



DEIB Annual Report

2023-2024

September 2024



RACIAL EQUITY POLICY STATEMENT



RACIAL EQUITY POLICY STATEMENT

The status quo for the advertising industry has never been inclusive or equitable for people of color. As an agency, we are inherently guilty of perpetuating this status quo. Our unconscious biases have led to the hiring of primarily white employees and working with partners and vendors who are primarily white-owned, thus limiting the opportunities and success of people of color. In addition, it is clear that we have fallen short when it comes to lending our time and talent to those most marginalized in our community.

We simply have to do better.

Moving forward, we are committed to breaking the cycle by challenging ourselves and industry convention to find a different, more equitable way forward. That means we're committing to:

- Changing the way we recruit and hire
- Ensuring our agency's policies and procedures, as well as our work and partnerships, are aligned with racial justice and equity
- Refocusing our community involvement efforts to use our place of privilege to help educate local students with the goal of making our industry more diverse in the future
- Holding ourselves accountable by publicly reporting on our progress to these goals
- Continuing to educate ourselves and listen to expert voices and marginalized perspectives

Firehouse's Racial Equity Policy Statement is a living, breathing document. We will actively look for the next constructive steps as we continue this journey toward a more equitable and inclusive advertising community.

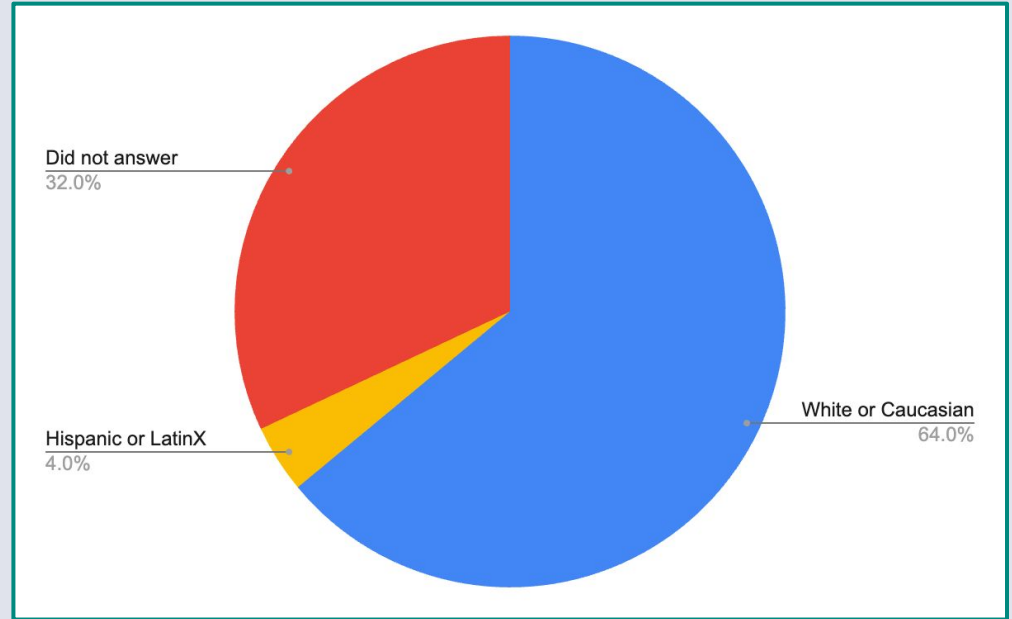


2023-2024 REPORT: FIREHOUSE BY THE NUMBERS



RACE/ETHNIC IDENTITY

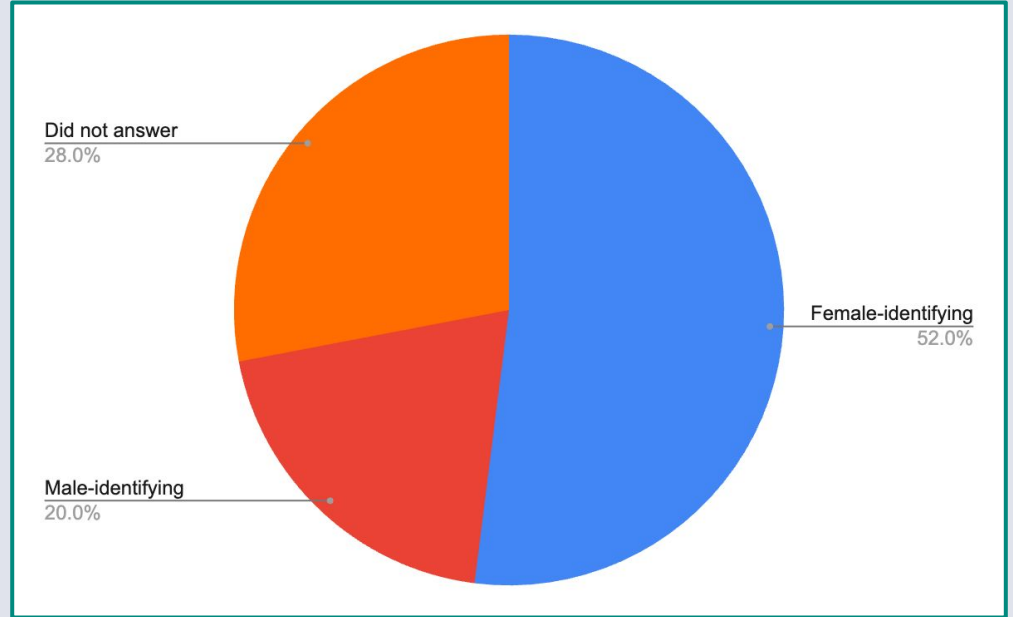
25 employees as of September 2024





GENDER IDENTITY

25 employees as of September 2024





2022-2023 REPORT: RECRUITING NUMBERS



From September 2023-August 2024, we have recruited & hired for seven (7) open positions.

