020, MCS and other Founding Partners launched [InclusionHub](#), an online directory and resource hub dedicated to ensuring the internet is accessible to all.

To this day, a majority of websites and other digital products, including apps, are built *without* accessibility in mind—a flawed premise considering that everyone on the planet will develop a disability at some point in their lives.

In the absence of major disability legislation, such as a web version of the landmark Americans with Disabilities Act of 1990 (ADA), the threat of lawsuits has served as one of the primary catalysts for change. Instead of acting out of fear, however, organizations should work with people with disabilities to create better products that work for everyone—which also makes good business sense. The more people who can access your product and services, the better.

In alignment with our web accessibility goals, in 2022 we launched [The InclusionHub Podcast](#), hosted by Sam Proulx, the Accessibility Evangelist at [Fable](#), a leading accessibility testing platform powered by people with disabilities. Sam is blind. The 10-episode first season introduces listeners to the concept of “accessibility by default”—meaning prioritizing inclusive design practices at the very beginning of the product development stage—and uses interviews with luminaries in the disability community to explain how the past can influence the present.



### FEATURED CONTRIBUTORS



**Jutta Treviranus** is the director of the Inclusive Design Research Centre at Toronto’s OCAD University and a global expert on inclusive design.



**Laura Kalbag** is the co-founder of the nonprofit Small Technology Foundation, author of the book “Accessibility for Everyone,” and one of today’s leading experts on universal design.



**Judith Heumann** was one of the key figures of the disability rights movement, having overcome discrimination as a child and adult. Sadly, Judy passed away on March 5, 2023, leaving behind a tremendous legacy as an activist and civil rights champion.



**Jennifer Keelan-Chaffins** was born with cerebral palsy and will forever be associated with her selfless and inspiring participation in The Capitol Crawl.



**Arlene Mayerson** is a civil rights lawyer, founding director of the nonprofit Disability Rights Education and Defense Fund, and one of the architects of the Americans with Disabilities Act of 1990 (ADA).



**Sam Proulx** is the Accessibility Evangelist at Fable, a leading accessibility testing platform powered by people with disabilities. Sam, who is blind, is the host of the InclusionHub Podcast.

## “A MORE INCLUSIVE WORLD IS A BETTER WORLD.”

Undoing decades of regressive practices and dramatically reworking the infrastructure and design of the digital world won't be easy, but through InclusionHub and its namesake podcast, we're committed to doing our part to ensure anyone, regardless of disability or socioeconomic status, has easy access to the greater online ecosystem. As Sam reminds everyone at the conclusion of each episode:

A more inclusive world is a better world.

Our growing podcast division is also proud to have partnered with [Native Coffee Traders \(NCT\)](#), a Native American-owned and operated roaster that uses organic, fair trade practices. NCT is part of the Unkechaug Nation on the Poospatuck Reservation in New York. The partnership is our small way of trying to spur job creation on the Poospatuck Reservation and help improve economic independence for the Unkechaug community.

We're truly humbled to be in the position we are in today. We also understand that we face many challenges as an organization that require action, including improving diversity within our ranks, reducing our environmental impact, and implementing sustainability and other data protocols to improve transparency. Yes, we are committed to resolving these challenges, and we're confident we'll put our best foot forward—because our people expect nothing less.

We're also committed to supporting other purpose-driven organizations that want to make a positive impact on the world, whether it's through environmental causes, correcting societal injustices, or helping vulnerable populations.

We're thankful to be guided by not just a single voice, but by a chorus of well-intentioned, eager, empathetic, and curious team members who have their own lived experiences to bring to the table.

As we reaffirm our commitment to Grow For Good™, we encourage you to follow along and see where the people we're fortunate enough to call colleagues and partners will take us.



## 03

# Mission

**We're committed to driving business success for our clients, creating a safe and meaningful work environment for our team members, and developing long-lasting relationships with organizations that want to make positive change in the world and their respective communities.**

Such change can only happen if there's organizational buy-in, especially from those in leadership positions. That's why it's important for us to practice what we preach, and give our team members room to grow as individuals and in their roles. We also fully understand the importance of being transparent about our goals and why we believe such initiatives are worth investing time and resources. It's been a long process, but 2022 was a critical year for us in embracing our mission, especially for the aforementioned [InclusionHub](#).

