



CHAMPIONS OF CHANGE

2022 DEIB Annual Report
ovativegroup

Our Mission

We are Champions of Change, fostering a culture inclusive of all dimensions of difference, **within and **beyond** our walls, to attract, inspire, and retain a diverse workforce.**

In a space where there is a lot of talk, we focus on action. Our intentional efforts began in 2016, and each year, we have thoughtfully increased investment in opportunities that enable team members to actively and equitably engage in driving social impact. This year, we are adding an annual report to our efforts. Our intent with this report is to demonstrate our accountability to being Champions of Change for past, present, and future.

"Champions of Change isn't just a program. We empower our team to be Champions of Change, making an impact within and beyond Ovative's walls. By equipping our team to be change-makers, we continue to learn how to make Ovative and our communities better."

Dale Nitschke
CEO, Ovative Group



“

Our equity work doesn't just live within one team. The success of our program relies on the expertise and action of all team members across the organization. By working on ourselves and equity within Ovative, we ensure we show up genuinely in ways that repair and add to our communities.

”



Andrea Larson
Director,
Champions of Change

The Pillars of Champions of Change

Our work is driven by four pillars. These guiding principles form a framework that allows us to take action both **within** and **beyond** Ovative Group's walls.

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Cultural Agility Education

Provides personal and relational equity learning opportunities that align to Ovative's Diversity Resource Groups (DRG), including BIPOC, LGBTQIA+, and Women.



Equitable Operating Practices

Assesses and increases equity of internal operations to be a productive business for our team and community.



Charitable Giving

Fosters employee time and financial commitments to increase our impact with community organizations.



Skills-Based Partnerships

Provides pro-bono marketing services to community organizations to improve the effectiveness of their marketing efforts.



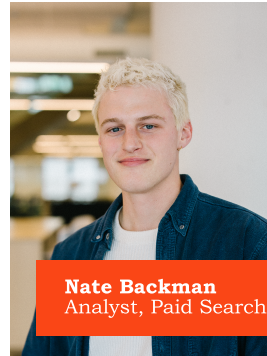
Within Ovative's Walls: Cultural Agility Education

The Cultural Agility Education pillar provides personal and relational equity learning opportunities that align to Ovative's Diversity Resource Groups, including BIPOC, LGBTQIA+, and Women. Through this pillar, our team recognizes key identities throughout the year and reflects on how we personally show up in spaces.



In June, Ovative's LGBTQIA+ DRG led our team through a weekly series of educational moments around queer experiences – in the United States, around the world, and within the walls of Ovative.

"I've deeply appreciated the opportunity to take part in inclusive initiatives at Ovative. It was so meaningful to teach and learn about LGBTQIA+ history and explore the ways in which our identities show up in the workplace."



Nate Backman
Analyst, Paid Search



Mari Castillo
Analyst, Accounting

During Latinx Heritage Month, Ovative partnered with CLUES (Comunidades Latinas Unidas En Servicio), whose mission is to advance social and economic equity and well-being for Latinos. Our team participated in a learning forum to increase awareness of and celebrate the Latinx and Hispanic communities, sponsored and attended Gala Latina to celebrate Latinx leadership and culture in Minnesota, and volunteered at its local food shelf and holiday toy drive.

"By partnering with CLUES, Ovative gained understanding of the Minnesota Latinx community, amplifying their commitment to diversity, equity, and inclusion."

Our Calendar



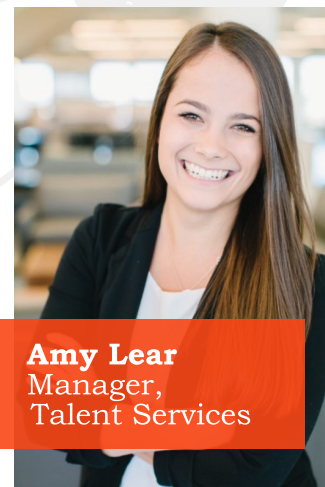
What's Next: 2023

Ovative will engage staff with a customized Anti-Racism Curriculum, hosting seven day-long seminars and supplemental workshops to practice utilizing a growth mindset in conversations on race. These skills will be applicable to other dimensions of difference, helping our team members reflect Ovative's value of being accountable and creating a more equitable workplace.

Within Ovative's Walls: Equitable Operating Practices

The Equitable Operating Practices pillar assesses and increases equity of internal operations to be a productive business for our team and community.