SUMMARY

386

Candidates considered

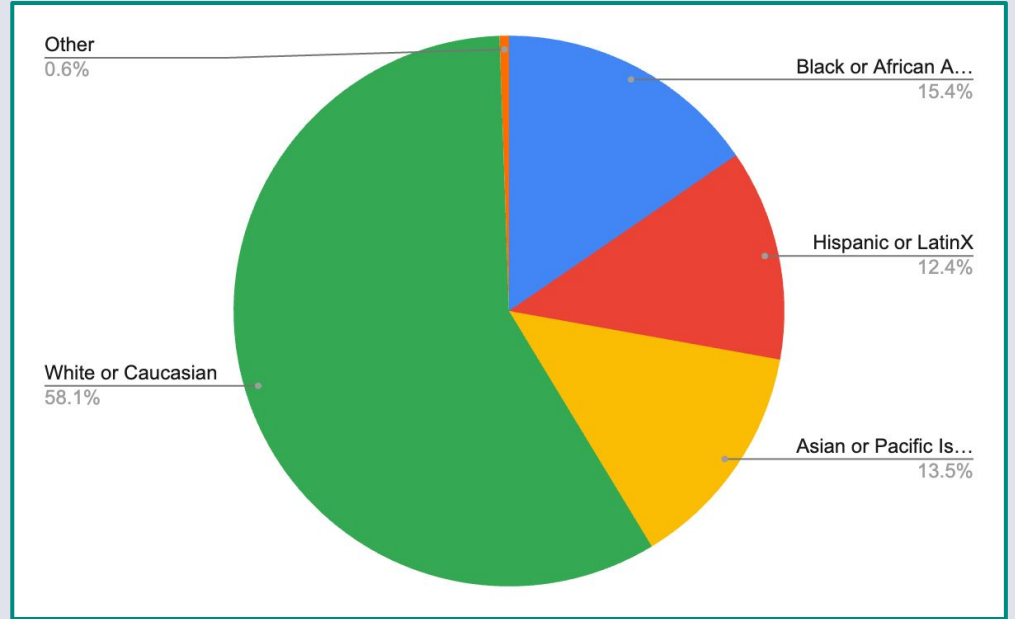
26

Candidates interviewed



RACE/ETHNIC IDENTITY

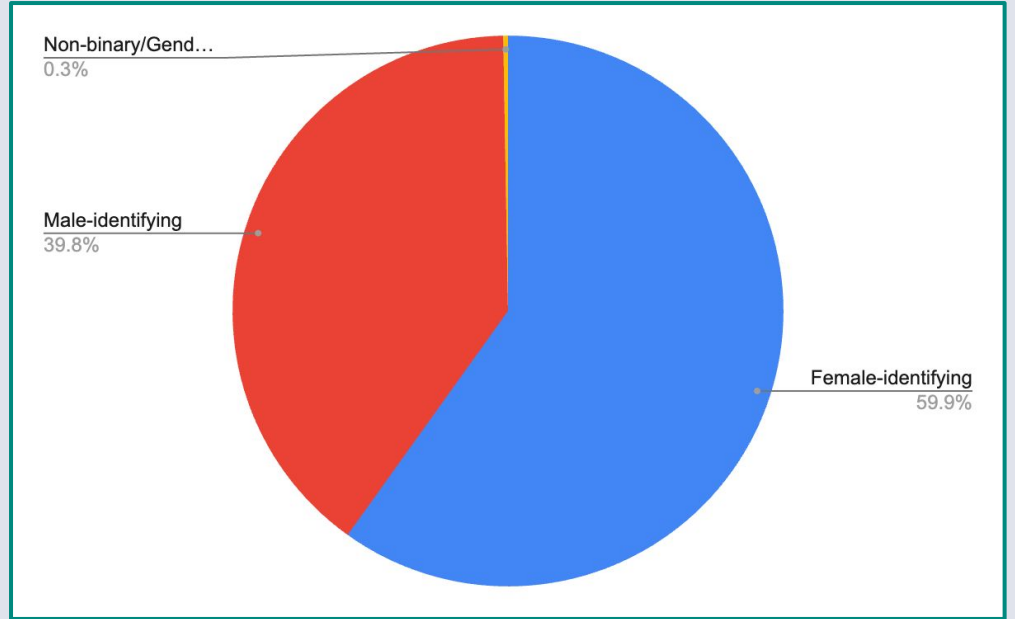
information was not available for all candidates considered





GENDER IDENTITY

information was not available for all candidates considered





2022-2023 REPORT: BELONGING



BELONGING AS AN AGENCY FOCUS

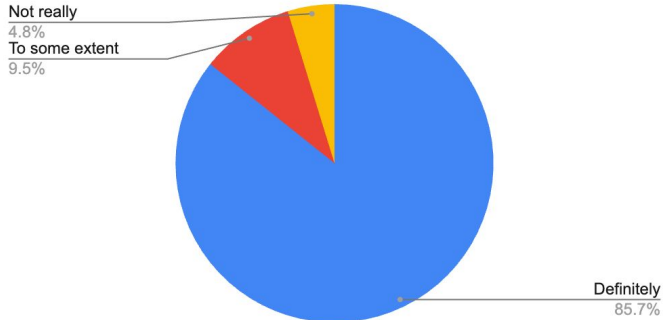
The DEIB team chose to incorporate “Belonging” into our areas of focus in 2023, and first reported on data last year. This allowed us to establish benchmarks, and this is the first year we can report year over year findings.