We also made tangible strides in improving Diversity, Equity, and Inclusion (DEI) initiatives, enhancing digital accessibility, and helping our clients develop long-term growth strategies to do more good in the world. We strive to make a positive difference, one client at a time.

In our mission to help make the world a more equitable place, we continue to promote necessary change through social justice and inclusion initiatives. That means utilizing two of our content vehicles—News Beat, our multi-award-winning social justice podcast, and InclusionHub—to educate people on consequential social issues.

Along with expertise in all things digital marketing, we specialize in Web Content Accessibility Guidelines (WCAG) 2.1 AA standards and digital diversity and inclusion initiatives to help clients increase market share, reduce liabilities, build trust among their customers—and make the internet more accessible and more inclusive, for all. There's no reason the web shouldn't be accessible—and we're doing our part to make sure that changes.

**Our mission comes down to this: Grow For Good™.** We want to grow in our personal and professional lives and develop lasting relationships with similarly purpose-driven clients. While our ever-growing client base is diverse and represents various industries, we've made a concerted effort to work with organizations committed to doing good in the world. The goal is simple: Help each of them improve their efforts to create positive change.

## AS WE LOOK AHEAD...

**We are excited to build upon some key initiatives, including B Corp Certification, Diversity, Equity, and Inclusion (DEI) strategies, work-life balance and other internal policies and procedures, digital inclusion, and so much more.**

I love working at Morey Creative Studios because every facet of what we do—from inbound content development to working with mission-minded clients—feels like we're making a real difference. I love that our content can help people solve issues or learn something new, and that it's coming from organizations with a genuine desire to do good.



— Sydney INBOUND CONTENT DEVELOPER

## OUR IMPACT



Morey Creative Studios has been a key part of how Reconciliation Education endeavors to make social change. It has played a crucial role in making intelligent decisions to broadcast our message to the most people as efficiently as possible. Morey Creative Studios has been able to step in, walk us through and guide us to success, even as our ecosystem changes.

In particular, it was instrumental in executing two major campaigns. For the inaugural National Day for Truth & Reconciliation, Morey Creative Studios provided us with the automated systems we needed to invite and register thousands of individuals for the event. Working with the Morey team also gave us the technical tools to make a free, 30,000-person reconciliation initiative manageable, successful, and beneficial for the client and all the learners who were able to take the course and start on their education journey. These achievements wouldn't have been possible without their support.

— **Andrée Cazabon** RECONCILIATION EDUCATION



We truly value our partnership with Morey Creative Studios. Over the past year and a half we have generated a steady stream of business with our coffee partnership, which has helped us grow the business and involve more members of the community. I truly respect their commitment to partnering with native businesses and look forward to growing our relationship for years to come.

— **Amy Wallace**  
NATIVE COFFEE TRADERS



Their passion to make the digital world a more inclusive and accessible place for all is the new paradigm for digital and virtual business success. Morey Creative Studios' innovative approach is what separates it from other agencies I have worked with in the past.

— RONALD MCDONALD HOUSE PHILLY



The team at Morey truly gets the importance of diversity and accessibility as a strategic business differentiator.

— SALESFORCE



They have a passion for our mission to bridge the gap of accessibility for our blind, low vision and aging eyes community. I look forward to our continued partnership moving forward.

— BE MY EYES

04

# Highlights

2022 was a year of important progress for Morey Creative Studios.  
Here are some of our highlights:



Made progress toward B  
Corp Certification



Instituted quarterly  
DEI training



Evolved hiring practices  
to expand the pool of  
diverse candidates

&

Grew InclusionHub by adding new Founding Partners and launched its namesake podcast about web accessibility and the courageous disability rights movement



2022 was also the year we built upon our efforts to improve work-life balance—which has been a few years in the making—and continued to add purpose-driven clients to our roster, including Salesforce, the world's leading customer relationship management platform, which has committed to improving diversity in its ranks.

At a broader level, we've never been more clear-eyed about our Grow For Good™ mission than we are today, as evidenced by our DEI work and the maturation of InclusionHub.

While we're immensely proud of our accomplishments in 2022 and previous years, we're always seeking ways to improve business practices and find new opportunities to help generate positive change in the world.

