



Certified



Corporation<sup>®</sup>

# 21- | Annual 22 | Report

coates kokes

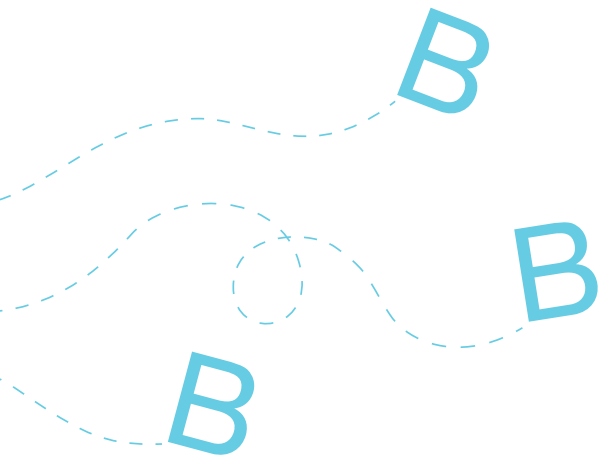


*Steve*

## What it's all about – *continually elevating our game*

Recertification was certainly a big focus over the last year or so. The bar keeps getting higher, and that's as it should be. We've never felt more urgency than we do now to help usher change into the world around us.

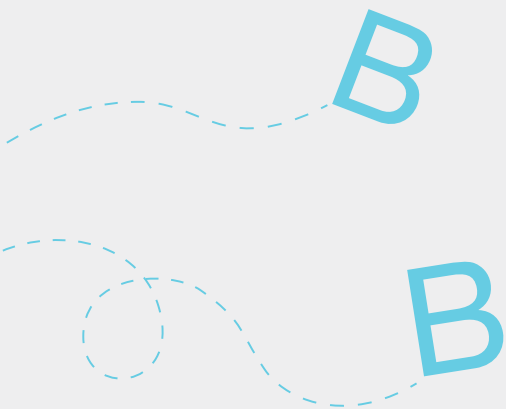
Ultimately, the new procedures and actions that come with elevating your B Corp gameplan strengthen the underpinnings of the business and the culture on which it rests. I'm thankful for the push that recertification provides and the various ways of looking at our firm, the work environment it fosters and the impacts it has on our community.



*Christina*



*Kellie*



**O**ne component that's been critical to the evolution on our B Journey has been the deepening of B Corp engagement throughout the company. More people are more involved with B Corp than at any point so far. In particular, I want to note the leadership and proactivity of our "B Keepers" Christina Bertalot and Kellie O'Rourke. They have shouldered more and more of the responsibility for engaging the larger team, and they keep opening new doors to additional opportunities to make a difference. I'm sure there's some kind of "it takes a village" analogy in there, and certainly it seems like a truth that success in this realm is a collaborative affair.

# 2021-2022

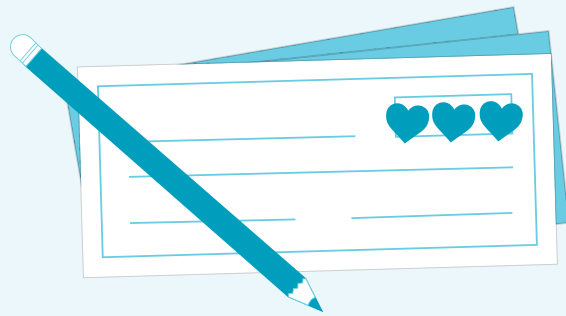
## What we did

*Coates Kokes is proud of its continued growth in B Corp activities, with the highlight being our renewed certification and new score of 89.5.* As part of the recertification process, CK added new policies to the handbook including nursing parent, environmental and labor policies. We also added a Code of Ethics to the beginning of the employee handbook to articulate our existing values.



*CK started an employee-led “Food for Thought” lecture series where employees can lead an office discussion or presentation on any topic around sustainability or equity.* In 2022, the topics included Racial Identity Development, PDX Earthquake Preparedness and Crossing the Sonic Color Line. This program, along with time spent at conferences and training new employees, helped CK increase its total hours spent training over the previous year.

*We saw an almost 770% growth in our employee-initiated charitable matching program from 2021 to 2022.* This past year, CK employees donated to local nonprofits including The Rosewood Initiative, Juvenile Diabetes Research Foundation, St. Clare School, Wells Youth Baseball/Southwest Portland Little League, Hollywood Theatre, Build Soil, Northwest Children’s Theater, The Street Trust and Rose City Rollers. As a company, CK donated to JOIN PDX, Oregon Symphony, Oregon Ballet Theatre, Portland Center Stage and the Catholic Schools Endowment Foundation.



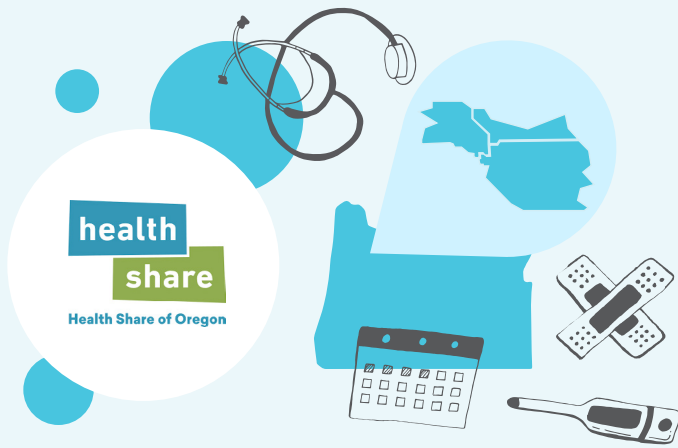
*As a company, CK has completed volunteer work as a full staff, leading a downtown trash clean up with SOLVE and packing food for students with Portland Backpack.* CK’s employee-initiated volunteer program grew this year, with our staff working with a variety of organizations including Depave, Oregon Food Bank, Children’s Book Bank and the Vietnam Veterans Memorial Fund.

