

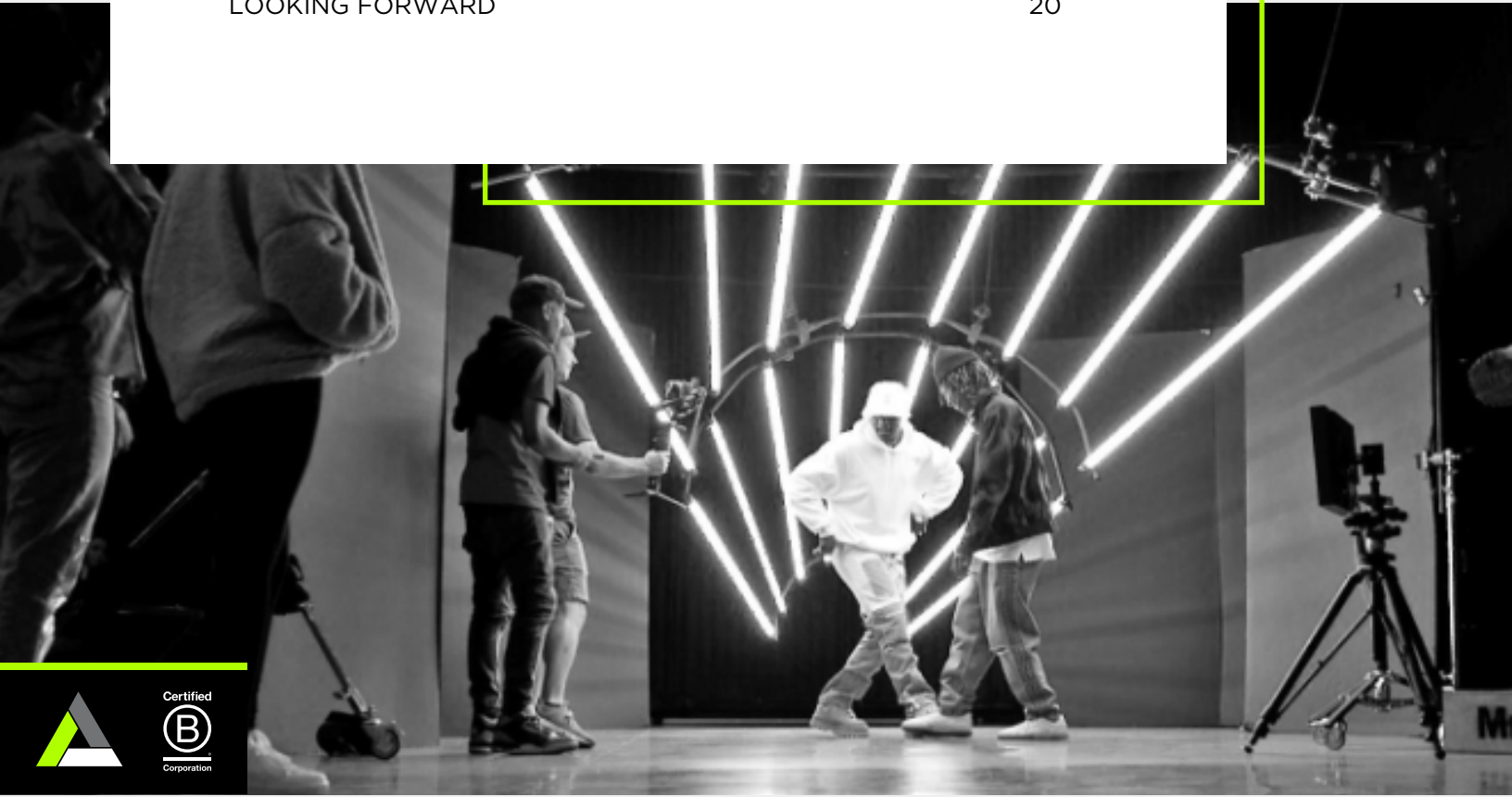


RESCUE AGENCY IMPACT REPORT 2018



TABLE OF CONTENTS

CEO LETTER	03
ABOUT US	04
OUR B CORP STATUS	05
OUR WORK	06
CAMPAIGN SPOTLIGHT	07
AGENTS OF CHANGE SUMMIT	10
PUBLICATIONS & CONFERENCES	12
YOUTH ENGAGEMENT	14
RESCUE TAKES ACTION	16
IN THE COMMUNITY	17
RECOGNITION FOR OUR WORK	18
COMMUNITY IMPACT	19
LOOKING FORWARD	20



