



ANNUAL IMPACT REPORT

2022

A note from our founder.



Mariah Morgan

Principal
Stout Heart

When I started Stout Heart in 2015, I set out to create a mission driven marketing agency but I wasn't entirely sure how to do it or whether it would work. 2022 was our seventh year in business and a remarkable one in that beginning the process of B Corp Certification meant that a great deal of time and attention was put toward putting policies that we have always talked about down onto paper.

I like to think that this year has been a year of truly solidifying who Stout Heart is as a company. We are who we always have been: a relationship-driven creative agency that develops goal-oriented marketing solutions for brands who do good in the world. Seven years in, that has not changed- it has only gotten stronger.

A handwritten signature in dark ink, appearing to read 'M Morgan'.



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OUR B CORP JOURNEY

Stout Heart has applied for B Corp Status after a period of self-reflection and attention to how we do business both internally and externally.



In September 2022, Stout Heart was admitted as a client to the University of New Hampshire B Impact Clinic. The Clinic gathers teams of cross-disciplinary undergraduate students to serve as consultants for regional companies that are working to complete their B Impact Assessment.

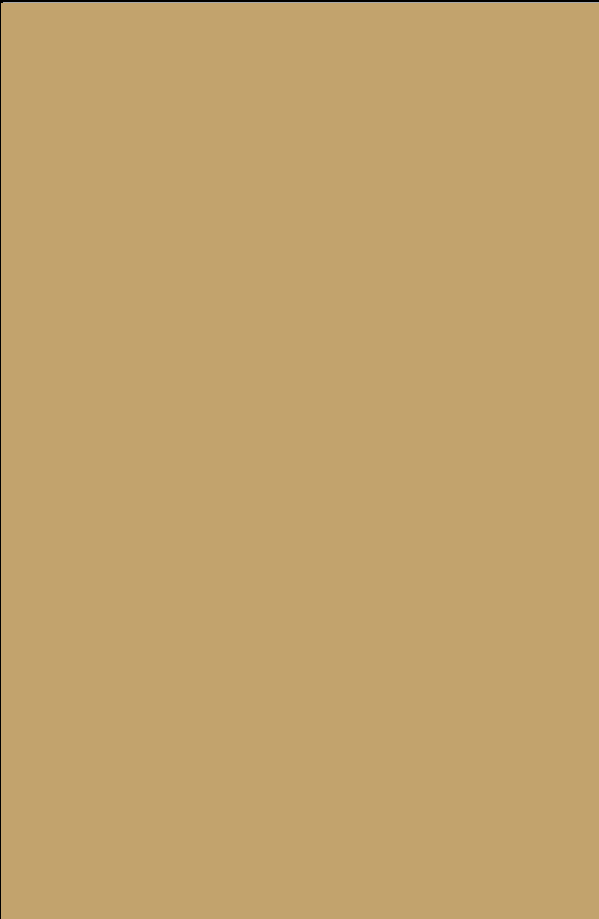
With the help of our B Impact Clinic team, Stout Heart carefully combed through each section of the B Impact Assessment, identifying areas where policies should be developed or tweaked, processes revised, and changes made. It was a lot of work but it felt great to do it.

We are incredibly grateful to our B Impact Clinic team: Caroline Cavallieri, Joseph Skehan, Edyn Winter, and Natalie Young. The passion that they brought to the process of reviewing the B Impact Assessment and making recommendations for Stout Heart's improvement was an inspiration.

The final step was to revise Stout Heart's articles of formation to include a Mission Lock and hit submit on the Assessment. We look forward to working with an auditor to achieve our long-time goal.

OUR WORK

Stout Heart is a relationship-driven creative agency that develops goal-oriented marketing solutions for brands who do good in the world by executing strategic, boundary-pushing work.



We are committed to producing branding and marketing work that has a positive impact on our community and our environment and to creating a workplace that improves the lives of our people.

We have long had a list of three questions that we ask when bringing on a new client:

1. Is their organization doing good for the world?
2. Will they be good partners?
3. Will the work we create together be good?

If we can answer no to any of those questions, we generally turn the business down, even if the money is great.

