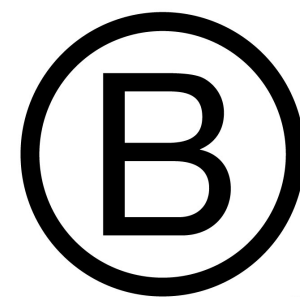


coates kokes

Certified



Corporation



**2025**

**Annual Report**

*Celebrating 7 years as a B Corp™*

# At Coates Kokes, we've always believed business can be a force for good.

This year we successfully recertified as a B Corporation—this time with a score of 102.7. Increasing our Overall B Impact Score by 13.2 points! All this at a time when B Lab is continuing to raise the bar for recertification.

For us, that number is more than a mark of achievement; it's a reflection of the way we choose to do business: with people, the planet and purpose at the center of it all.



**89.5**

**2018**

**102.7**

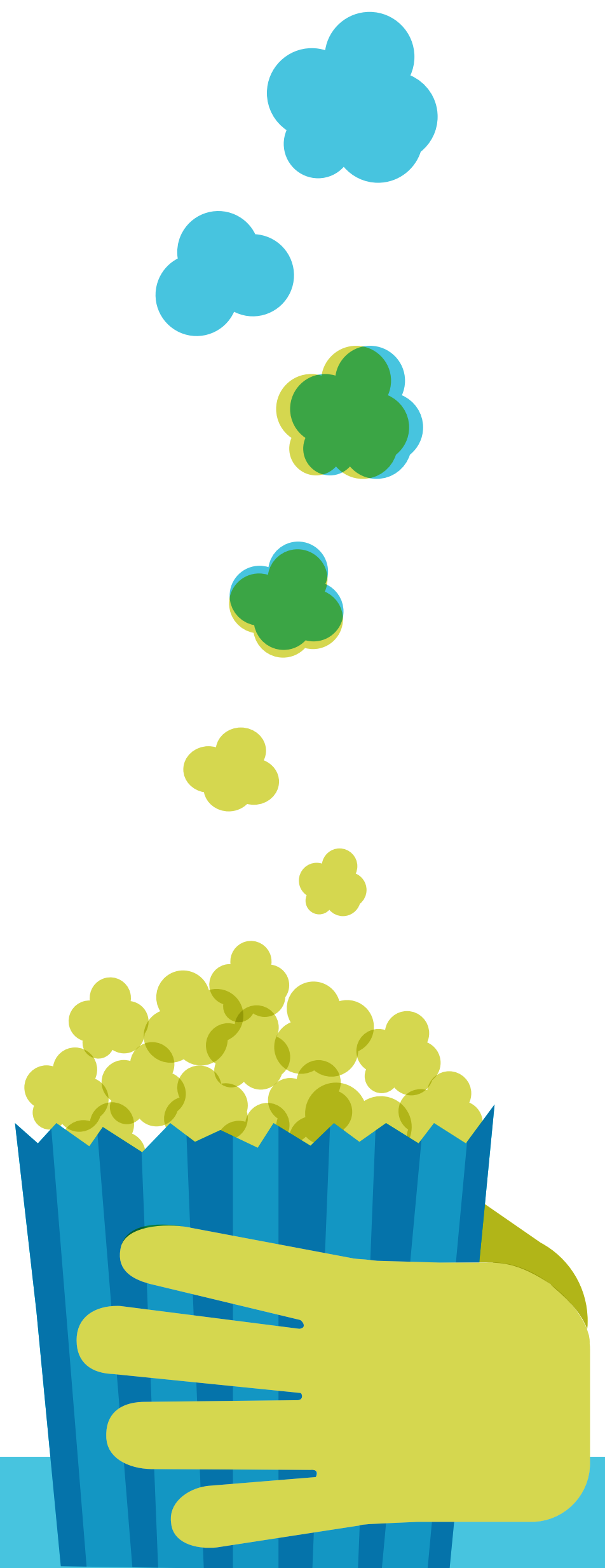
**2025**

Recertification minimum score: **80**

CK continued our employee-led “**Food for Thought**” lecture series, creating space for shared learning and deeper dialogue across our team. Seven team members took charge of leading presentations.

This year’s sessions explored timely cultural conversations such as behavior change and pinkwashing during Pride. We watched and discussed documentaries including *Common Ground*, *The Mind Explained*, *Breaking the Silence: An Oral History of LGBTQ Veterans and Service Members*, and the PBS documentary *Lidia Celebrates America: A Nation of Neighbors*.

We also dug into industry-focused topics including competitive positioning, and agency branding and self-promotion—continuing to strengthen both our collective perspective and our impact as communicators.





In total, 75% of CK's revenue for 2025 came from clients who do social or environmental good. In addition to our paid client work, CK continued to engage with its community through volunteering, pro bono work and charitable donations with employer matching.