CEO LETTER

December 31, 2018

This year has been a year of learning. We raced into our fourth year as a B Corp and our first full year as a Benefit Corporation (where our legal charter matches our mission of making healthy behaviors easier and more appealing) with purpose.

We started in February by hosting our 2nd biennial Agents of Change Summit welcoming over 550 participants also committed to using marketing and technology to drive positive behavior change. With keynote speakers from Rescue as well as Blue Zones, IDEO, CDC, Robert Wood Johnson Foundation, Kaiser Health News, LA Kitchen, National Recreation and Parks Association, IBM Watson and public health agencies and nonprofits representing 47 states, we explored how behavior change campaigns could be successful when media is splintered, technology is ever-changing, and expertise comes from a range of new sources.

We've spent a lot of time this year in the communities that we serve. With offices in San Diego, Sacramento, Atlanta, LA, DC, and Albuquerque, and teammates near our clients and target audiences in Vermont, Mississippi, Connecticut, Oklahoma, Pennsylvania, Mississippi, Minnesota, Michigan, South Carolina, Texas, and more, our people are uniquely connected to the people whose lives we seek to improve. We hosted almost 100 focus groups and discussions across the country connecting with people disproportionately affected by health disparities including American Indian / Native Alaskan teens, Low-income Californians, Rural Coloradans and Pregnant & Breastfeeding Women. Our primary goal has always been to listen so we can make it easier for everyone to choose health.

As we do our best to live up to our mission and the B Corp standards, our people continue to be the driving force. Rescue is home to incredible people across every team. Smart. Passionate. Curious. And, even more amazing, giving. Our Rescue Takes Action program was in full force this year as our company and our team contributed time and money to organizations and issues that matter.

We've reported on many aspects of our Employees and Company in past reports. This annual impact report showcases our Client and Community work as important markers of our progress. As a B Corp and Benefit Corporation, we will continue to reflect on what else we can do to support business for good.



- Kristin Carroll, CEO



CEO Kristin at America's Finest Corporate Dash. Our team won Best T-shirt Design!

ABOUT US

Rescue Agency is a behavior change marketing agency that focuses exclusively on marketing to cause positive social change. We focus on issues like reducing tobacco use among youth and adults alike, promoting fresh foods, physical activity and after-school programs within at-risk communities, and creating programs to curb binge drinking and drug use. Our mission is to make healthy behaviors easier and more appealing. We do it by combining a deep understanding of commercial advertising strategies used to sell fast food, cars, or lifestyle brands with unparalleled knowledge of evidence-based public health strategies.

MISSION

To make healthy behaviors easier and more appealing.

VALUES

These are the values unique to Rescue that are important for our individual and collective success.

RESPONSIBLE REBELLION

We take pride in our ability to respectfully challenge the status quo to create innovative programs that work.

PASSIONATE PERSEVERANCE

We approach each day, every task, and all projects with mission driven focus, relentless spirit, and the strength to navigate all obstacles.

CULTURAL COMPETENCY

We seek to understand the foundation of distinct cultures and we track ever-changing trends so we can ignite behavior change.

A HEALTHY RESPECT FOR DATA

We make professional decisions based on validated data with the goal of positive, provable results.

OUR B CORP STATUS

2018 B CORP HIGHLIGHT

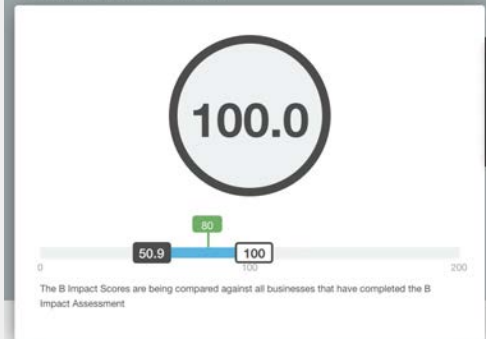
Rescue received a tremendous honor in being named a 2018 Best for the World Changemaker by B Lab.