Stout Heart was created as a way for marketing professionals to work in this industry without compromising morals or integrity. We see this role as a stewardship.

We also value the importance of the word NO. Our motto is “Be Brave”. We want our people to stand up for what they believe in, both personally and professionally, and our work to speak to our shop’s integrity. If we disagree with a client, we will always tell them (respectfully) and explain why. At the end of the day, they’ve come to us for professional advice and that is what we will provide.

2022 By The Numbers

This was a year to be proud of. It was the year that Stout Heart truly began to “walk the walk”. While many of the policies and accomplishments put in place this year were in line with the business we’ve always been, solidifying them has been incredibly gratifying for our team.



75%

percentage of leadership positions filled by women

Stout Heart's leadership team is predominantly female. We are incredibly proud of this and encourage workplace flexibility in order to keep it possible.



16%

increase in employee diversity

This year, Stout Heart took a good look at our hiring practices and prioritized diversity. Our new Hiring Diversity Policy lays out our objectives for the upcoming years.



118

pro bono hours donated to local nonprofits

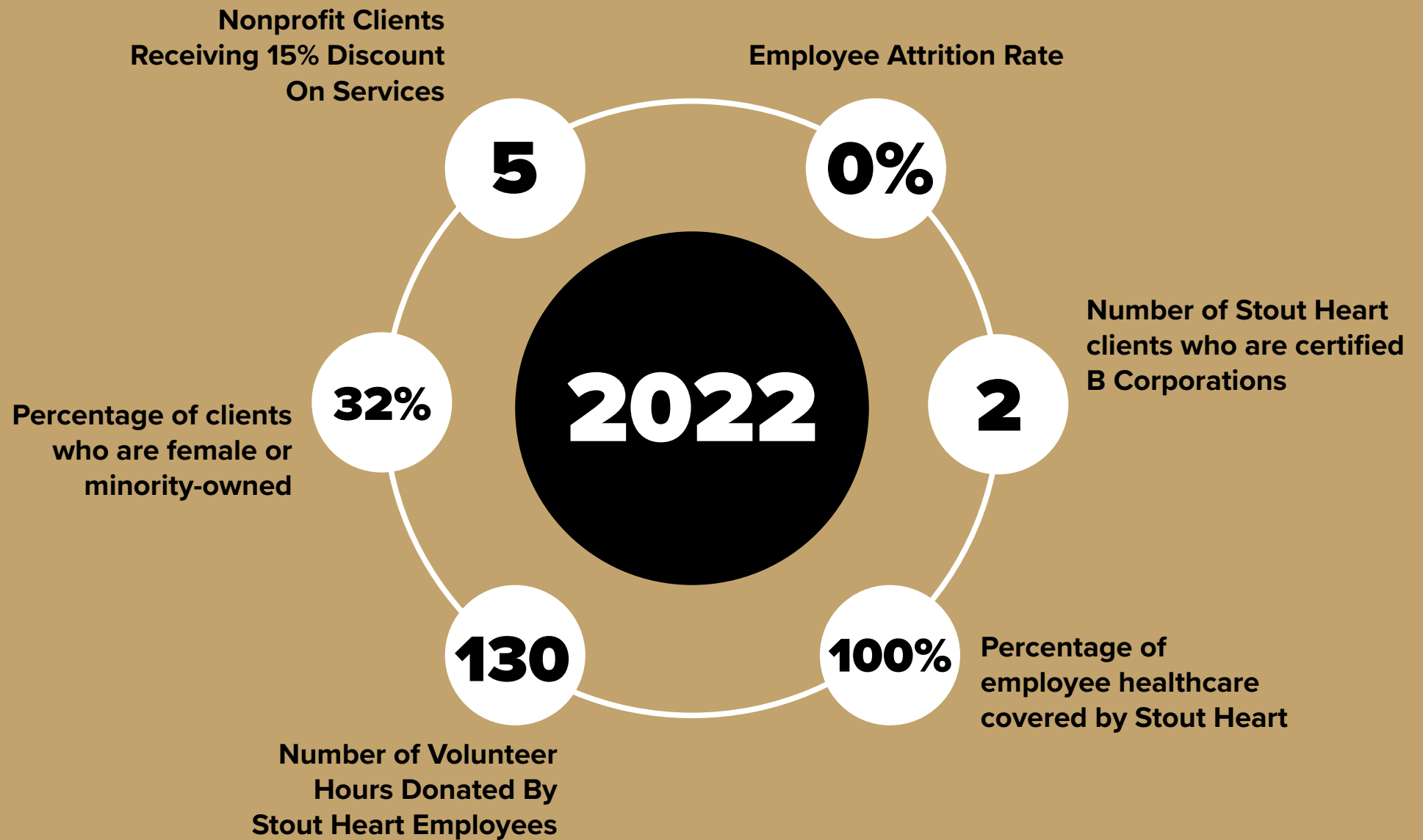
Stout Heart spent a significant amount of time donating hours to local nonprofits in need of design and general marketing support. We hope to beat our record next year.



