

INTEGRATED FUNDRAISING,  
ADVOCACY AND MARKETING

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# 2016-2017 BENEFIT REPORT



MAL WARWICK • DONORDIGITAL

## OUR MISSION

Mal Warwick Donordigital's mission is to help private voluntary organizations build the base for a better world. Our challenge is to help these organizations—principally, nonprofit public interest groups and political committees—to identify, recruit, understand, inform, and motivate individual members or donors.

By providing our clients with fundraising and communications services, we help them generate financial support for their work, and provide their individual supporters with opportunities to serve the public interest as donors, volunteers, or both. We seek to provide our clients with the full range of services necessary to realize the true potential of their organization-building programs—whether Mal Warwick Donordigital itself provides those services or obtains them from affiliated companies or other vendors.

## OUR VISION

- 1) To make a significant contribution to the quest for world peace, social justice, and environmental quality;
- 2) To furnish our clients with cost-effective service of the highest quality—honoring not just our contractual obligations but also the concerns we share for the importance of their work;
- 3) To maintain our reputation for responsiveness, technical skill, creativity, resourcefulness, honesty, commitment to principle, and understanding of our clients' goals and needs—by demonstrating these qualities in all our dealings with them;
- 4) To take sufficient profits in order to generate cash reserves and capital for innovation and growth, as well as a fair return to investors; and
- 5) To provide employees with fair pay and benefits, a pleasant and rewarding work environment, and opportunities to participate in exciting and meaningful work as well as to acquire valuable job skills.

## OUR VALUES

**Social and economic justice:** Since our founding in 1979 we have consistently sought out as clients nonprofit causes and institutions, candidates, and political committees that are dedicated to fostering social and economic justice.

**Environmental action:** From the time of our incorporation in 1983, we have actively taken steps to minimize the company's environmental footprint and to urge our vendors and service providers to do so, too.

**Fairness in the workplace:** For decades, we have worked to promote fairness in the workplace by equalizing company-wide profit-sharing among all full-time employees, by contributing as generously as possible to our Employee Stock Ownership Plan (which is now the company's majority owner), and by fostering diversity and inclusion from top to bottom.

**Superlative client service:** In an industry where it is standard practice for companies like ours to assign inexperienced young employees to learn on the job as "consultants," with senior staff members preoccupied by other matters, we have consistently entrusted our clients' fundraising and marketing programs to teams actively led by senior executives with many years of experience.

**Giving back to our community:** We acknowledge how our neighbors and our professional peers have helped make our success possible—by contributing financially to community organizations in both cities where our offices are located, and by dedicating the time of senior executives to provide leadership in professional organizations, to teach at fundraising conferences and workshops, to publish case studies and insightful articles about our work both in print and online, and to offer *pro bono* service to nonprofit organizations that cannot afford our fees.

# OUR CLIENTS

## ADVOCACY

Consumer Reports  
Population Connection  
Population Connection Action Fund  
Red Cloud Indian School  
SETI Institute  
United Way of Greater Los Angeles

## ANIMAL RIGHTS

Mercy for Animals  
Morris Animal Foundation  
PETA



### CLIENT SPOTLIGHT

**Defenders of Wildlife** works on the ground, in the courts, and on Capitol Hill to protect and restore imperiled wildlife across North America and around the world. Together, we can ensure a future for the wildlife and wild places we all love.

## HUMAN RIGHTS & SOCIAL JUSTICE

American Friends Service Committee  
Corporate Accountability International  
National Center for Lesbian Rights  
National Organization for Women  
National Organization for Women Fdn  
Ploughshares Fund  
Sojourners

## INTERNATIONAL RELIEF

Americares Foundation Inc.  
International Medical Corps  
Women for Women International

## POVERTY & HUNGER RELIEF

Action Against Hunger USA  
Share Our Strength

## ENVIRONMENTAL

American Forests  
Defenders of Wildlife  
Earthjustice  
Golden Gate National Parks Conservancy  
Ocean Conservancy  
Pittsburgh Parks Conservancy  
Sempervirens Funds  
Student Conservation Association

### CLIENT SPOTLIGHT



With a health care experience designed around kids' unique needs, **Children's National Health System** is the premier provider of pediatric services in the Washington, D.C., metro area and the only health system specializing in kids. Last year, they saw more than 219,000 children from the nation's capital, Maryland, and Virginia as well as from across the country and around the world. Their pediatric specialists are internationally recognized for providing the best possible care. Children's National Health System is also recognized as a committed advocate for children on local, state, and federal health policy. In fact, they are often the first at the table when pediatric healthcare legislation is being developed.

## HEALTH & HUMAN SERVICES

AIDS Project Los Angeles  
Be The Match Foundation  
Children's National Health System  
Children's Health Fund  
NAMI

## OUR RATING

What makes us a better company?

### B IMPACT REPORT

Certified since: May 2007  
Founding BCorp

Summary:	Company Score	Median Score*
Environment	10	7
Workers	28	18
Customers	42	N/A
Community	13	17
Governance	16	6
Overall B Score	108	55

80 out of 200 is eligible for certification

\*Of all businesses that have completed the B Impact Assessment

Median scores will not add up to overall

## OUR THIRD-PARTY ASSESSMENT: B LAB

We have been involved in the B Corporation movement since B Lab began operations. Mal Warwick's book, *Values-Driven Business: How to Change the World, Make Money, and Have Fun*, co-authored with Ben Cohen of Ben & Jerry's, contains a checklist at the end of each chapter that readers may use as a guide to the steps to take in implementing socially and environmentally responsible principles and practices in their companies. The cofounders of B Lab used those checklists as a starting-point when they wrote the first version of the B Corporation online questionnaire.

Mal Warwick served for one year on the committee that reviewed and revised that first iteration of the questionnaire. However, neither Mal Warwick nor Mal Warwick Donordigital has received any financial or other benefit from these contributions to B Lab, nor have we gained any special consideration.

Mal Warwick Donordigital qualified as a Founding B Corporation with the highest score then yet achieved on the questionnaire and we continue to use B Lab as our third-party assessor today.



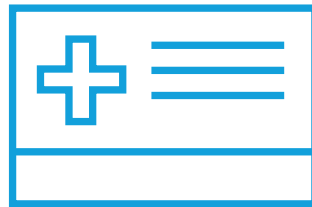
## OUR EMPLOYEE OWNERS

Since the time of our founding an equitable distribution of wealth and benefit offerings have been a priority for MWD's leadership, starting with our founder, Mal Warwick, who wrote into our original 1981 Mission Statement our commitment to, "provide employees with fair pay and benefits, a pleasant and rewarding work environment, and opportunities to participate in exciting and meaningful work as well as to acquire valuable job skills."

### CORE BENEFITS:



Philanthropic Matching  
Gift Program



Fully-Paid  
Health & Dental



Generous Paid Leave



401(k) & ESOP

## OUR SHAREHOLDERS

The MWA ESOP  
Christina Chavez  
David Dogan  
Melissa Ford  
Margo Nelson  
Eric Overman

William Rehm  
Peter Schoewe  
Mwosi Swenson  
The Mal Warwick Trust  
Julene Weidenbach



## A NOTE FROM OUR BOARD



The Board of Directors of Mal Warwick Donordigital hereby finds that the company has successfully pursued the public benefit in three principal ways:

- **By devoting its professional expertise** in support of nonprofit, tax-exempt causes and institutions that serve the public in diverse and demonstrable ways;
- **By managing its resources** and conducting its business to the benefit of all its stakeholders—its clients, employees, contractors, and vendors as well as the communities where it is based; and
- **By taking specific steps to conserve** natural resources so as to minimize its environmental footprint.