Less than 1% of the 2,600+ B Corps worldwide received this designation.








We renewed our B Corp status in 2016 with an above-median score of 100. And we successfully made the legal transition to a Benefit Corporation in 2017.

Overall B Impact Score ⓘ



Impact Area Scores ⓘ

 Governance	16.7
 Workers	25.3
 Community	19.2
 Environment	10.5
 Customers	28.3

METHODOLOGY

Honorees in all categories were determined by the company's most recent verified B Impact Assessment prior to January 31, 2018. The Best For The World: Changemakers list honors the Certified B Corps with the most verified improvements on questions across all impact areas in the B Impact Assessment over time. This inherently restricts eligibility to Certified B Corps who have completed at least two verified B Impact Assessments.

The algorithm used to calculate the Changemakers list assesses positive change made on individual questions. Efforts are made to exclude what is termed "standards-based change," such as changes in score resulting from a company moving to a different track or version of the assessment (learn more about the B Impact Assessment below). This leaves behind only genuine improvements a company has made, and honorees on the [Best For The World: Changemakers](#) list represent the top 20th percentile on this measure as of June 1, 2018.

OUR WORK

New Campaigns

ADULT CAMPAIGNS

A smoking cessation campaign working to boost enrollment in Connecticut's state-sponsored cessation resources.



Question Everything empowers adults to talk to their doctors before accepting a prescription for opioids.



Launched on January 1, 2018, as a fact-based campaign to communicate guidelines within a new law, this campaign provided high-risk audiences, like pregnant & breastfeeding moms, with messaging on the risks of THC.



YOUTH CAMPAIGNS

Outlast is a Social Brand designed to create a substance-free movement among Vermont teens age 13 - 17.



Great Starts with Breakfast is a youth-driven policy 360 campaign designed to increase school breakfast participation by promoting alternative breakfast models to support healthy eating and learning in school.



A supporting effort within Let's Talk Cannabis communicated clear facts about the health impacts of THC to teens aged 12 - 17.



OUR WORK

Continuing Campaigns

ADULT CAMPAIGNS

Free the Night is a policy 360 campaign who supported 39 bars and clubs statewide to voluntarily convert to completely smoke free environments despite smoking still being legal indoors across Oklahoma.

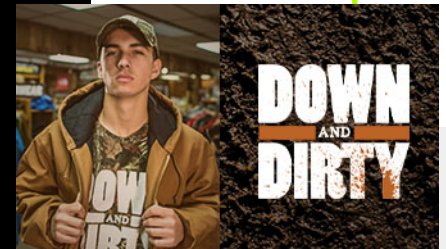


A smoking cessation campaign working to boost enrollment in Connecticut's state-sponsored cessation resources.



YOUTH CAMPAIGNS

A Social Branding™ campaign to break the association between Country teens and tobacco use in VA, LA, AR, and PA.



A Policy 360™ Campaign that promotes comprehensive, 24/7 tobacco-free school policies in VA and NM, including over 40 policy wins.



NATIONAL CAMPAIGN SPOTLIGHT



Fresh Empire is an evidence-based tobacco prevention campaign targeting at-risk multicultural (i.e., African American, Hispanic, Asian/Pacific Islander) youth who identify with Hip Hop culture.



This Free Life is an evidence-based tobacco prevention campaign targeting the 800,000+ lesbian, gay, bisexual, and transgender (LGBT) young adults ages 18-24 who are non-daily or “occasional” smokers.



FRESH EMPIRE

Multicultural youth who identify with the Hip Hop peer crowd are approximately 50 percent more likely to use tobacco than other multicultural youth. U.S. Census estimates and national youth tobacco surveys indicate nearly 5 million multicultural youth ages 12-17 are open to smoking or are already experimenting with cigarettes.

