

A SOCIAL IMPACT COMPANY
»redegrouP

SOCIAL IMPACT REPORT

2020

about us

**Jill
Hutson**

CEO +
Principal

**Robb
Hutson**

President

**Beck
Wright**

Evaluation
Lead +
Senior
Consultant

**Alex
Muvua**

Managing
Consultant +
Analyst

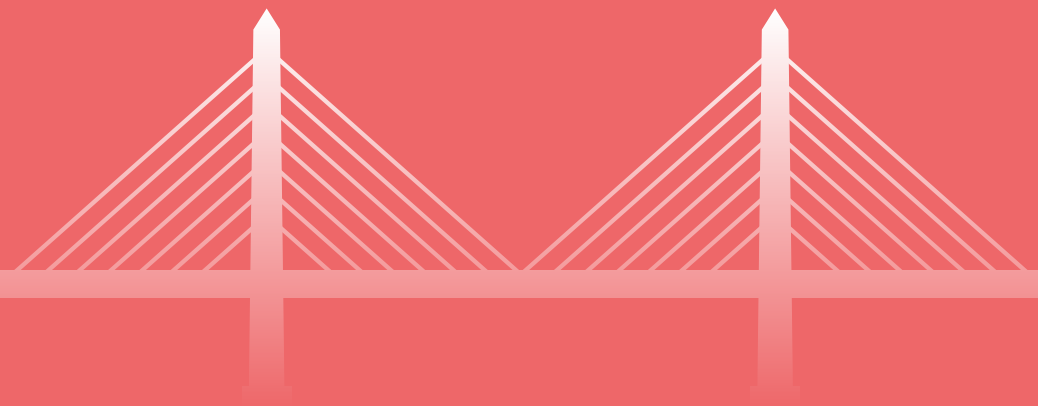
**Erin
Charpentier**

Design
Director

**Elisabeth
Castillo**

Associate

We work closely with clients +
partners to bring clarity, visibility,
and equity to complex public health
challenges



a year of change

In 2020, we became a social impact company. In order to align our work with our values, we redoubled our efforts to create positive social impacts that embody a commitment to loving each other and our planet. This change involved several important operational shifts including self-assessment, increased transparency, and a commitment to environmentally sustainable practices.

As a social impact company, we are committed to conducting annual self-assessments using the third party standards for B Corporations. You can review our 2020 assessment [here](#). Last year, we worked on developing our mission statement, staffing initiatives, sustainability, and establishing our pro bono program.

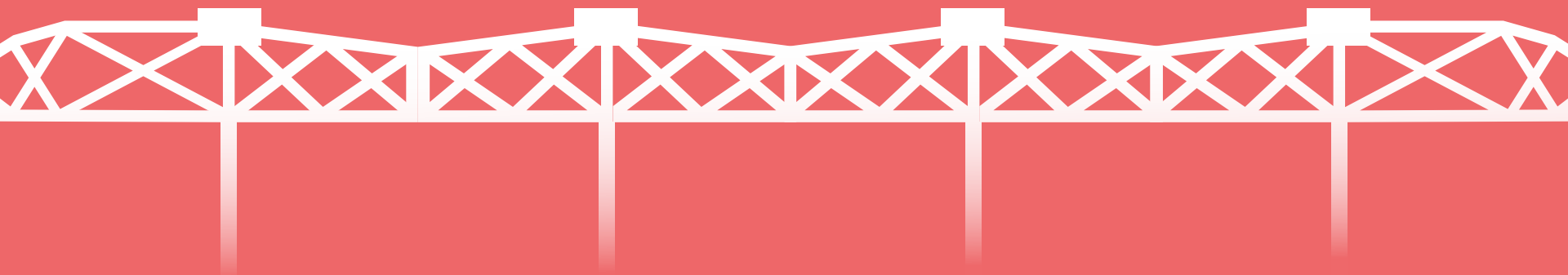
Additionally, we filed our paperwork in the state of Oregon to become a public benefit corporation.



We became a social
impact company!

2020 clients + projects

- Clackamas County Public Health Department
- Clatsop County Public Health Department
- Louisiana Department of Public Health
- Marion County Public Health Department
- National Public Health-Marijuana Summit
- Oregon Health Authority, Health Promotion and Chronic Disease Prevention Section
- Oregon Health Authority, HIV, STD and TB Section
- Oregon Health Authority, Health Policy and Analytics Division
- Public Health Law Center
- Tillamook County
- Washington State Commercial Tobacco Prevention and Control Program
- Washington State Foundational Public Health Services
- Washington State Marijuana Prevention and Education Program