## NOTABLE HIGHLIGHTS

### B Corp Certification Journey

The best way we can help our clients realize their goals and further their respective missions is by seeing our dreams come to fruition, especially B Corp Certification. That is key to our mission of building a successful purpose-driven organization. We are prepared to formally submit our B Corp Certification application in Q3 2023, with hopes of joining the ranks of the more than 4,000 B Corp Certified organizations across the world. Certification would mean we've met B Corp's strict requirements for transparency and accountability—and it would all be the result of the incredible work of our team members who've embraced our Grow For Good™ ethos.

### Diversity, Equity & Inclusion (DEI)

Ensuring that DEI initiatives resonate with the organization as a whole and are impactful is hard work—but *it's work worth investing in*. That's why in 2022 we held quarterly DEI sessions with the entire staff, led by a respected DEI practitioner who educated us on fundamentals, challenged us to look inward and speak openly about how the process impacted everyone as individuals, and set clearly defined goals to help us progress and confront unconscious biases. We've also incorporated those lessons into everything we do, including in our content creation and by using inclusive language.

Along with integrating DEI work into our everyday processes, we've also created internal surveys to develop demographic data for the organization, covering everything from gender and identity to age, race, and ethnicity. We have also implemented changes to hiring practices to make the process more equitable and to limit implicit biases that disproportionately limit opportunities for minority groups.

Our DEI strategy for 2023 and beyond is to take the fundamental lessons we've learned and put them into practice in every facet of the organization. Whether engaging in team meetings or client calls, inclusivity has to be at the core of our communication. Additionally, we must broaden our efforts and go beyond the traditional understanding of DEI. For us, that means expanding the acronym to DEIBAJ—Diversity, Equity, Inclusion, Belonging, Accessibility, and Justice—so we never lose focus of what's below the surface of true equality.

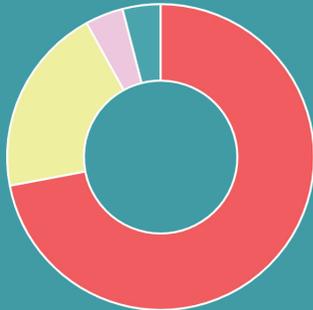
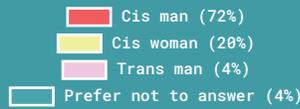


— Sage DIRECTOR OF SOCIAL IMPACT

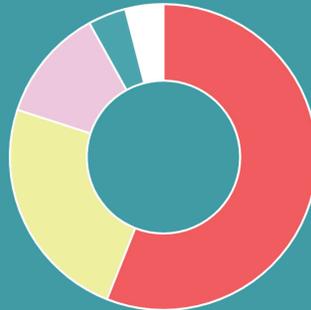


# DEMOGRAPHIC DATA SURVEY RESULTS

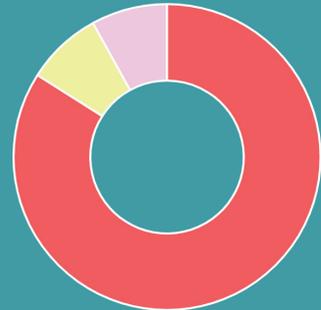
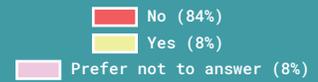
## GENDER IDENTITY



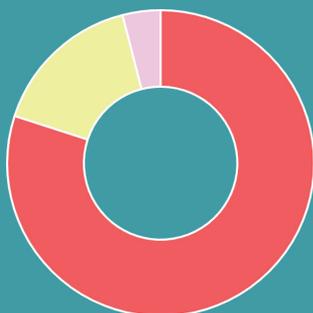
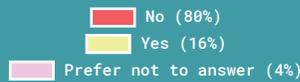
## AGE RANGE



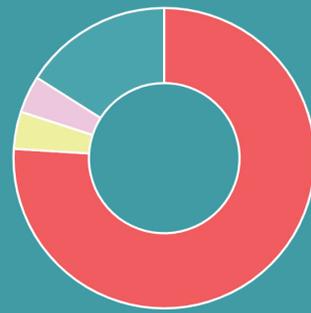
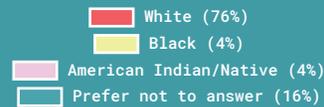
## LGBTQ+ IDENTITY



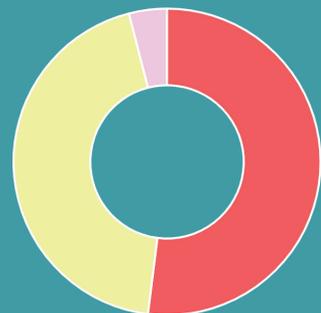
## DISABILITY STATUS



## RACE/ETHNICITY



## PARENT/CAREGIVER



# 36%

of managers identify as a member of an underrepresented group.