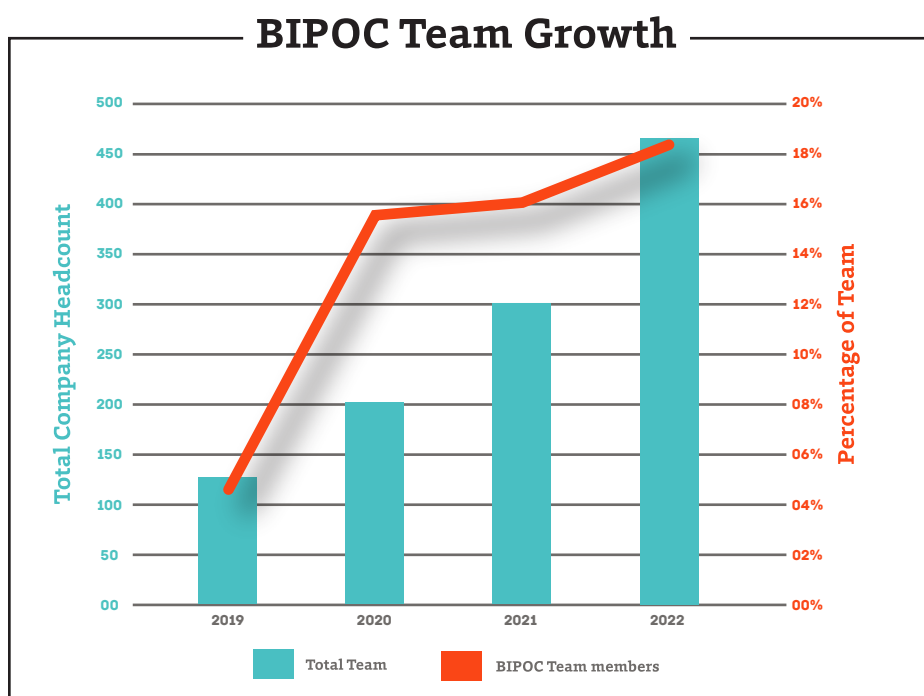
Ovative is committed to increasing diversity within its walls. Why? With more diverse perspectives, we become better. And, we drive better outcomes for our team, our clients, and our communities. Since 2018, when we began tracking our demographics, our team has become better because of its increased diversity. We started with only 4% BIPOC team members and in 2022, have increased to 18%. This is growth, and there is more work to be done. In this report we focused on the growth of BIPOC team members and acknowledge that there are many dimensions of difference that make a team diverse, which we consider in our ongoing DEIB strategies.



Amy Lear
Manager,
Talent Services

"Ovative has experienced explosive growth. Our recruiting efforts are constantly evolving to remove bias, increase inclusivity, and identify top, diverse talent who add value to our culture."

Ovative Demographics



2022 BIPOC Mix

Analysts	25.50% BIPOC
Sr. Analysts	21.35% BIPOC
Managers	17.20% BIPOC
Sr. Managers	10.29% BIPOC
Director+	07.82% BIPOC

Within Ovative's Walls: Equitable Operating Practices

Our work does not stop once diverse talent enter through our doors. We seek to build an equitable culture where all team members have equal opportunity to maximize their potential. Ovative is accountable for measuring equity across gender and race to help us eliminate bias within promotion and pay structures. In 2022, BIPOC men and women made up 18% of the organization and represented 23% of our promotions.