Hip Hop culture provides a supportive societal context for tobacco use, and teens often see tobacco use as a normal part of Hip Hop identity. These youth are often marginalized, difficult to reach, and their unique values like leadership, aspiration, and creativity are rarely incorporated into public health messages. Often, this audience doesn't believe they are at risk for addiction and the perceived benefits of tobacco use outweigh the negative consequences.

FRESH EMPIRE HAS ENGAGED DIRECTLY WITH MORE THAN 1.4 MILLION YOUTH AT 1,600+ LOCAL EVENTS ACROSS 40+ US CITIES.



FRESH EMPIRE ADVERTISING IS INFORMED BY RESEARCH AND HAS BEEN REFRESHED REGULARLY TO KEEP THE AUDIENCE ENGAGED SINCE LAUNCHING IN MAY 2015.

REACHED OVER 95 PERCENT OF MULTICULTURAL YOUTH IN THE FIRST THREE YEARS.

OVER 5.5 BILLION TIMES IN ITS FIRST THREE YEARS.

GARNERED OVER 11 MILLION WEB VISITORS AND 321 MILLION SOCIAL MEDIA ENGAGEMENTS.

"Not only does Fresh Empire tell us that we can have fun without partaking in certain things, with their events, they've shown this to us. To influence us teens these days, you've got to be there to show them it's real, to show them it's the move. That's how change happens, and that's why I'm all in with Fresh Empire."

- Los Angeles, CA / 18 years old

"I grew up not thinking that I could be someone. Fresh Empire's given me a new mindset that includes a life full of dreams and aspirations. Not only do I understand that there IS a way out of my current life situation, but with the Fresh Empire team at my back, I believe in myself."

- Norfolk, VA / 17 years old

"You don't have to hide your problems, you can be yourself, and show who you are. I would tell other people that Fresh Empire is an entire family, and if you feel like you need someone to pay attention to you, or to help you through your career or reach your goal, Fresh Empire is for you. They help. A lot."

- Columbus, OH / 18 years old

THIS FREE LIFE COMMUNICATIONS ARE INFORMED BY RESEARCH AND HAVE BEEN REFRESHED REGULARLY TO KEEP THE AUDIENCE ENGAGED SINCE LAUNCHING IN MAY 2016.

THIS FREE LIFE CAMPAIGN EXCEEDED BEST PRACTICES FOR ADVERTISING REACH AND FREQUENCY BY REACHING OVER 95 PERCENT OF LGBT YOUNG ADULTS IN THE FIRST YEAR.

THE CAMPAIGN'S ADVERTISING HAS BEEN SEEN 2.2 BILLION TIMES IN THREE YEARS.

THIS FREE LIFE WEBSITE HAS HAD 3.3 MILLION WEB VISITS AND 127.1 MILLION SOCIAL INTERACTIONS.

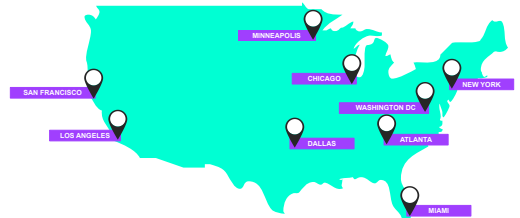
This Free Life



LGBT young adults are nearly twice as likely to smoke as non-LGBT young adults, leading to tens of thousands of LGBT lives lost annually to tobacco use. Many LGBT young adults face emotional struggles related to “coming out.” Challenged by social stigma and discrimination, these young adults often turn to harmful behaviors like tobacco use. They typically frequent venues that provide a supportive context for smoking, which leads to the perception that tobacco use is an acceptable part of the LGBT community. LGBT young adults don’t believe that smoking occasionally makes them smokers and don’t fully understand the health risks associated with tobacco use.



THIS FREE LIFE HAS ENGAGED DIRECTLY WITH MORE THAN 625,000 LGBT YOUNG ADULTS AT 800+ LOCAL EVENTS WITHIN 15+ U.S. CITIES.



