

CEO LETTER

Here at **Rescue**, social good and community impact are at the core of who we are and what we do. Our mission is to make healthy behaviors easier and more appealing.

I met Bart Houlahan, one of the co-founders of B Lab, in the summer of 2014 and was immediately convinced that earning the B Corps Certification was critical to the long-term preservation of Rescue's mission.

We celebrated our first "B Day" in October 2014. At the time, there were over 1,000 Certified B Corps (including Patagonia, Etsy, and Ben & Jerry's) from over 33 countries working together to redefine success in business. Almost 2 years later, that number has swelled to almost 2,000 Certified B Corps across 50 countries. As the B Corps movement has almost doubled in size, so has Rescue. We are now over 140 change agents strong. Our B Corps certification provides a clear path for improving our business practices at the same time we are growing our team and creating the most impactful behavior change programs for our clients.

We believe that marketing can do more than sell goods, it can create good. We believe that following B Corps principles can make us a better company in the short term and for the long term. And, we're looking forward the journey ahead.



- Kristin Carroll, CEO

A handwritten signature in black ink that reads "Kristin Carroll". The signature is written in a cursive, flowing style.

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BENEFIT CORPORATION

What is a Benefit Corporation?

A Benefit Corporation is a new type of corporation that is required by state law to create a general benefit for society and the environment. Benefit Corporations must consider non-financial interests when making decisions, such as social benefit, employee and supplier concerns, and environmental impact. All Benefit Corporations must also provide transparency and accountability on their social and environmental performance by publishing an annual benefit report, which is subject to third party assessment standards.

B IMPACT REPORT

Measuring Progress - B Impact Assessment

Our score on the B Impact Assessment was 105. Our highest scoring section of the assessment was in Customers. We scored well above B Lab's median in the workers and community category, slightly above for the environment, and at the median for governance.

Rescue has been certified since October 2014 and will continue to evaluate our social and environmental benefit as a Delaware Public Benefit Corporation.

B IMPACT REPORT

Certified since: October 2014	Company Score	Median Score
Environment	9	7
Workers	23	18
Customers	45	N/A
Community	21	17
Governance	6	6
Overall B Score	105	55



BEST FOR THE WORLD

Every year B Corps honors members of the community who score in the top 10% in different areas of the B Impact Assessment. In September 2016, Rescue, alongside companies like Warby Parker and Revolution Foods, was recognized for scoring in the top 10 percent of all B Corps worldwide for their treatment of customers. This category analyzes whether a company's products or services benefit the public, help underserved populations, or solve a social or environmental issue.

GROWING THE B CORPS MOVEMENT LOCALLY

Rescue actively participates in the San Diego B Corps community regularly hosting and attending meetings, and speaking at industry gatherings to inform and welcome companies into the B Corps movement.

ABOUT US

Rescue provides behavior change marketing services (or “social marketing”) to government, non-profit and corporate organizations. Rescue’s current work focuses on tobacco, obesity, sexual health and alcohol prevention; the promotion of exercise, fresh foods and after school programs; and other products and services that promote healthy living. Most of Rescue’s behavior change campaigns focus on teens (13 - 17) and young adults (18 - 26), resulting in unrivaled experience in adolescent behavior change campaigns.

We are a full-service agency, providing research, strategy, creative, production, web, traditional media, social media, policy change, youth engagement and experiential marketing services to clients in over a dozen states and provinces, as well as to federal government agencies. Rescue services its clients with over 140 staff located in offices in San Diego, CA, Washington, DC, Atlanta, GA, Los Angeles, CA, and Albuquerque, NM, and in over 15 cities across the country where our work comes to life at the local level.

We are a science-driven organization, evidenced by the publication of our unique research findings and campaign evaluations in peer-reviewed journals like the American Journal of Public Health, as well as our regular presentations at scientific conferences on health promotion and behavior change. Client programs begin with innovative formative research that identifies the associations between behavior and identity. This allows Rescue to determine what is driving the unhealthy behavior or keeping people from engaging in the healthy behavior. Then, programs that may include education, policy change, or culture change are designed and implemented to achieve maximum behavior change impact.



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 REBELLIOUSNESS

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.