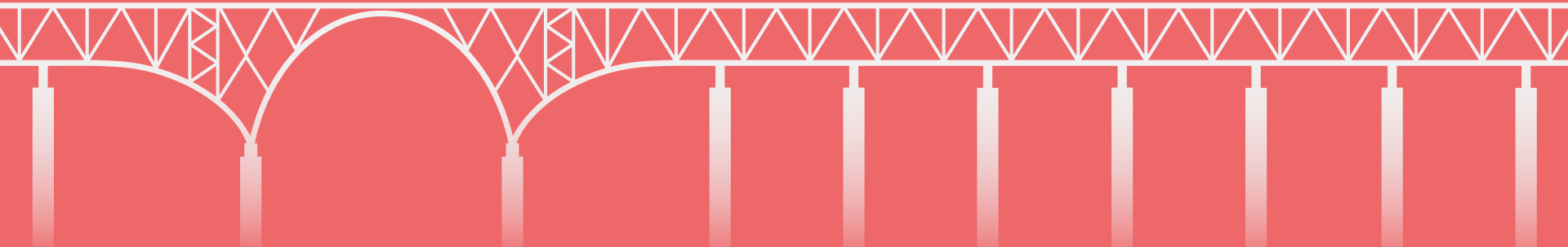
2020 interns

Our internship program provides undergraduate and graduate students opportunities to gain practical experience in the field of public health. From project management and organization, to research and analysis, our interns play a crucial role in the success of our projects.

In 2020, the following people made valuable contributions to our work:

- Andrea Casad
- Elisabeth Castillo
- Ashley Coskey
- Sarah Hallaj, RD
- Noelle Hill
- Olivia Pineda

Special thanks to
our interns!

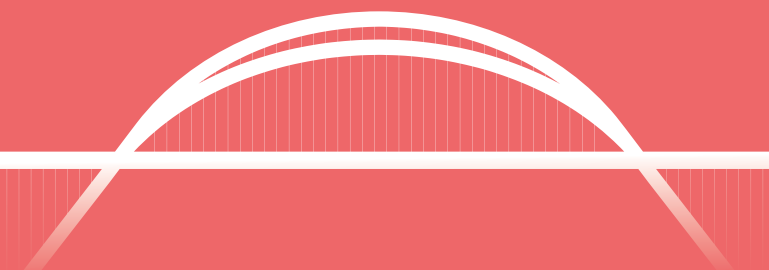


staffing initiatives

After discussion and consensus among staff, we began developing policies and infrastructure to support a hybrid in-office/at-home working structure. This hybrid model allows for better work-life balance, happier staff, increased productivity, and reductions in commuting time and resource. When the COVID-19 pandemic was sweeping the nation and pushing non-essential work online, our team was already prepared to make the seamless transition.

Another significant staffing change was the addition of our latest associate, Elisabeth Castillo. Elisabeth is fluent in Spanish and increases our capacity to engage with Latinx communities and conduct interviews and surveys in languages other than English. We're very excited to have Elisabeth on our team!

Professional development, trainings, and discussions

- Mindfulness training
 - Challenging white supremacy culture
 - Design thinking and human-centered design
 - Ethical and Adaptive leadership
 - We Can Do Better Conference
 - Managing Virtual Teams
- 

sustainability progress

- Paperless client appreciation + marketing
- Virtual conferences + meetings
- Major reductions in printing
- Major reductions commuting
- Major reductions in travel
- Increased purchasing from local vendors
- Ongoing recycling
- Office space sharing



social impact

In 2020, we expanded our social impact by making our work and resources accessible to more clients and projects aligned with our mission to bring clarity, visibility, and equity to complex public health challenges. We made this possible by dedicating a portion of our time and resources to pro bono work, reduced/sliding scale rates, matching grants, and monetary or in-kind donations.

If you would like to talk more about a project or organizational need, please contact: Robb Hutson at robb.hutson@redegroup.co

Our 2020 efforts included:

- Donating \$500 to MRG Foundation for their work towards advancing social justice in Oregon Communities.
- Developing and sponsored a website hosting important anti-racism resources for the Clatsop Community College Alliance for Equity in Education.
- Facilitating meetings with organizations in Clatsop County working on anti-racism and health equity projects to generate documents tracking opportunities for community engagement to improve equitable conditions for Clatsop County residents and identify gaps in current efforts.
- Donating a portion of our office space to the Cupcake Girls organization for their work providing trauma-informed support to those affected by domestic sex-trafficking.
- Developing branding for the Healthy Active Communities Conference.



» looking forward

We have some exciting initiatives lined up for the new year. In 2021, we will begin a new employee benefit model centered around unlimited paid time off. This benefit, available to both full-time and part-time employees, is based in trust and geared towards better work-life balance. We will employ this model for a year before assessing and debriefing the experience for future use.

We also look forward to practicing more adaptive leadership within our company. Adaptive leadership is a framework used to assess, interrupt, experiment, and innovate in order to create the capabilities that match our aspirations. We hope to incorporate this mindset into our working process both internally and externally in the future.

Assess, experiment,
adapt.