It is our goal that all Firehouse employees feel welcome, safe, heard & included when bringing their authentic selves to work.



2022-2023

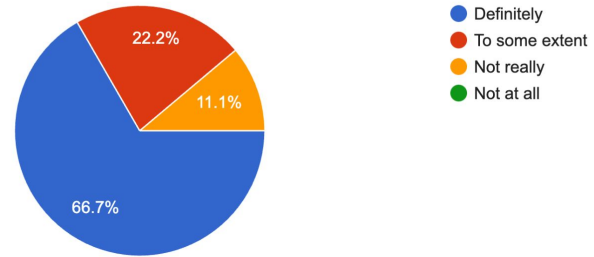
Do you believe that you have equal opportunities for growth and advancement within Firehouse?



2023-2024

Do you believe that you have equal opportunities for growth and advancement within Firehouse?

18 responses



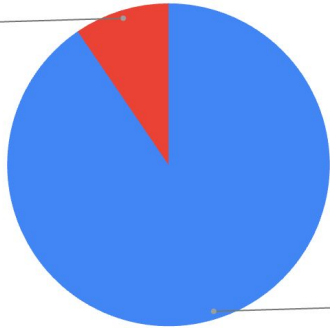
- Definitely
- To some extent
- Not really
- Not at all



2022-2023

How often do you feel safe, heard, and included in meetings and the work space?