ANNUAL GOALS

Each year, Rescue sets company-wide goals that help our teams work together with a shared purpose.

Our 2016 goals are to:

- ▶ Refine and perfect our systems, processes and teams
- ▶ Develop the most impactful behavior change campaigns for our clients
- ▶ Elevate Rescue's profile as the leader in behavior change marketing
- ▶ Establish a great workplace through communication and teamwork

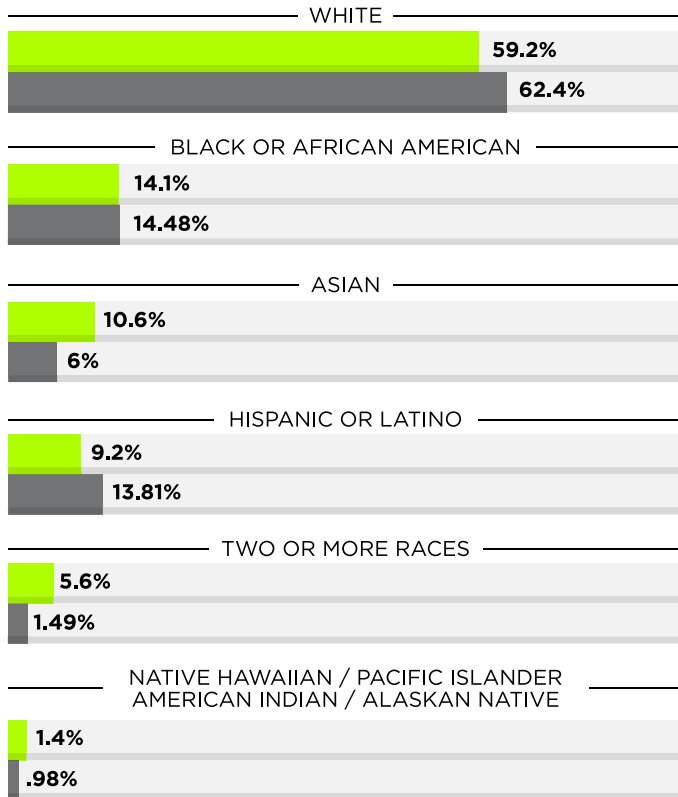
OUR TALENTED TEAM

Rescue is proud to celebrate the diversity of our talented team all across North America. Each year, we learn more about our team when we file our EEO report and we wanted to share how we stand out against national averages.

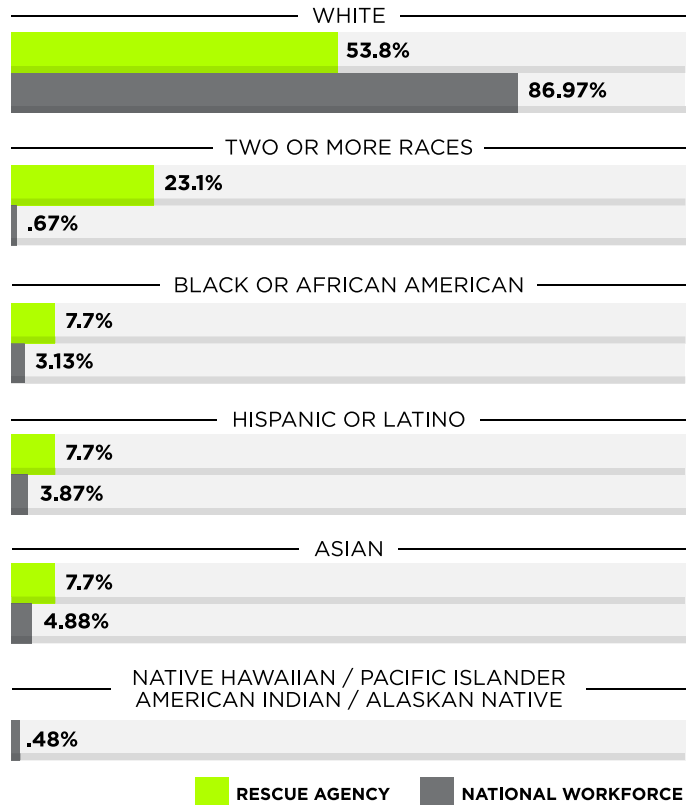
FAST FACTS

- We are **more diverse** than the national workforce.
- We are **Hispanic** and **LGBT owned**.
- We have **64% more women in leadership** than the national workforce.