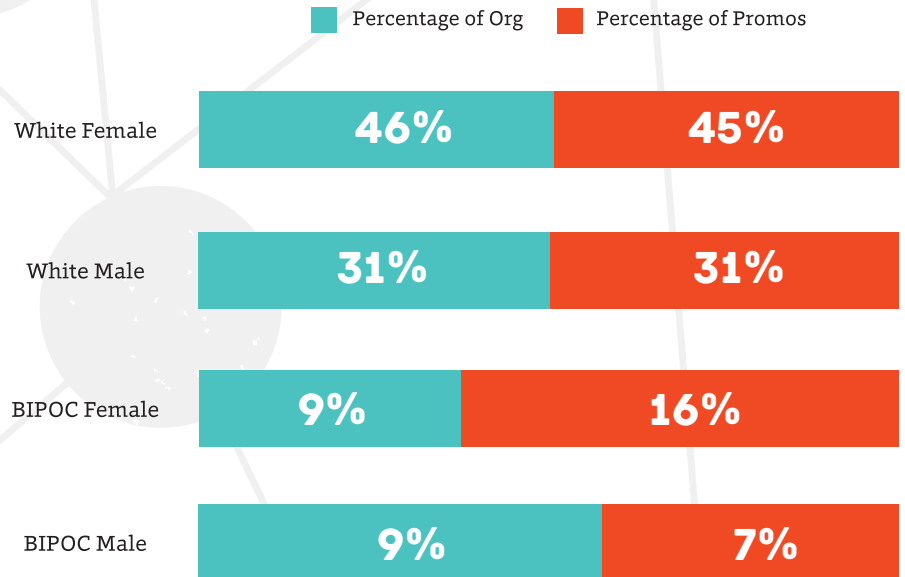


Pallavi Janiani
Manager, Inclusion
and Development

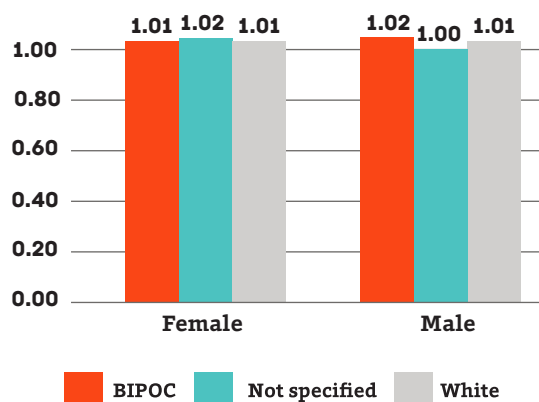
"At Ovative, we seek to build systems that incorporate internal accountability and equity. This more readily leads to open dialogue on pay and promotion equity, fueling Ovative's ability to champion employees' impact over time."

Race and Gender Promotion Equity

We use this data to identify areas for targeted validation against performance tracking.



Median COMPA Ratio Combined



Ovative Pay Equity:

COMPA ratios help assess equity and focus areas within compensation. For 2022, the median COMPA ratio falls within a 0.02 point range across each dimension.

What's Next:
2023

Ovative will implement a Talent Lifecycle Analysis, a rigorous test-and-learn roadmap to measure the equity of team member experience throughout their development at Ovative.

Beyond Ovative's Walls: Charitable Giving

The Charitable Giving pillar fosters employee time and financial commitments to increase our impact with community organizations.

Since 2019, Ovative team members have funded scholarships benefitting students from The BrandLab. Our team was inspired by this year's recipient, Coral Crutchfield. She was the treasurer of her local Girl's Alliance Association and on the Board of Directors for Youthprise, an organization that increases equity with and for Minnesota's indigenous, low-income, and racially diverse youth. She is now pursuing Marketing and Political Science at Ohio State University.

\$20K
in donations for The
BrandLab Scholarship
recipients



Coral Crutchfield
The BrandLab Scholar

"I am honored that Ovative Group selected me for their scholarship. I am thrilled to have started my college journey with this financial support that allows me to focus on my education and explore my passions."

73

Organizations received
Ovative team donations

The Ovative team actively participated in numerous fundraisers to make scholarships like these - and more - a reality. We hosted our 1st Annual Ovative Octopus Open, uniting clients and team members in our vision to support The BrandLab through an all-day golf tournament. The Charitable Giving Committee also hosted meaningful opportunities to engage in our Charitable Giving program, including a donation raffle of impressive prizes.

\$146K
in company donations

\$65K
in donations provided
through the Employee
Match Program

What's Next:
2023

Ovative will expand opportunities for team members to fundraise for and volunteer with charities, including the 2nd Annual Octopus Open. Our match program will also expand to account for Ovative's explosive growth.

Beyond Ovative's Walls: Skills-Based Partnerships

The Skills-Based Partnerships pillar provides pro-bono marketing services to community organizations to improve the effectiveness of their marketing efforts.

\$300K

Estimated Value of In-Kind Services Provided

Through Skills-Based Partnerships, we seek to increase access to digital media for community organizations and improve the effectiveness of their marketing efforts. Ovative offers full-service, ongoing agency support or helps organizations build their own marketing program, all pro-bono. This flexibility allows Ovative to provide marketing expertise where and how each organization needs, setting them up for long-term, sustainable marketing success.

Through this pillar, 18% of our team participates in this pro-bono work, elevating their expertise and leadership capabilities in the process.