## NOTABLE HIGHLIGHTS



### Work Life Balance

There's growing evidence that overwork negatively impacts both employers and their workers. And if the coronavirus pandemic underscored anything in terms of corporate culture, it's that people require more time doing what they enjoy without being burdened by what's happening in their professional lives.

To create a better work-life balance, we've added more PTO and floating holidays, and are always looking for ways to make improvements to company practices.

### Digital Inclusion

We're proud to say that we've embraced [universal design best practices](#) to ensure our clients' digital products and services are accessible to everyone. We took a big leap forward in that mission in 2022 by growing the InclusionHub audience and releasing our podcast series on disabilities and web accessibility. InclusionHub is a multifaceted initiative that serves as a web accessibility resource directory and educational site. It truly exemplifies our Grow For Good™ motto and underscores our commitment to web accessibility and ensuring the internet is open to everyone.

Each year is an opportunity to improve as people and an organization, and it's heartening to know that our team members and clients trust us to push the boundaries of what we can do as a purpose-driven company. With their continued support, we hope to make considerable progress on all our initiatives and to help our clients succeed.



Our mission demands it.

05

# Partnerships, Alliances & Strategic Initiatives

We understand that building sustainable partnerships and alliances is the best way to mature as a purpose-driven company, make an impact, and Grow For Good™.

So we put that philosophy into practice by partnering with diverse organizations across various industries. These collaborations empower us to make a significant impact and ensure that our efforts yield tangible and measurable results.

We also believe these alliances wouldn't be possible without the individual efforts made by each person within our organization. Along the way, everyone has played a role in forging our in-house initiatives, such as [InclusionHub](#) and [News Beat](#). Of course, we love what we do as a digital marketing agency in helping our clients achieve sustainable growth, but we're also guided by our storytelling roots and desire to effect change—and that's why we strive to do more.

Don't get us wrong, finding trusted partners is difficult, but it's easier to accomplish when you already have an infrastructure in place that is working toward these larger goals. That's the first step.

Secondly, we were determined to put ourselves

out there. As a result, we aligned with outstanding organizations willing to put their trust in us to move our collective missions forward. Each has brought something different to the table because of their own unique experiences.

It's been an absolute joy watching these partnerships and alliances mature and we're excited about what's next.

Many of these opportunities are the result of the work we're doing at InclusionHub, which we launched in 2021 with our inaugural Founding Partner, [Be My Eyes](#), an app that helps connect sighted volunteers with blind and low-vision users that require support. InclusionHub has since welcomed Salesforce, the world's leading CRM platform, and Fable, an influential accessibility testing platform, as Founding Partners. (Morey Creative Studios also serves as a Founding Partner.)



## SOCIAL JUSTICE EDUCATION

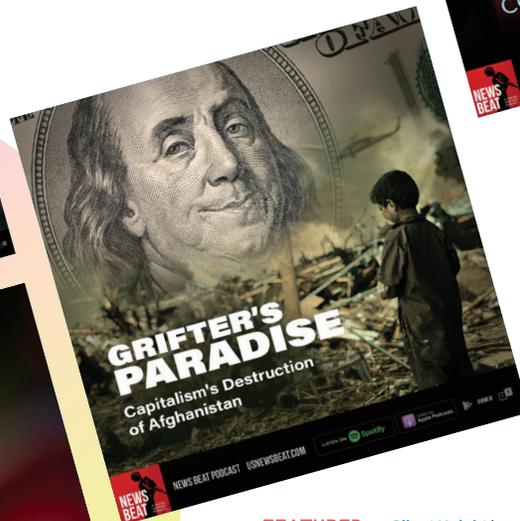
As for our in-house initiatives, we're especially proud of our podcasting division's partnership with the [Native Coffee Traders](#) from the Unkechaug Nation on the Poospatuck Reservation in New York, a Native American coffee company utilizing organic, fair trade practices. A percentage of each coffee sale goes directly to the Unkechaug community to support economic independence and better wages.

Podcasting allows us to put our voice out there, leverage our considerable storytelling skills, and show the world that we're serious about trying to make a difference.