OUR EMPLOYEES



OUR LEADERSHIP



■ RESCUE AGENCY ■ NATIONAL WORKFORCE

LEADERSHIP GENDER

**RESCUE
AGENCY**
46% FEMALE
54% MALE



**NATIONAL
WORKFORCE**
28% FEMALE
72% MALE



Measured during the month of July 2016. 142 Employees total.
National averages cited from the 2014 EEO-1 National Aggregate Report

OUR WORKPLACE

We work hard because we're passionate about what we do. This makes it especially important to support our team through benefits, professional development, and healthy perks.

BENEFITS

Regular full-time employees receive 10 paid holidays per year. Rescue offers paid sick time accrued by all employees, and offers full-time employees vacation time that is accrued at a minimum rate of 10 days per year and increases with years of service. Rescue also offers all full-time employees paid bereavement leave, two weeks of paid military leave, and one week of paid new child bonding leave. Rescue offers eligible employees and their dependents Medical, Dental, Vision, Life, AD&D, and Short-Term Disability Insurance. Employees pay a small portion of the premium for their and their dependents Medical, Dental and Vision insurance. Rescue sponsors the cost of Life, AD&D, and Short-Term Disability Insurance on all eligible employees behalf.

PROFESSIONAL DEVELOPMENT

Over the past 18 months, we've hosted team and skill building summits for virtually every department across the company. The combination of training, knowledge sharing and social events has improved communication, expertise, and teamwork.

Many team members also improved their industry knowledge and skills by participating in marketing and public health conferences and seminars. Here are a few of the learning opportunities:

▶ USF Social Marketing Conference

▶ Master Class on Community Management

▶ San Diego Interactive Marketing Day

▶ Institute of Policy and Advocacy - Clean Air Summit

▶ National Conference on Health Communications Media and Marketing

In 2016, Rescue rolled out several learning programs in partnership with Zen Workplace. We've hosted a Leadership Workshop, hosted an all-company seminar called "Traits of a Zen Workplace," listened to a 4-week podcast series, and piloted a professional coaching program. More to come in 2017.

HEALTHY PERKS

Making healthy behaviors easier and more appealing is at the core of what we do for our clients and we've adopted simple things around the office to help us stay healthy as well.

Water ▶ Inspired by our Rev Your Bev campaign for the Virginia Foundation for Healthy Youth, all of Rescue's clients and employees were gifted a state of the art hot/cold water bottle in January 2016. This has helped all of us drink more water and fewer sugary sweetened beverages like soda or sweetened teas.

Weekly Fresh Fruit ▶ A seasonal delivery of apples, pears, bananas, oranges and plums encourages healthy snacking each week. Avocados are a favorite. Our DC office hosts monthly Salad Monday luncheons.

Walk and Talk Meetings ▶ We've just started encouraging more walk and talk meetings to get team members thinking on their feet.

Bicycle Rides ▶ Our San Diego office is equipped with 4 Rescue green beach cruisers. Our team can go grab lunch or pedal over to the bay for some fresh air to stimulate creative thinking. (Our goal: Use them more!)

COMMUNITY

Our team is naturally service minded and our annual volunteerism survey shows the incredible social impact they make.



82%

of respondents either volunteer or donate to non-profit or community service organizations. (n=71)



5,888 hours

volunteered by 48 different employees. That's over 147 work-weeks of service. The median # of hours volunteered per employee was 27.5 hours annually.

Our employees volunteer at or donate to over 100 non-profits and community organizations. Here are just a few:

LOCAL

Father Joe's
Open Hands Atlanta
Georgia Coalition Against Domestic Violence
Children's Grief Center of New Mexico

NATIONAL

Kids in The Game
Human Rights Campaign
American Lung Association
Big Brothers Big Sisters
March of Dimes
AIDS/Lifecycle
Planned Parenthood
Navy Seals Foundation
Alzheimer's Association
Ronald McDonald House

INTERNATIONAL

Charity: Water
International Rescue Committee

The violence our nation experienced in Orlando, Dallas, Minnesota and Louisiana during the summer of 2016 sparked intense conversation company wide especially given our direct work with the LGBT and multi-cultural hip hop communities. We grappled with how we as individuals, and how Rescue as a company could become better stewards for social justice. Ultimately, Rescue contributed over \$20,000 to the following causes sending a signal to uphold justice for all.