“I don't want to fill my life with toxins anymore. I grew up thinking it was cool to smoke and smoked when I was a teenager. I stopped smoking because I care about my health, my teeth, my skin, my body. I want to live for as long as I can. I want to keep spreading the message of love and positivity for trans people and all people.”

- San Francisco, CA / 21 years old

“What I really love about This Free Life is that it has created a way for young people to be included in these queer spaces without having tobacco shoved down their throats. We showed them that there's someone who actually cares about their well-being, and in a world where that sort of compassion is sometimes hard to come by, it's received with open ears and open arms.”

- Chicago, IL / 19 years old

“Once I started doing drag, I realized why I hated smoking. I would leave these events with all of my drag smelling like smoke and you can't dry clean a custom wig! I feel personally responsible for the health and well-being of my fellow LGBT Miamians, and the only person doing death drops at events is me! I can't tell you how happy I am when I know This Free Life is coming because I know I can breathe at night.”

- Miami, FL / 22 years old



AGENTS OF CHANGE

SUMMIT 2018

THE SCIENCE & TECHNOLOGY OF BEHAVIOR CHANGE

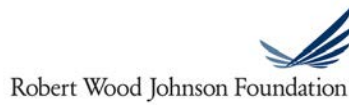
In 2018, Rescue produced its second biennial Agents of Change Summit bringing together over 550 leaders and luminaries in the fields of public health, media and technology to explore and apply the latest innovations for health behavior change across some of our nation's most pressing health issues including obesity prevention, tobacco prevention and cessation, substance misuse and sexual health.

The experience was designed to be unlike any other public health gathering. Speakers, media and participants were asked to actively engage by sharing experiences and challenges, interact with practitioners outside of their own area of expertise, and design an action plan to immediately apply lessons learned in their respective communities.

- 550+ CHANGE AGENTS
- 17 KEYNOTES
- 4 PANELS
- 60 BREAKOUT SPEAKERS



Day One focused on the Science of Change and explored public health best practices, including pathways to change, designing movements, and reaching at-risk audiences. We discussed how to align public health and medical communities, remove obstacles and barriers to change, and measure impact. Case studies, stories, and real-life examples were featured in the sessions.



Day Two focused on the Technology of Change by exploring how to navigate the changing digital world. Experts shared how messages spread online, what we can learn from big data, and how to use digital tools to measure behavior change.



BIG THANKS

to the entire Rescue Agency team who put together a powerful and meaningful experience.



PUBLICATIONS & CONFERENCES

PUBLISHED WORK

As a leader within the field, we challenge ourselves to publish key findings and evaluations in peer-reviewed scientific journals in an effort to share our learnings with the broader public health community. In 2018, Rescue published 3 important papers that added new perspective and our peer-validated research to the field of public health science.



Wagner, D. E., Fernandez, P., Jordan, J. W., & Saggese, D. J. (2018). Freedom from chew: Using Social Branding to reduce chewing tobacco use among country peer crowd teens. *Health Education & Behavior*, 46(2), 286-294.

Summary: Evaluation of the “Down and Dirty” social branding campaign to reduce smokeless tobacco use among Country peer crowd teens in Virginia

Conclusions: Over time, Country teens held stronger attitudes against smokeless tobacco, and odds of current smokeless tobacco use were reduced among Country youth who engaged with the campaign



Walker, M. W., Navarro, M. A., Hoffman, L., Wagner, D. E., Stalgaitis, C. A., & Jordan, J. W. (2018). The Hip Hop peer crowd: An opportunity for intervention to reduce tobacco use among at-risk youth. *Addictive Behaviors*, 82, 28-34.

Summary: This article examines cigarette experimentation and susceptibility across 5 teen peer crowds in a nationally-recruited sample

Conclusions: Alternative teens were at highest risk for being cigarette experimenters, followed by Hip Hop; Mainstream teens were most likely to be non-susceptible non-triers



Jordan, J.W, Stalgaitis, C. A., Saggese, Daniel, Charles, John, Radhakrishnan, Anjana (2018). Peer Crowd Identification and Adolescent Health Behaviors: Results From a Statewide Representative Study. *Health Education & Behavior*, 46(1), 40-52.