[News Beat](#) epitomizes everything we love about the work we do, and we're fortunate that our success as a digital marketing agency has enabled us to produce world-class social justice journalism that covers a variety of critical topics.

Among the most important is News Beat's work on mass incarceration, race, and civil rights, which was especially critical as people across the nation were galvanized in 2020 to speak out against institutional racism in the wake of the police murder of George Floyd.

Importantly, News Beat incorporates the voices of people that are most directly impacted by the many issues that drive inequality in the United States. The podcast is unique in that independent hip-hop artists contribute to episodes and are paid for their work. And to further News Beat's reach, we've collaborated with hugely influential organizations, such as [Color Of Change](#), the largest online racial justice organization in the United States, and [The Marshall Project](#), the Pulitzer Prize-winning nonprofit news organization that scrutinizes the criminal justice system.



### FEATURED ARTISTS

[Silent Knight](#) is a prolific recording and performing artist with a reputation for being one of the hardest-working artists in independent hip-hop. From being the frontman of The Band Called FUSE, to hosting and curating their Line Up showcase in NYC, to releasing almost a dozen albums independently in less than 10 years. Silent Knight has been News Beat's Artist in Residence since its launch in 2017, and following his passionate lyrical performance on "Exonerated & Broke"—our episode about the lack of universal compensation for those wrongly convicted of crimes and then cleared—was named an 'Innocence Ambassador' by the nonprofit Innocence Project, which strives to exonerate the wrongfully convicted through DNA testing and also advocates for criminal justice reform.

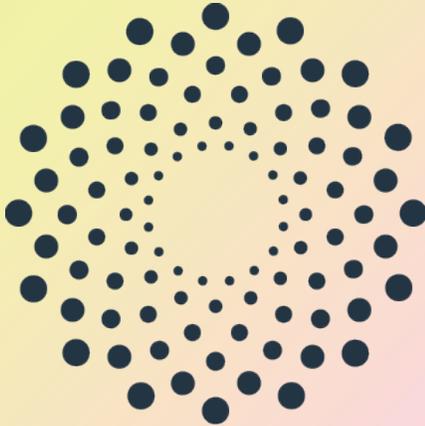


[LIKWUID](#) is a South Carolina-by-way-of-New York City-based hip-hop fusion music artist, DJ, songwriter, educator, and one of News Beat's 2018 Artists in Residence. Born Faybeo'n LaShanna A Mickens, she is committed to using her gift of song to empower the portrayal of women in the entertainment industry. She's performed nationwide with artists such as Slick Rick, 9th Wonder, Matt and Kim, Lyfe Jennings, Jazmine Sullivan, Talib Kweli, Frankie Beverly and Maze, Bow Wow, Rah Digga, The Last Poets, DJ Evil Dee, and world-renowned comedian Cedric the Entertainer.



## COLLABORATION

Whether it's through the work we're producing internally or in collaboration with other organizations, we're committed to ensuring our impact is felt far and wide. It takes a village to Grow For Good™.



### InclusionHub

InclusionHub is an online, crowd-sourced database and directory of businesses and services committed to helping improve digital inclusion and accessibility. A community-driven resource, users recommend and review companies, platforms, apps, and tools that enhance the online experience for those with disabilities and other marginalized groups.



### Be My Eyes

Be My Eyes is a free mobile app with one main goal: to make the world more accessible for blind and low-vision people. The app connects blind and low-vision individuals with sighted volunteers and companies from all over the world through a live video call.



### Fable

Fable is a leading web accessibility testing platform powered by people with disabilities that provides organizations with accessibility support through its main product offerings: Fable Engage, which connects organizations with people with disabilities to test accessibility, and Fable Upskill, a training program for digital teams.



### Salesforce

Headquartered in San Francisco, Salesforce is one of the world's leading customer relationship management (CRM) platforms, seamlessly integrating companies' marketing, sales, commerce, service, and IT teams across a diverse spectrum of industries spanning the globe.

**Native Coffee Traders (NCT)** is a Native American-owned and operated roaster that uses organic, fair trade practices. NCT is part of the Unkechaug Nation on the Poospatuck Reservation in New York and has been roasting incredible coffee for nearly three decades.

**News Beat** is a multi-award-winning social justice podcast that melds hip-hop and original music with journalism to educate people about critical issues, including racial justice, mass incarceration, civil liberties, economic justice, climate justice, and so much more.