▶ Orlando Victims Fund

▶ Brady Campaign to Prevent Gun Violence

▶ Black Lives Matter

▶ Cure Violence

▶ Innocence Project

▶ BYP 100 (Black Youth Project)

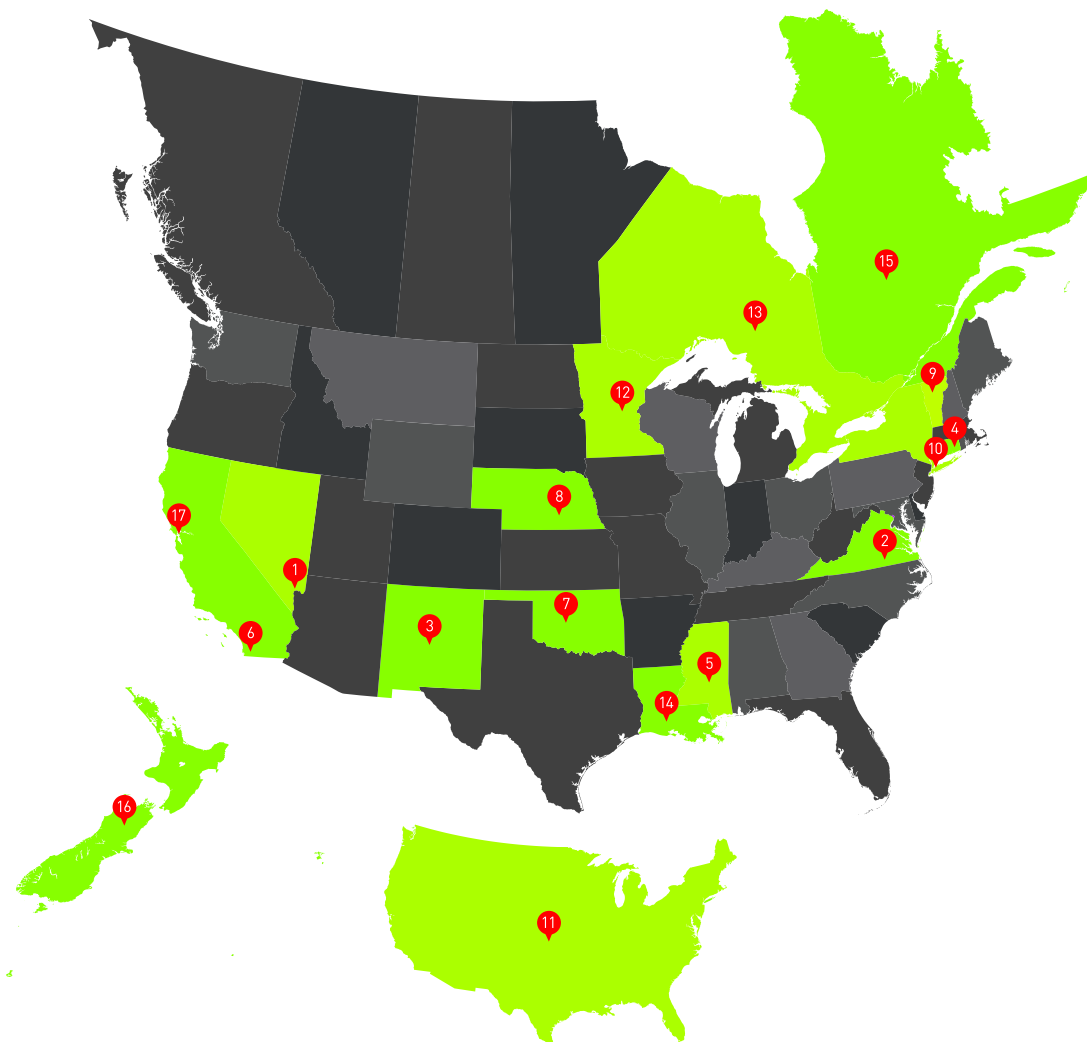
▶ Color of Change

▶ Dream Defenders

CLIENTS

Rescue works with government, education, and public health agencies at the city, county, state and federal level; foundations; and non-profit organizations seeking positive social change in their communities.