Sometimes
9.5%

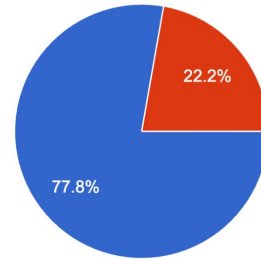


Very often
90.5%

2023-2024

How often do you feel safe, heard, and included in meetings and the work space?

18 responses

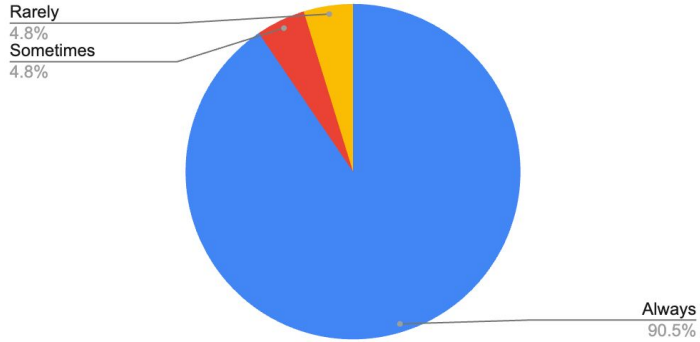


- Very often
- Sometimes
- Rarely
- Never



2022-2023

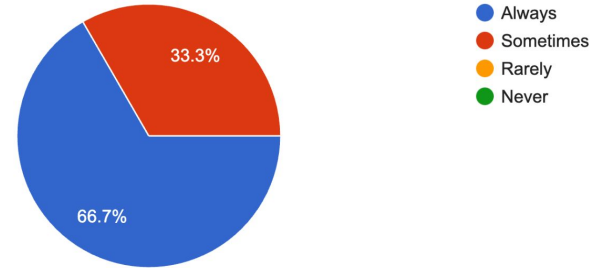
Do you feel supported and encouraged to bring your authentic self to work?



2023-2024

Do you feel supported and encouraged to bring your authentic self to work?

18 responses

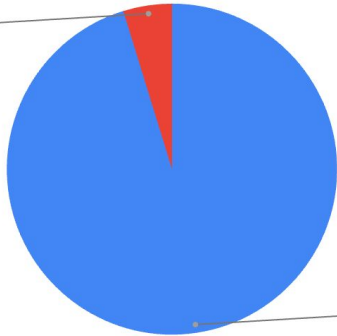




2022-2023

How often do you feel a sense of camaraderie and teamwork with your colleagues?

Sometimes
4.8%

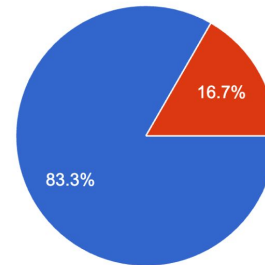


Very often
95.2%

2023-2024

How often do you feel a sense of camaraderie and teamwork with your colleagues?

18 responses

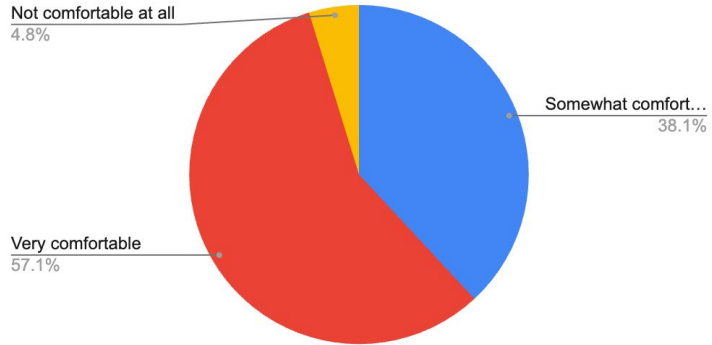


- Very often
- Sometimes
- Rarely
- Never



2022-2023

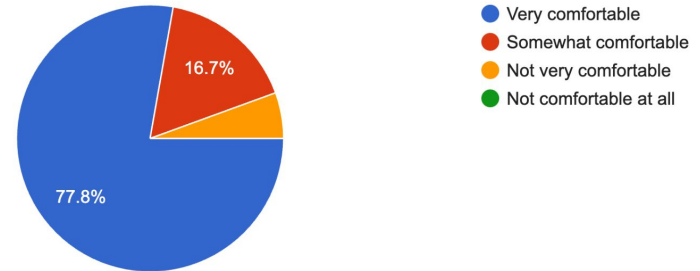
How comfortable are you in expressing your concerns or grievances to management?