Summary: The study reports findings from the first statewide representative sample of adolescent peer crowd identification and health behaviors sourced from the 2015 Virginia Youth Survey of Health Behaviors.

Conclusions: Findings from the first representative study of peer crowds and adolescent behavior identify two high-risk groups, providing critical insights for practitioners seeking to maximize public health interventions by targeting high-risk crowds.

CONFERENCE PRESENTATIONS

In addition, we regularly attend and share our work across established public health conferences so the community may build upon past learnings, lessons and successes. Below is a summary of some of our 2018 presentations.



Mario Singleton sharing Rescue's Multicultural Tobacco Prevention Campaign Fresh Empire campaign overview at the State of Black Health. (September 2018)



CEO **Kristin Carroll's** main stage presentation at the Opportunity Summit. A gathering designed to ensure every young person has the support they need to thrive as they transition from high school into the workforce (March 2018)



Carolyn Stalgaltis, MPH presenting at the Society for Public Health Education.



Founder and President, **Jeff Jordan** presenting at the CDC's Annual National Conference on Health Communications, Media and Marketing (NCHCMM) (Sept 2018)

National Drug Abuse and Heroin Summit 2018

- Not All Messages are Worth Promoting: Developing the Right Prevention Communications for Different Opioid Risk Populations

Opportunity Summit 2018

- Social Branding to Connect & Engage with Disconnected Youth

American Public Health Association 2018 Annual Meeting

- Beyond demographics: Teens at high risk of physical inactivity through the lenses of LGBTQ identification, peer crowd identification, and childhood trauma.
- Salads, sodas, and skipping breakfast: Social determinants of adolescent nutrition disparities.
- Implicit bias: Raising consciousness to advance health equity.
- Psychographic insights into adolescent marijuana users: Peer crowd identification, self-perceptions, and lifestyle values (oral presentation).
- Disparities in cigarette and other tobacco product use: Peer crowds as a tool for identifying high-risk youth.

National Conference on Health Communication, Marketing & Media 2018, Atlanta, GA

- Teen norms and risk behaviors: Comparing two years of Virginia's Youth Risk Behavior Survey peer crowds
- Understanding the relationship between ACEs and teen peer crowds to inform prevention campaigns

Agents of Change Summit 2018, San Diego, CA.

- Reducing at-risk teen smoking: Evidence of success from the Syke "Alternative" teen campaign (oral presentation).
- Teen marijuana use: Which teens are most at-risk?
- Identifying other tobacco products: Peer crowd segmentation and tobacco use behaviors from a statewide representative survey (oral presentation).
- Psychographic teen segmentation in tobacco control, nutrition, substance abuse, and sexual health (oral presentation)

Society for Public Health Education 2018 Annual Conference, Columbus, OH.

- Exploring LGBT smoking disparities: Investigating the role of engagement with LGBT culture in LGBT young adult cigarette use (oral presentation).

Society for Research on Nicotine & Tobacco 2018 Annual Meeting, Baltimore, MD.

- Single and multi-product tobacco use among adult LGBT non-daily cigarette smokers.
- Social or solo? Social influences and non-daily smoking in LGBT young adults.

National Smokeless Summit, 2018, Sacramento, CA

- Using Digital, Social and Experiential Marketing to Address Smokeless Tobacco Use Among High Risk Country Teens
- Getting "Down & Dirty" to Tackle Dip: A Multi-State Collaborative to Address Chewing Tobacco Among Rural Teens
- Vaping & Chew: Reducing e-Cigarette Use Among Teens At-Risk for Tobacco Use

YOUTH ENGAGEMENT

For almost 15 years, Rescue has used CDC best practices to create programming that allows youth to participate in creating positive community change by addressing issues ranging from tobacco licensing policy to fresh food access, and from physical activity in schools alternative school breakfast models ensuring students have enough food to start learning.

Over the years, these programs have contributed tangible results towards encouraging smoke-free homes and cars, educating youth on the risks of flavored tobacco, and increasing commitment towards tobacco-free schools. As active participants in various campaigns in Southern Nevada, New Mexico, Virginia, Louisiana, and Colorado, youth have shown there is significant capacity to be found leveraging the time, talent and powerful voices of teens.