Our campaigns have targeted general market and special at-risk populations, including African American, Hispanic American, Asian American and Pacific Islander, Native American, Rural, LGBT, and low SES populations for initiatives aimed at small communities, across states, or spanning the entire country.



WHO WE DO IT FOR

*Current & Active Clients as of 08-2016

- | | |
|---|--|
| 1 Southern Nevada Health District ●●● | 10 NYC Department of Youth and Community Development ● |
| 2 Virginia Foundation for Healthy Youth ●●● | 11 FDA Center for Tobacco Products ● |
| 3 New Mexico Department of Health [TUPAC] ●●● | 11 CDC Foundation ●● |
| 4 Connecticut Department of Health ●●● | 12 Blue Cross Blue Shield of Minnesota ● |
| 5 Mississippi Department of Health ● | 13 Central West/South West Tobacco Control Area Networks ● |
| 6 San Diego Unified School District ● | 14 Louisiana Public Health Institute ●● |
| 7 Oklahoma Tobacco Settlement Endowment Trust ●●● | 15 Conseil Québécois Sur Le Tabac Et La Santé ● |
| 8 Tobacco-Free Nebraska ● | 16 New Zealand Health Promotion Agency ● |
| 9 Vermont Department of Health ●●● | 17 UCSF Center for Tobacco Control Research & Education ● |

KEY **53** SOCIAL BRANDING® PROGRAMS

○ POLICY 360 PROGRAMS

□ KNOWLEDGE BRANDING PROGRAMS

PROGRAMS & CAMPAIGNS

Rescue's mission allows us to build bridges between public health, community, science, evaluation and the best marketing strategies.

CUSTOM PROGRAMS & CAMPAIGNS

These are a few examples of the programs and campaigns Rescue develops and manages for government agencies and other health organizations to achieve tangible behavior change outcomes.

SHARED PROGRAMS

Thanks to our exclusive focus on positive behavior change we can bring together organizations with similar goals to create shared programs, such as these, that reduce costs and expand the campaign reach.

REV YOUR BEV
A Health Branding campaign to reduce consumption of sugary sweetened beverages in VA.



COMMUNE
A Social Branding program to break the association between young adult Hipsters and tobacco use in CA & MN.



THIS FREE LIFE
A national Social Branding campaign to reduce tobacco use among lesbian, gay, bisexual and transgender young adults.



EVOLVEMENT
A youth engagement program in NM and VA that empowers youth to work on tobacco education and policy change.



FRESH EMPIRE
A national Social Branding campaign to reduce tobacco use among multicultural teens who identify with the Hip Hop peer crowd.



IMIN
A regional program to encourage high school students to participate in after school activities. Music. Chess. Arts. Dance. Cooking. Community Service.



FREE THE NIGHT
A Policy 360 campaign to create more smokefree bars and nightclubs in Oklahoma.



COUNTER BALANCE
A Policy 360 campaign to address POS tobacco control policies in VT & VA.



CLEAR THE HAZE
A Policy 360 campaign to address the rising rates of teen hookah use in NM.



DOWN & DIRTY
A Social Branding program to break the association between Country teens and tobacco use in MS, VA & VT.



YOUTH ENGAGEMENT

Rescue's Evolvement and Y-Street programs empower and coordinate youth to work towards meaningful policy change in their community addressing issues ranging from tobacco licensing policy to fresh food access, and from physical activity in schools to sugary sweetened beverage consumption.

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 and Colorado, youth have shown there is significant capacity to be found leveraging the time, talent and powerful voices of teens.

Over 1,086
Youth Members

Over 51
Youth Leaders

Over 10,162 Volunteer Hours
Served in Local Communities

*Data from July, 2015 - June, 2016

MEETINGS WITH KEY DECISION MAKERS

Youth meet with school boards, city councils, and other local and state government officials to share information about our campaigns.