2023-2024

How comfortable are you in expressing your concerns or grievances to management?

18 responses

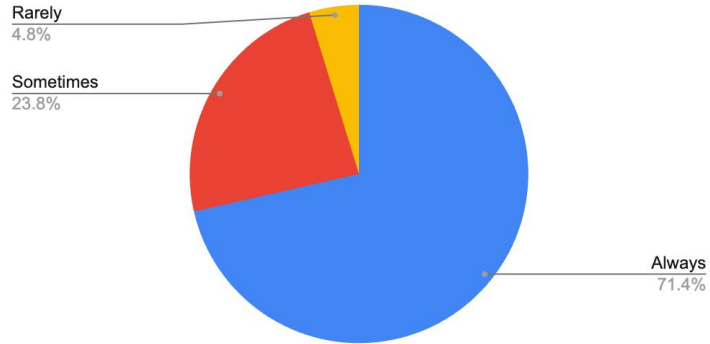


- Very comfortable
- Somewhat comfortable
- Not very comfortable
- Not comfortable at all



2022-2023

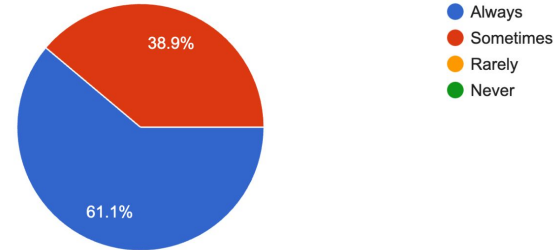
Do you feel comfortable expressing your opinions and ideas in team meetings or group discussions?



2023-2024

Do you feel comfortable expressing your opinions and ideas in team meetings or group discussions?

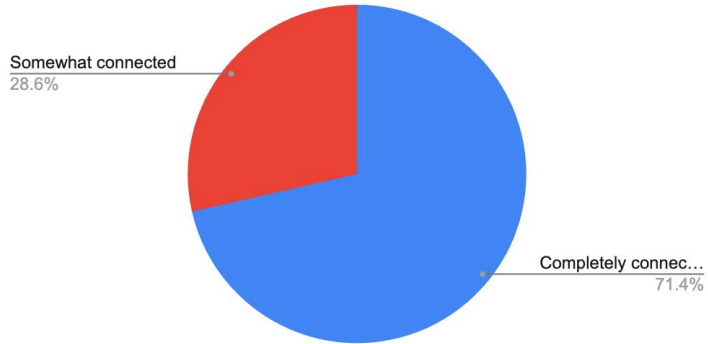
18 responses





2022-2023

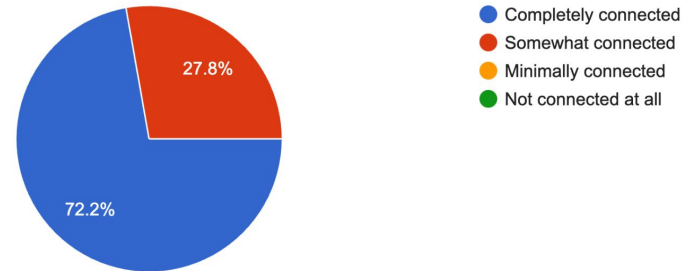
How connected do you feel to the mission and values of Firehouse?



2023-2024

How connected do you feel to the mission and values of Firehouse?