We create a platform for youth to become change agents by giving them the skills to create change by participating in all of the following.

PROJECTS AND EVENTS

After completing their training, youth lead projects and events in their schools and communities to support Evolverment's campaign efforts.



CONFERENCES AND PRESENTATIONS

As Evolvers become leaders, they give educational presentations on campaign topics and present key campaign findings at local, state, and national conferences.

STATEWIDE DAYS OF ACTIONS

If the campaign strategy calls for it, Evolvers lead statewide days of action to help further the campaign goals - organizing local events and speaking with the media.



MEETING WITH KEY DECISION MAKERS

Youth meet with school boards, city councils, and other local and state government officials to share information about our campaigns and fight for issues that are important to their schools and communities.

LEADERSHIP TEAM SUMMITS

A 3 - 5 day opportunity for the highest performing youth in each program who learn about upcoming campaigns, participate in social media workshops, practice public speaking skills, and network with local legislators and public health officials.



2018 ACCOMPLISHMENTS

1,037 YOUTH MEMBERS ACROSS **3** STATES

35 YOUTH LEADERS

12,664 TOTAL VOLUNTEER HOURS

TOTAL VALUE OF VOLUNTEER HOURS EQUIVALENT TO **\$322,045.52**

*Data from August 1, 2017 - July 31, 2018 / Value of a Volunteer Hour in 2018 = \$25.43
Source: <https://www.independentsector.org/resource/the-value-of-volunteer-time>



YOUTH ENGAGEMENT



In May 2018, the Campaign for Tobacco Free Kids recognized Eunice Namkoong as the Southeast Region Youth Advocate of the Year (YAYA). She got involved with tobacco prevention when she saw classmates using e-cigarettes in school bathrooms and wondered if her peers knew the risks of these products. Eunice set out to strengthen her school district's tobacco-free policy, advocating for a "24/7" (all day, every day) policy on all campuses.

She became an active member of Rescue's youth-led group Y Street, part of the Virginia Foundation for Healthy Youth, to give herself a larger platform and access to more resources. Eunice's fight took four long years, but her school district finally implemented a 24/7 smoke-free policy that includes e-cigarettes.

Of note, Rescue has a history of mentoring exceptional young people and Eunice's YAYA award is Rescue's 8th Youth Advocate of the Year Award in as many years.



Y Street Leadership Team member Evie Leary spoke in September 2018 alongside FDA Commissioner Scott Gottlieb, CTP Director Mitch Zeller, and CTP Director of Health Communication & Education Kathy Crosby as the FDA launched a new anti-vaping campaign aimed at Teens.





Inspired by our team who is passionate about making an impact on so many important issues, we created the Rescue Takes Action program in 2017, to encourage community engagement, volunteerism and giving. With Rescue Takes Action, the agency has put a framework behind our team's efforts and is helping our team connect us directly to the various audiences we serve through our marketing campaigns.

Rescue donations coupled with the employee giving and our 2 to 1 matching program contributed \$74,565 to over 90 organizations across the country. Since the program's inception, Rescue has collectively contributed almost \$170,000 to organizations who support causes we care about.

The following represents a subset of the organizations we contributed to in 2018.