**Manny Faces Media** is an award-winning audio production company helping individuals, businesses, organizations, municipalities and nonprofits create cutting edge, compelling, effective communication utilizing the rapidly growing medium of podcasting. The company was founded by Manny Faces, who also spearheads the [Center for Hip-Hop Advocacy](#), which serves to broaden public perception of Hip Hop music and culture.

06

# Clients Making an Impact

Our clients represent a wide range of industries, from finance, logistics, and travel, to clean energy, cybersecurity, healthcare communications, among other segments of the economy.

Many of our clients are also purpose-driven organizations that strive to create positive change in the world. Helping them succeed is a responsibility we do not take lightly.

Whether they're identifying solutions to address the worsening climate crisis, improving life for vulnerable populations, educating people on injustices against indigenous communities, or seeking to improve diversity in their workplace and ensuring the internet is accessible to all, they inspire us to do better as an organization.

With that in mind, it's important to highlight the incredible work they're doing to move the world forward, correct injustices, and find solutions to some of our most pressing problems.



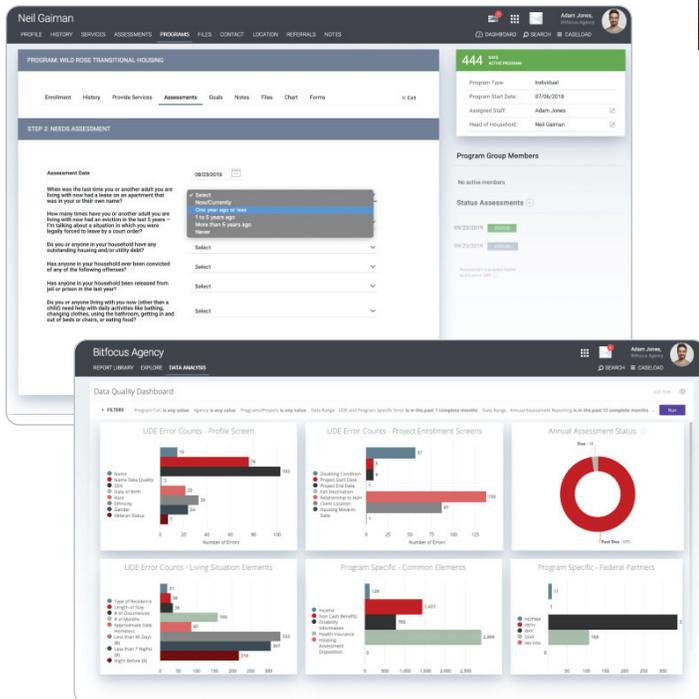
# DRIVEN BY PURPOSE

## American Organic Energy

**American Organic Energy's** revolutionary anaerobic digester facility will convert 180,000 tons of organic waste into renewable energy, compost, and fertilizer, among other sustainable byproducts—reducing the New York metropolitan region's greenhouse gas emissions by 40,000 tons annually.

AOE is the brainchild of the Vigliotti family—owners and operators of **Long Island Compost**, which recycles hundreds of thousands of tons of leaves, grass clippings, and other landscape-related materials every year.

Together, these services are helping combat climate change and global warming, protecting our collective future.



## Bitfocus

**Bitfocus, Inc.** is a software company committed to using data and technology to transform Human Services and drive positive social change. It empowers communities nationwide to utilize technology, data, and policy to improve their systems of care.

Its SaaS software, Clarity Human Services, is a powerful tool that connects the most vulnerable populations to the most effective services and resources available—all while streamlining the service provider workflow and providing the analytics necessary to support informed decision-making.

More than 75 communities across the nation rely on Bitfocus to achieve their collective goal of ending homelessness.

## DRIVEN BY PURPOSE



### Reconciliation Education

In 2008, the Canadian prime minister issued a formal apology on behalf of the government for its residential school system, which for more than 100 years, contributed to the mass kidnapping and indoctrination of more than 150,000 Indigenous children. In 2015, an official Truth and Reconciliation Commission published its findings that the program amounted to “cultural genocide,” and put forth 94 calls to action to assist in a national healing process.