A few of our staff members go above and beyond to volunteer on local boards, including Friends of Frog Ferry, Eco-School Network, Cascade AIDS Project junior board and the Oregon Spinal Cord Injury Connection.



Our client base is integral to our mission as a B Corp and in the past two years, we've added several mission-driven clients.

For the **Oregon Department of Education**, CK created two campaigns: to help get the word out about school safety practices to protect kids returning to school during COVID-19 and to promote the variety and the value of a career technical education. Both efforts prioritized families from communities of color and their students.



**Health Share of Oregon** is an Oregon Health Plan CCO serving the tri-county area, and Coates Kokes developed member communications for accessing Medicaid insurance for low-income populations when the COVID-19 emergency health declaration expires.

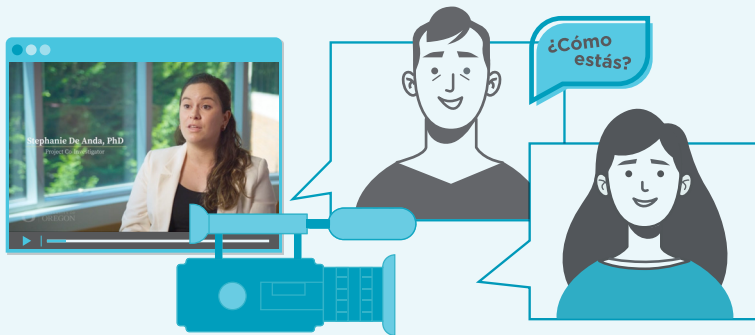
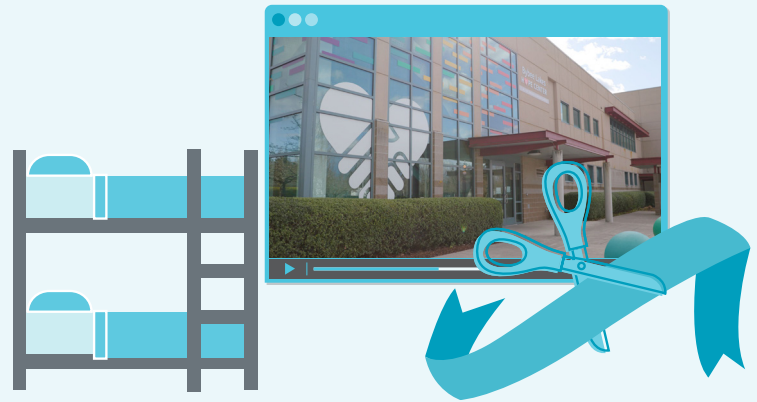
**Oregon Housing and Community Services** invited CK to develop a strategic communications plan and recommendations to support their mission of affordable housing and preventing houselessness.



Coates Kokes did public relations work for **Old Town Community Association**, **Central Eastside Industrial Council** and **Portland Business Alliance**. All three organizations needed help communicating their goals for revitalizing their neighborhoods and the City's progress on these goals to the public.



United Way of the Columbia-Willamette donated \$1.2 million dollars to **Bybee Lakes Hope Center**, a person-centered, trauma-informed and data-driven reentry center for our houseless neighbors. CK announced the donation itself and held a media-only tour of the facility after construction was completed.



Coates Kokes created English and Spanish videos for the **University of Oregon's Prevention Science Institute**, sharing their successful recruitment techniques to connect Hispanic and Latino populations with COVID-19 testing.

*In total, CK's revenue for 2021 was **63%** from clients who do social or environmental good.*

In addition to our paid client work and volunteer work, CK also completed pro bono work for many of our cause-oriented clients, including:

- Oregon AETC
- CCO Oregon
- Coalition for Oregon Land Trusts
- Catholic Schools Endowment Foundation
- Multnomah County Health Department
- Oregon Department of Education
- Oregon Health Authority's End HIV
- Oregon and State Health Improvement Plan
- Oregon Housing and Community Services
- Oregon Manufacturing Extension Partnership
- City of Portland's Bureau of Planning and Sustainability
- University of Oregon's Prevention Science Institute
- United Way of the Columbia-Willamette



# What's next?

*CK's future plans center around B Lab's upcoming guidance and changes to the assessment. B Lab's evolving standards keep B Corp certification competitive and worthwhile.*

We've reviewed the proposed changes and are up for the challenge and have our own goals in mind for codifying our existing volunteer program, as well as other additions to the CK employee handbook.

Coates Kokes' other plans include further participation with B Local PDX, including our company becoming a member, and participation in their CEO Cohort and ABC group.



## Where we're going – together

As we transition from one year to the next, we'd like to look ahead to the opportunity to build and be a greater part of the B Community. We're fortunate to have one of the most active B Corp chapters in B Local PDX. After participating in activities for years, we've officially joined the ranks of the local membership. I've joined the CEO Cohort program, Christina is actively involved in an ABC (Always Be Collaborating) group and Kellie is looking to join one herself.

I'm excited about both the prospect of collaboration and the expanded capacity of a larger community. The past couple years have been tough on the city we love, so there's plenty of need close to home. We're optimistic that the B Local PDX community can be a force for positive change for a city in need of a reset and the rediscovery of its voice.

***Here's to celebrating some collective progress a year from now.***



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