- | | | |
|---|---|--|
| Act Blue | GLBTQ Legal Advocates & Defenders | Pancreatic Cancer Action Network |
| ActBlue Charities | Habitat for Humanity | Planned Parenthood |
| ADL - Anti-Defamation League | Immigrant Defenders Law Center | RAICES - Refugee and Immigrant Center for Education and Legal Services |
| American Diabetes Association | Inova Children's Hospital | Red Shoe Day |
| American Foundation for Suicide Prevention | International Animal Rescue | Regional Food Bank of Oklahoma |
| Anacostia Watershed Society | International Rescue Committee | Sacramento Food & Family Services |
| Anti-Defamation League | JDRF - Juvenile Diabetes Research Foundation | San Diego Food Bank |
| ASPCA - American Society for the Prevention of Cruelty to Animals | Junior League Hartford | Saving Shibas |
| Ballard Food Bank | KPBS | SD Humane Society |
| Boys and Girls Club of Cypress | LA Food Bank | Smiles on Wings |
| Brady Center for Gun Violence | Latin American Youth Center | Southern Poverty Law Center |
| Callen-Lorde Health Center | LGBT Victory Fund | St. Jude's Research Hospital |
| Canadian Cancer Society | Longfellow K-8 Magnet School | Susan G. Komen Breast Cancer Foundation |
| Capital Area Food Bank | Los Compadres de Escuela Longfellow | Territorio de Zaguates |
| Community Foundation of Jackson Hole | Mama's Kitchen | Texas Civil Rights Project |
| Crohn's & Colitis Foundation | March for our Lives | The Children's Miracle Network |
| CureSearch for Children's Cancer | March of Dimes | The Humane Society |
| Cystic Fibrosis Canada | MentorPrize | The Storehouse New Mexico |
| Democracy Now | Metro DC Community Center | The Waldorf School of SD |
| Earthjustice | Miracle Babies | Transgender Law Center |
| Everybody Dance Now | Mission K9 Rescue | USD Pride Association |
| Everytown for Gun Safety | National Brain Tumor Society | Vizavance |
| Family Dog & Puppy Rescue | National Center for Transgender Equality (NCTE) | WAMU (NPR Station) |
| Father Joe's Village | National Down Syndrome Society | Warrior Foundation/Freedom Station |
| Gigi's Playhouse | National Foundation for Transplants | Water.org |
| Girls on the Run | Nazareth School | World Wildlife Fund |
| Girls Rising | Oklahomans for Equality | Young Center for Immigrant Children's Rights |
| Give Directly | Old Friends Senior Dog Sanctuary | |

RESCUE TAKES ACTION



SECOND ANNUAL THANKSGIVING FOOD DRIVE

Our offices also donated over **800** cans and **\$1,000** in monetary donations for our food drive in November.



IN THE COMMUNITY

Through Rescue's paid volunteer day off, our employees volunteered over 520 hours which provides monetary value of almost \$13,000 to local nonprofits. And, the number of hours volunteered increased 47% over 2017.

Team members supported the LA Food Bank, summer camps, American Red Cross Blood Drives, and cleaned up waterfront areas from Seattle to San Diego.

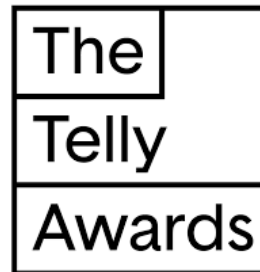
RECOGNITION

We're focused on improved health outcomes as the primary indicator of our success but we're honored that our creative and community work has been recognized by too.

CREATIVE IMPACT



Hermes Creative Awards is one of the oldest and largest creative competitions in the world



The Telly Awards annually showcases the best work created within television and across video, for all screens.



HERMES CREATIVE AWARDS

Platinum - Interactive Website
Gold - Government Website

THE TELLY AWARDS

Silver - Educational Content



“Stay Flawless”
Platinum - Social Video
Platinum - YouTube Video
Platinum - SocMar Campaign

“Tip The Scale”
Gold - Public Awareness
Online Video



Gold - Facebook Engagement



Platinum - Fresh Events
Gold - Gov Website **“Barbershop”**

RECOGNITION COMMUNITY IMPACT



In November 2018, Rescue was presented with the Anti-Defamation League’s Community Leadership Award.

Rescue was honored to be recognized in this way as ADL leads the way in creating respectful, inclusive and civil environments. Their mission is aligned with ours as they carry out their charge globally and locally, inside and outside classrooms, serving diverse populations.

To show our appreciation and to participate in a new learning opportunity, the Rescue Agency Human Resources team volunteered at the No Place for Hate® Leadership Conference hosting 450 middle and high school students and educators for a day of learning centered around anti-bias education programs.



LOOKING FORWARD

We are proud of what we've accomplished in 2018 but know there is more we can do to evolve business as a force for good. We pledge to continue balancing Community, Environment, Customers, Workers, and the Governance of our Company into 2019 and beyond.