**Reconciliation Education** has created critical tools to help in this mission. Its ready-to-use unit for online and in-classroom learning, titled ‘4 Seasons of Reconciliation,’ includes a comprehensive step-by-step teacher’s guide and professional development portal to assist educators in teaching students about this deeply dark period in Canada’s history—spreading awareness and tolerance of its many Indigenous peoples and their cultures.

These bilingual online resources promote a renewed relationship with Indigenous peoples and Canadians, through transformative and engaging anti-racism learning.



## DRIVEN BY PURPOSE



### Clean Energy USA

Harnessing the renewable energy of the sun to minimize or even eliminate electricity costs for home and business owners—and slashing carbon emissions and their associated footprints in the process—[Clean Energy USA](#) is protecting the environment with each and every solar panel it installs.

As Delaware's leading and largest solar panel installer, the solar company's highly trained team of experts handle everything from planning and design to installation and documentation for significant state and federal tax incentives.

This eco-friendly company reduces fossil fuel incineration, thereby fighting pollution, harmful greenhouse gases, and global warming and climate change—helping ensure cleaner air and a brighter tomorrow for future generations.



### Global Optimism / Outrage + Optimism

The world is at a historical and collective tipping point regarding climate change and global warming, and leading the charge in combating this existential threat through education and direct and indirect action is [Global Optimism](#), a news and media website and podcast publisher.

Founded by global climate change leaders Christiana Figueres and Tom Rivett-Carnac, Global Optimism works to inspire and catalyze transformations across our economies by building partnerships and campaigns with leaders from all sectors and inspiring citizen actions. Its influential podcast [Outrage + Optimism](#) features critical insights from activists, academics, industry leaders, state officials, and many more to highlight the immediacy of our crisis and provide meaningful solutions to reduce global greenhouse gas emissions by 2030 and set us on a more sustainable path.

## DRIVEN BY PURPOSE

### Salesforce

Headquartered in San Francisco, [Salesforce](#) is one of the world's leading customer relationship management (CRM) platforms, seamlessly integrating companies' marketing, sales, commerce, service, and IT teams across a diverse spectrum of industries spanning the globe.

The company is also serious about improving DEI and digital accessibility, joining forces with Morey Creative Studios as a client, and with InclusionHub as a Founding Partner. It has set significant milestones and ambitious objectives along the road to creating a culture of [Equality for all](#)—whether that's championing racial equality and justice or diversifying its team. Among these, Salesforce aims to have 50 percent of its U.S. workforce composed of underrepresented groups by 2023.

To reach its goals and accelerate its progress, Salesforce has launched multiple new initiatives and expanded its existing programs to foster and support access, retention, belonging, and fairness at every stage of the employee journey. From more inclusive recruiting and Equality Mentorship to monthly scorecards detailing hiring and promotional data, and more, by gender and race—the company remains committed to creating, in its words: “a workplace that reflects the diverse communities around us and where everyone feels seen, heard, valued, and empowered to succeed.”

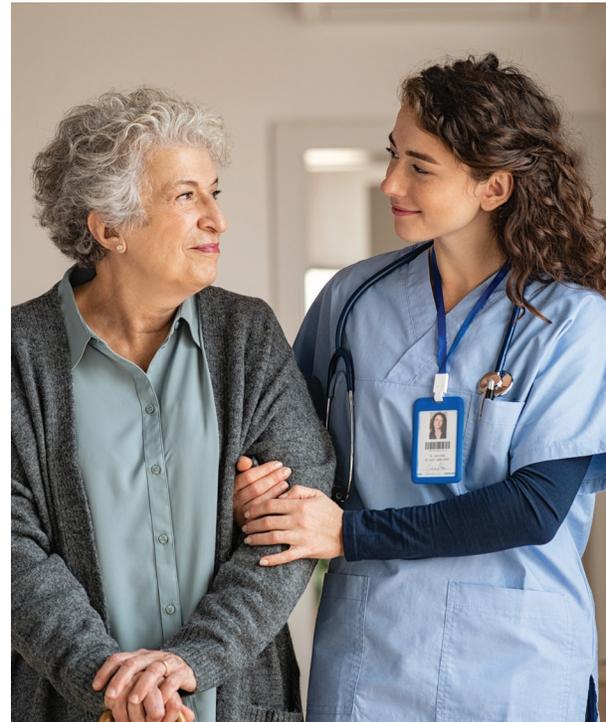


### QSource

For more than 50 years, [QSource](#) has dedicated itself to improving medical care across a range of healthcare facilities. Their focus includes elder care providers—such as long-term care facilities and nursing homes—where their commitment is felt by the staff, patients, and their families. A nonprofit organization, QSource plays a pivotal role in providing support across an array of crucial services, guiding healthcare facilities through the complexities of regulatory and compliance issues.