63%

percentage of woman-owned vendors and contractors

This year, Stout Heart created its Supplier Diversity Policy and found that even prior to the creation of the policy, the majority of our vendors and contractors are women.



Support For **Our Community**

Our community is an important part of who we are. Stout Heart is committed to supporting our home.



The City of Portsmouth and its surrounding towns in both New Hampshire and Maine are a priority for our team and our more local clients. It's impossible not to love.

Because of this, Stout Heart has always offered a 15% discount to nonprofits. So many nonprofits need marketing work but can't afford the price for quality work- our hope is that this discount makes our work more accessible for those who really (really) need it. In 2022, Stout Heart discounted worked for five nonprofits.

Additionally, this year we solidified a pro bono work policy. We have often done pro bono work in our community but this is the first time we put down on paper what that looks like. Often, pro bono work is done when an agency has the time and pro bono clients are treated like second-class citizens. Our new pro bono policy clarifies what will be provided by the agency and what is expected of the pro bono client. In short, it lays out for both parties a formal (though unpaid) relationship to make it more official and ensure that pro bono clients are treated like any other.





NONPROFIT CLIENTS



MAINSRING

Pro Bono Work

After solidifying our pro bono policy, Stout Heart took on Mainspring as a pro bono naming and branding project.

Mainspring is a collective of social service nonprofits under one roof. Centralizing these services meant reduced transportation needs for clients and improved collaboration.

The Stout Heart team was thrilled to work on this unique feel-good project and excited to see the good that Mainspring does in our community.

Support For **Our People**

Stout Heart recognizes that our people are our greatest asset. We spend our days together, we do our work together, we must care for one another.



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**Do the best you
can until you
know better.
Then when you
know better, do
better.**

Maya Angelou

New Policies Implemented

As part of our effort to achieve B Corporation status, Stout Heart turned its attention to its own company policies this year.

Breastfeeding Parent Policy

Paid Family Leave (updated)

Whistleblower Policy

Employee Complaint/Feedback Policy

Code of Ethics

Paid Volunteer Time

DEI Policy & Goals

Supplier Diversity Policy



100% of individual healthcare premiums covered

Not a new policy, as Stout Heart has covered 100% of employee healthcare premiums since day one, but a policy we feel strongly about. Our team's health is a priority for our agency. If health is an issue, our productivity suffers but, more importantly, we'd like our team to be happy AND healthy.



36 Weeks Family Leave

Stout Heart revised its paid family leave policy this year to offer 36 weeks (14 weeks paid, 12 unpaid), which includes new mothers, fathers, domestic partners, adoptive parents and surrogate parents. This paid leave policy also extends to salaried employees who need time off to care for an ill family member.



Half Day Fridays

During lockdown our team began taking half days on Fridays in an effort to improve our overall mental health and... it stuck. The Stout Heart team has the option to sign off of work starting at 1PM on Fridays if it's been a productive week and they find a good stopping point.



Paid Volunteer Time

If a team member has a nonprofit that is near and dear to his/her heart, they are welcome to volunteer some of their 9-5 time with them. In particular, Stout Heart encourages nonprofit board participation wherever possible. Our team members were hired for their smarts. We want them used for good both in and out of our office.



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