Our employees' individual volunteer efforts continue to strengthen our connection to outstanding local organizations. Here's where we volunteered this year:

- Basic Rights Oregon Lobby Day
- Chemeketa Community College
- Eco School Network
- Grant High School Career Day
- Hand Up Project
- Oregon Spinal Cord Injury Connection
- Store to Door
- Northwest Youth Careers Expo

Total employee  
volunteer time:

**167.5**  
hrs



# Agency Day of Service

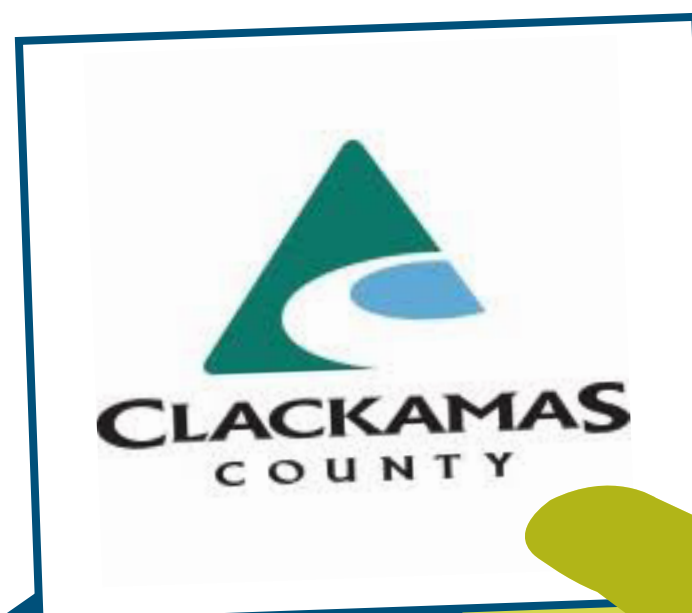


Each year Coates Kokes organizes an opportunity for staff to strengthen our community through collective action. This year we sorted produce for the **Oregon Food Bank**.

# Community Contribution Clients

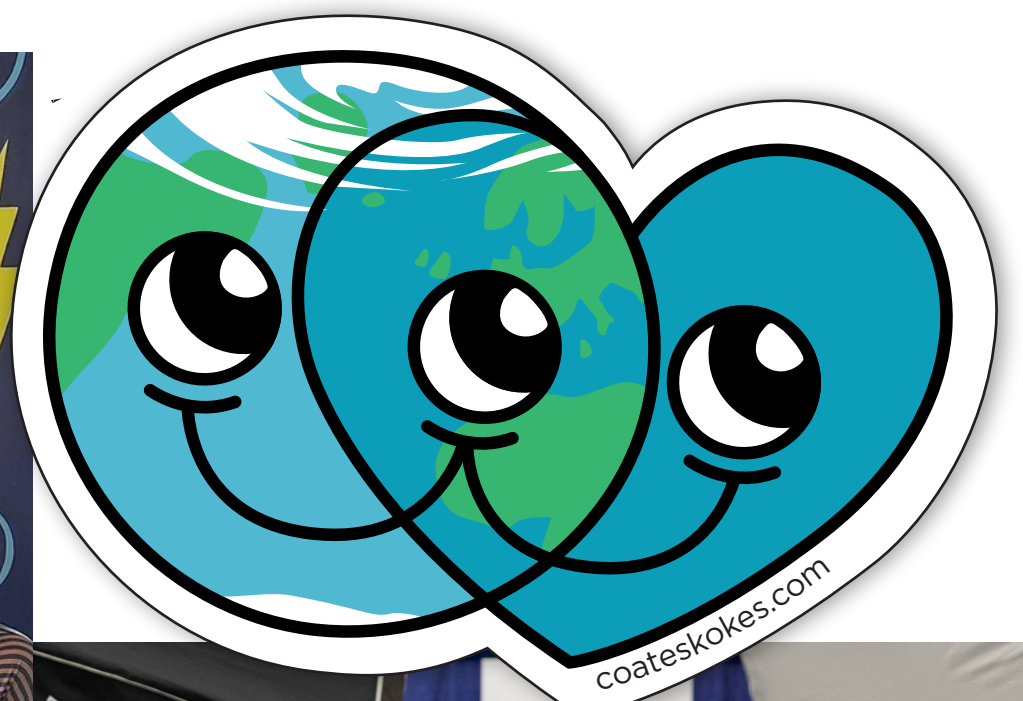
Our pro bono partnerships allow us to lend our expertise to mission-driven organizations making a meaningful impact in our communities. Here's who we were proud to support this year:

- Clackamas County Congenital Syphilis
- Health Share of Oregon
- Trillium Family Services
- On Purpose Oregon (formerly B Local PDX)



# Education & Mentorship

Coates Kokes is committed to providing practical ways to support the next generation of creative students in Oregon. This includes hosting a booth at the Portland Workforce Alliance Career Expo and taking more than 70 headshots of high school students for their future job hunting needs. CK also hosted another great group of one-day student interns from the University of Oregon School of Journalism.



Through our employee donation matching program, we amplify the impact of the causes our team cares about—doubling their financial support for local nonprofits making a difference in our communities.

- Oregon Shakespeare Festival
- Cheer Portland
- Oregon Public Broadcasting
- Ida B. Wells Youth Football
- Sunshine Division
- St. Clare School
- CK donation:  
Taking Ownership PDX



**Donations to local organizations:**

**\$3,800**



# Looking Ahead

As we venture into 2026, Coates Kokes will continue to focus on purpose-driven clients while thoughtfully expanding our roster, guided by a simple aim: to make a positive difference in the communities where we live and work.

In a time of growing complexity, we remain committed to simplicity—helping people understand, engage and take action. We will look for more ways to extend impact by building the capacity of our partners, not just delivering campaigns. And as new technologies reshape our field, we will stay anchored in what has always mattered most—human insight, real connection and trust.