QSource's work doesn't stop at regulatory aid. They also extend their support to facilities in the realm of data reporting, educational content development, and outreach. By assisting with data reporting, QSource helps facilities make evidence-based decisions, leading to improved patient outcomes.

What sets QSource apart is their deeply ingrained value system, which aligns with our own. Committed to Diversity, Equity, and Inclusion (DEI), they work tirelessly to create an equitable healthcare landscape. Working with QSource, we have not only found a partner that matches our work ethic, but also one that shares our vision for a better, more inclusive healthcare system.



07

# 2023 & Beyond

This may sound cliché, but we're *really* excited about the future of Morey Creative Studios and the work we're doing as a purpose-driven organization. We've documented how we're trying to make a difference with InclusionHub, News Beat, and our mission-oriented clients. We hope to build off the momentum from the past year, and we're motivated to attract more like-minded clients trying to make a difference.

Of course, we're also clear-eyed about what lies ahead, such as finalizing B Corp Certification, improving Diversity, Equity, and Inclusion (DEI) efforts, identifying a solution for sustainability tracking and data reporting, and broadening our appeal among like-minded, purpose-driven organizations.

## 1. Diversity

One of the most important decisions we made last year was to invest in DEI training, which occurred quarterly. However, more needs to be done to improve diversity inside the organization. According to an internal DEI survey distributed throughout the company, 76 percent identify as white, 4 percent as Black, and 4 percent as American Indian (16 percent said they preferred not to answer). Regarding gender identity, 72 percent said they're male, 20 percent said they're female, and 4 percent identified as transgender, with 4 percent declining to answer. Clearly, there's a significant gap in gender and race that we hope to shrink in the coming years. To that end, our updated hiring guidelines ensure that applicants remain largely anonymous until we go through formal interviews. Our hope is this improved process, along with our DEI training, helps eliminate unconscious biases as we bring on new team members. We're also posting job openings on platforms that reach more diverse audiences. We'll continue to monitor and make improvements to increase the chances of attracting more diverse candidates.

## 2. Sustainability

As an organization that recognizes the threat posed by the worsening climate crisis, we know we must improve sustainability measures internally. Yet, we're currently limited in controlling our environmental impact. While the majority of our team works remotely, we still maintain office space in Syosset, New York. Since we do not own the building, we're unable to effectively track our energy output, complicating our efforts to assess our impact. From an environmental perspective, having a distributed workforce means there are fewer people commuting than we had in the past. At the same time, we currently have no way of effectively measuring each team member's energy consumption at home. That said, we will continue to address these important challenges going forward.

## 3. Data Reporting

The B Corp Certification process revealed a simple truth: We need to become better at gathering data and other meaningful metrics to ensure we're fully transparent with our clients and the outside world. While we've been able to gather the data to apply for B Corp Certification, the multi-year effort made clear that data collection needs to be an ongoing process and accessible. Improved metrics will provide better insights into our operations and help us improve.

The good news is we've already made strides to make data reporting central to everything we do as a business. Later this year, we intend to use software from social impact data firm [Ecolytics](#) to track our data to improve as a company and

## EMBRACING CHALLENGES

As we move forward, our top priority is to grow the agency. That means attracting clients that also want to Grow For Good™ and bringing on new team members that are committed to our larger mission.

We're under no illusions that this will be easy. In fact, we embrace the challenge. And we can't wait to help more organizations on their journey to improve the world around them.

With this being our inaugural social impact report, we couldn't help but consider how far we've come personally and professionally. The route we've taken may be considered unconventional—from radio and alternative journalism to HubSpot partner agency. If we're being honest, it surprises us too. But that journey was necessary for us to become who we are today—a company that champions the Grow For Good™ ethos, wants to amplify other companies' purpose-driven missions, and seeks to grow with each new client and colleague that joins the team.

So as we look toward the goals we've laid out for 2023 and beyond, we'll do our best to hit each and every benchmark and do so by displaying the same level of tenacity, integrity, and evolutionary spirit that has become ingrained in every fabric of the company. ✓