Our Partners

2022 Clients



2023 Clients



Beyond Ovative's Walls: Skills-Based Partnerships



Kerry Brodie
Founder & Executive Director,
Emma's Torch

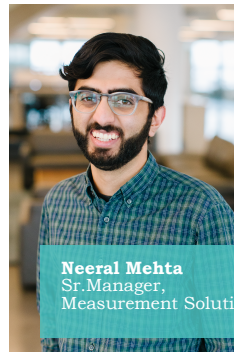
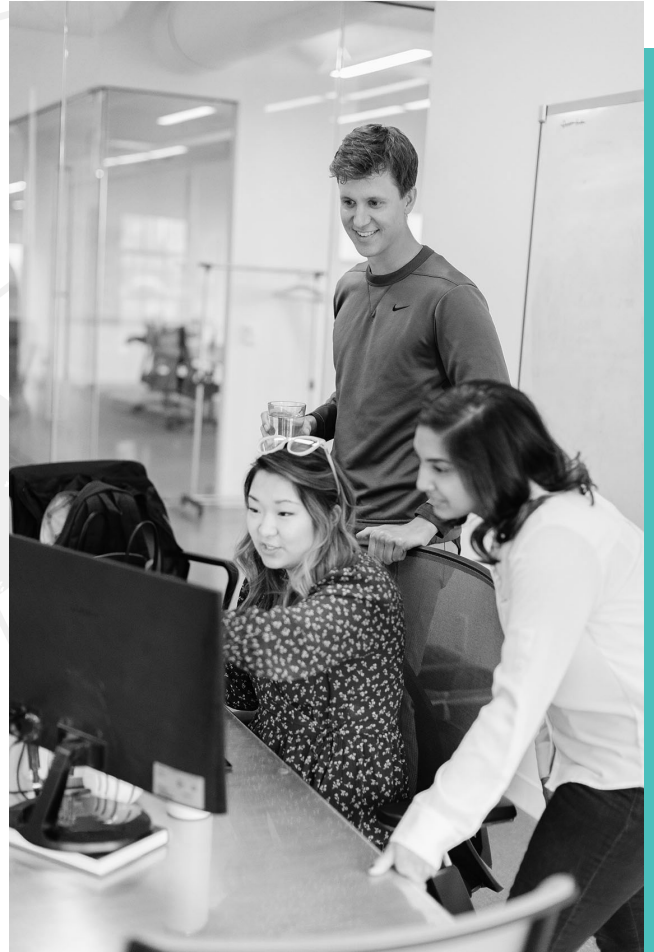
"Working with the Ovative team was eye-opening. We have learned so much about how to utilize online marketing and communications channels to improve our work and impact. We are grateful not only for the project they completed in 2022 but also for the lessons that we can take with us as we continue to grow."

+70%

increase in
site traffic

In 2022, the Ovative team directed pro-bono marketing and business strategy work for 13 organizations across the country. By making digital marketing accessible, Champions of Change unlocked true transformation for each of these organizations.

Emma's Torch, a nonprofit whose mission is to empower refugees, asylees, and survivors of human trafficking through culinary education, saw remarkable results. They increased site traffic by more than 70%, launching influencer marketing, understanding their customer lifecycle, enabling performance tracking and utilizing advertising grants to own the top position for traffic interested in restaurant and catering services.



Neeral Mehta
Sr. Manager,
Measurement Solutions

"Ovative's focus on client segmentation and web-based user experience will not only grow awareness and leads for catering but also help continue to scale their program."

What's Next:
2023

Ovative will incorporate all social impact project work into their business-as-usual client workstreams. This resource plan will elevate social impact work as a potential core responsibility of roles and enable all team members to become more readily involved.

The Formation of Champions of Change

2023

The new, formalized framework is scaled to affect greater change **within** and **beyond** Ovative's walls.

2022

The new Champions of Change team is formed, and the program expands to incorporate today's four pillars.

2021

August

Skills-based volunteering opportunities are introduced.

December

The Champions of Change program is officially formed with three pillars: Education, Charitable Giving, and Skills-Based Volunteering.

2020

The "In The Know" education series is launched to increase DEIB understanding.

2019

The TBL Scholarship launches to support a rising senior through employee-raised donations.

2018

Ovative hosts first "Fearless Conversation" course to increase DEIB learning and formalizes pay equity best practices.

2017

The Charitable Giving Match program is formed.

2016

Ovative hires first apprentice from The BrandLab (TBL).





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