All four of Rescue's youth engagement clients programs have received Youth Advocate of the Year Awards from the Campaign for Tobacco-Free Kids.

Congratulations to the 2015 winners:



- ▶ Josh Pritchett from Chesapeake High School: Josh was a leader in the 24/7 campaign which focused on prohibiting the use of tobacco products on school campuses, including all school property and at all school events.
- ▶ Evolvement Denver: Through the Licensed to Sell Tobacco Initiative, Evolvement youth activists educated Denver citizens about tobacco retail licensing and garnered their support for the cause.

On February 8th and 9th, 2016, Rescue welcomed over 300 public health and behavior change leaders to the inaugural Agents of Change Summit in sunny San Diego. Attendees traveled from 40 US states and 7 countries, representing disciplines ranging from government and non-profit organizations to technology companies and advertising agencies. Our goal was to unify and expand the community that is using marketing and technology to change people's behaviors to live healthier lives.

Over the course of two days, we heard 16 keynote presentations, hosted discussions with 11 panelists across three panels, shared best practices and innovations through 46 behavior change breakout presentations, and had meaningful discussions with our colleagues about preventing and reducing tobacco use and obesity, preventing and treating drugs and alcohol, and addressing sexual health issues.

Thanks to the leaders and luminaries in public health, behavior change, marketing and technology who joined forces with Rescue to speak, lead discussion groups, and spark meaningful dialogue about how we can collectively improve the programs we develop to positively impact the health of communities who need it most. Here are just a few of them.

Travis Bogard	Vice President	Jawbone
Margi Bradway	Division Manager	City of Portland Transportation
Thomas Chapel	Chief Evaluation	Center for Disease Control
Kathleen Crosby	Director, Office of Health Communication & Education	Food and Drug Administration
Roy Dainey	Public Sector	Google
Nickolas DeLuca	Chief, Prevention Communication Branch	Centers for Disease Control and Prevention
Nicole Dorrler	Vice President, Marketing	Truth Initiative
Julia Eisman	Client Partner	Facebook
Christina Farr	Senior Writer	Fast Company
Shannon Hartley	Chief Marketing Officer	Chief Marketing Officer Shatterproof
Mark Hedstrom	US Country Director	Movember Foundation
Adrian James	President	Omada Health
John Lumpkin	Senior Vice President	Robert Wood Johnson Foundation
Will Marre	Founder	Smart Power Institute
Beverly May	Director Western Region and Project Manager	Campaign for Tobacco Free-Kids
Sara T Mayer	Interim, Chief Outcomes Officer	Code for America
Kristi Miller Durazo	Senior Strategy Advisor	American Heart Association
Stacey Palosky	Supervisory Health Communications Specialist Lead, Adolescent Immunization	Food and Drug Administration, Center for Tobacco Products
Jill Roark	Communications	Centers for Disease Control and Prevention
Ben Simon	CEO and Co-Founder	Imperfect Produce
Danielle Strle	Director of Culture & Trends	Tumblr
Lawrence Swiader	VP, Digital Media	The National Campaign to Prevent Teen and Unplanned Pregnancy
Rachel Tyree	Communications Director	Los Angeles County Department of Public Health
Bryan Walker	Partner, Managing Director	IDEO

We are committed to continuing the progress we made together and look forward to hosting our second Agents of Change Summit in early 2018.

FUTURE GOALS

Becoming a B Corp has helped us become a better company and we've made great strides but there is more we want to do.

Here are some of the goals we'll be looking towards in 2017.

Invest in programs to help make **healthy behaviors** easier for our own employees.

Increase **employee directed charitable giving** through our **Staff Awards program**.

Formalize our **commitment to volunteering** in our communities.

Improve our **all-company recycling initiatives**.

Hold regular B Corp Committee Meetings to **encourage new ideas from across the company**.

Reduce annual **energy and water consumption** by 5%.



SAN DIEGO, CA
HOLLYWOOD, CA
ALBUQUERQUE, NM
ATLANTA, GA
WASHINGTON D.C.