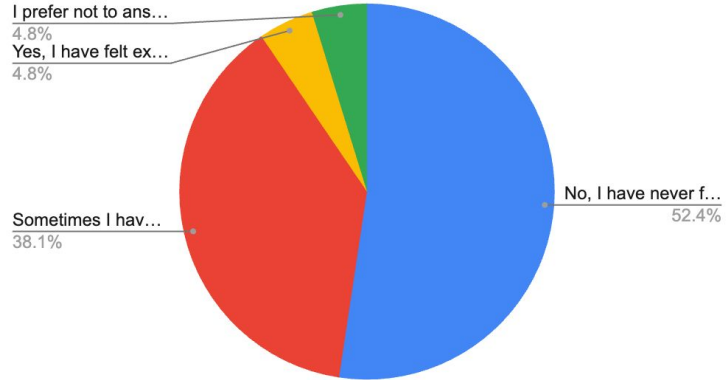
18 responses





2022-2023

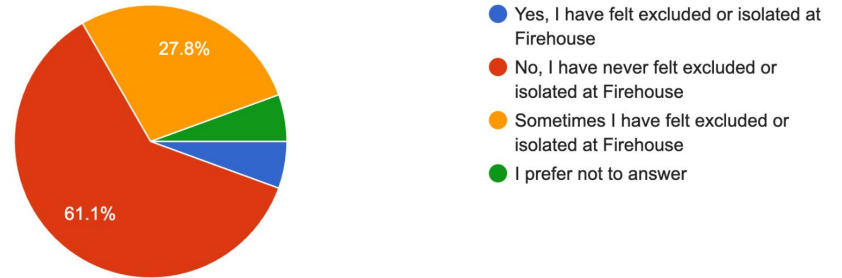
Have you ever felt excluded or isolated at Firehouse?



2023-2024

Have you ever felt excluded or isolated at Firehouse?

18 responses



- Yes, I have felt excluded or isolated at Firehouse
- No, I have never felt excluded or isolated at Firehouse
- Sometimes I have felt excluded or isolated at Firehouse
- I prefer not to answer



FIREHOUSE POLICY UPDATES



FIREHOUSE POLICY UPDATES

The Agency Handbook has been reviewed, and no updates were identified or needed.

However, in the Q2 2024 all-agency meeting, it was announced that Firehouse will provide the following accommodations to pregnant and new parent employees:

- Flexible work hours
- We have created a secure and private space for nursing employees to make pumping at work more convenient. It includes:
 - Hospital-grade Spectra S1 pump body
 - Private storage space to house pumping supplies
- A personal mini fridge is provided for privacy and convenient storage in your office
- Free, hospital-grade breast pumps are available through insurance (including multiple top-rated brands like Spectra & Medela)

In addition, Firehouse will always remain compliant with with all federal workers rights legislation/regulation, which includes the new Pregnant Workers Fairness Act.



GOALS & CLOSING STATEMENT



LOOKING FORWARD TO 2024-2025

In an effort to give every Firehouse employee a chance to participate in and contribute to this committee and the agency's DEI&B efforts, we will be evolving how the committee is formed, beginning in January 2025. All Firehouse employees will participate in the committee on a rolling six-month basis, and will continue to carry forward the below charter:

- Ensure best practices in recruitment and hiring are followed
- Create/host a fundraiser for a charity of the committee's choosing (1 per 6 months)
- Host educational events (1 per 6 months)
- Create educational content to support and manage the DEIB social account
- Audit Firehouse policies to ensure inclusivity & equity
- Participate in community involvement efforts
- Create the annual DEI&B report

This evolution is happening to foster appreciation and buy-in for the agency's DEI&B initiative, foster a sense of community, and introduce diversity of thought and lived experiences to further enrich the work the committee does.



CLOSING OWNERS' MESSAGE

This year, we have continued working to ensure the pillars of diversity, equity, inclusion and belonging are integrated into our processes and thinking. We've continued with company-wide learning and content, and we've continued to direct our community outreach to improve the lives of those in historically underserved communities. After incorporating "Belonging" into our areas of focus in 2023, this year's report points to some opportunities to better ensure all Firehouse employees feel welcome, safe, heard and included when bringing their authentic selves to work. We are happy for the learning and eager to continue identifying ways we can do better. Our commitment to DEI&B is not a fad nor one from which we will back away. We remain steadfast in our desire to foster change and to build a new and better normal for our company, our industry and our community.

