



2020 Diversity Report

Always Be Learning

Last year, we released our first annual Diversity Report as a first step on a journey towards a better, more inclusive workplace. The report was designed to hold ourselves accountable, while providing transparency for our own people, as well as the nonprofits that we serve. Since then, Classy has taken intentional steps to address diversity, equity, and inclusion. That being said, we know that we have a long road ahead of us.

At Classy, one of our core values is “Always Be Learning,” and we are using our Diversity Report as an opportunity to continue to learn. Together, we’re learning how to build a more diverse and inclusive environment that is representative of individuals of all backgrounds, experiences, and lifestyles.

With that in mind, we’re releasing our second annual Diversity Report to check in with how we are doing and what we’ve learned along the way.



HIGHLIGHTS

- In 2019, CEO Scot Chisholm drew a line in the sand, creating a company-wide goal (added to our company strategy and playbook) to **“Double Down on D&I,”** signaling buy-in from the top down. This was a significant step in garnering resources and budget for the initiative.
- We’ve amplified family-friendly time-off policies and **parental leave**, including reduced work weeks for the first month once parents return, increased paternity leave, and new parent communications and support resources for returning new parents.
- About **half** of our **workforce** are **women** and this number has been fairly consistent since we began tracking this data in 2015. **Equal gender pay** is very important to Classy, and we have checks and balances in place to ensure parity. We have institutionalized processes and policies to ensure we have equitable pay for performance across the organization.

AREAS OF OPPORTUNITY

- Last year, about half of our managers were women. This year, **the percentage of female managers has dropped** to about 39%. This tells us we have work to do around hiring, promoting, and developing future female leaders.
- In most areas we have **hovered at or below last year’s percentages of underrepresented groups**, despite all of our programmatic efforts. We find this disappointing and are taking steps to get at the root cause; we believe that **asking employees about their lived experience** could have a significant impact on the retention of underrepresented staff. We hope these valuable insights will help us continue to recruit intentionally with diversity in mind.

WHAT WE'VE LEARNED

We've learned that actions speak (much) louder than words, and we are working to make sure that what we do (or don't do) actually matches with whom we want to be.

Hiring

When it comes to hiring, we've learned that it takes much more than just implementing inclusive processes and systems. **Monitoring and governance** are equally as important. For this reason, we are becoming **more disciplined** in our ongoing interventions. We have committed to auditing the diversity of active candidates on a weekly basis, which provides opportunities to strategize **widening the funnel in real time**. We also plan on adding a **diversity action plan** to our quarterly leadership meetings designed to evaluate organizational health from a DEI perspective and hold leaders and stakeholders accountable.

Development

When it comes to development, set frameworks and standardized processes have helped, but it's the **exceptions to the rule that can be problematic**. We are working to ensure that all advancement decisions are made in a consistent and fair way. We plan to conduct regular **diversity reporting** and provide **continued education** and visibility to Classy's **leadership team**. We've also realized that we have an opportunity to infuse **mentorship** in a meaningful way at Classy and help underrepresented employees learn the **unwritten rules of career navigation**.

Learning and Engagement

We've discovered that our employees have a wealth of knowledge and have empowered them to be much more involved in the content we create and share. This year, our employees audited the content for our D&I Trainings, reviewed our progress surveys, and spearheaded our many celebrations.

STAY TUNED

Diversity and inclusion work isn't easy, and the results of the efforts are rarely instant, but this work is a part of Classy and our core values. We will continue to take inventory in an honest and vulnerable way, as we are committed to moving the needle. We welcome all to continue this conversation with us. We have created the email diversity@classy.org for thoughts or general inquiries and would love to hear from you. Let's strategize to create progress together.



Nancy Vance, Sr. Manager, Talent, Diversity, & Inclusion



Dina Rulli, SVP, People

ABOUT CLASSY

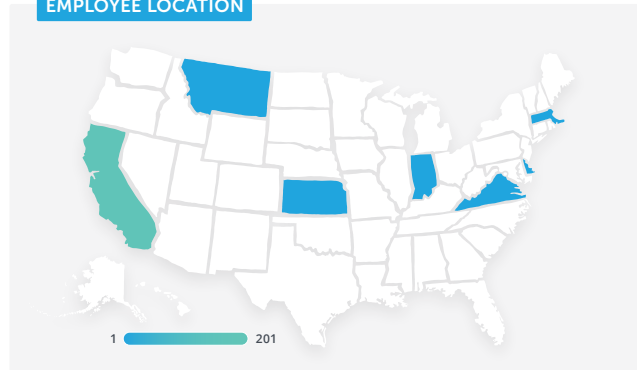
EMPLOYEE POPULATION

182¹

MISSION

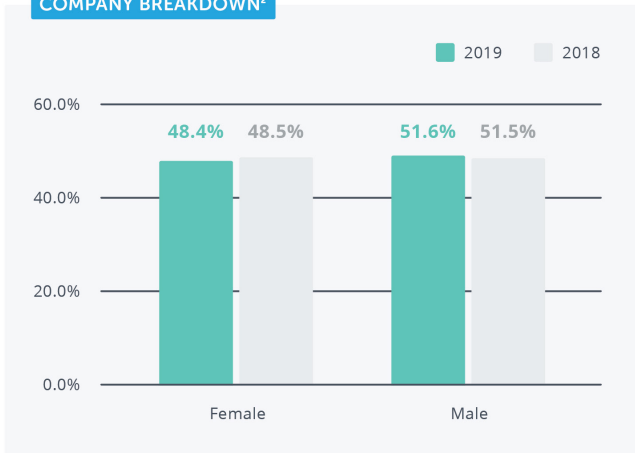
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EMPLOYEE LOCATION



GENDER

COMPANY BREAKDOWN²



↓ Female representation has decreased marginally by .1% since 2018.

TECHNICAL POSITIONS BREAKDOWN³

	2018	2019
Male	76.4%	72.3%
Female	23.6%	27.7%

MANAGEMENT BREAKDOWN

	2018	2019
Male	48.3%	61.1%
Female	51.7%	38.9%

EXECUTIVE BREAKDOWN⁴

	2018	2019
Male	62.5%	63.2%
Female	37.5%	36.8%

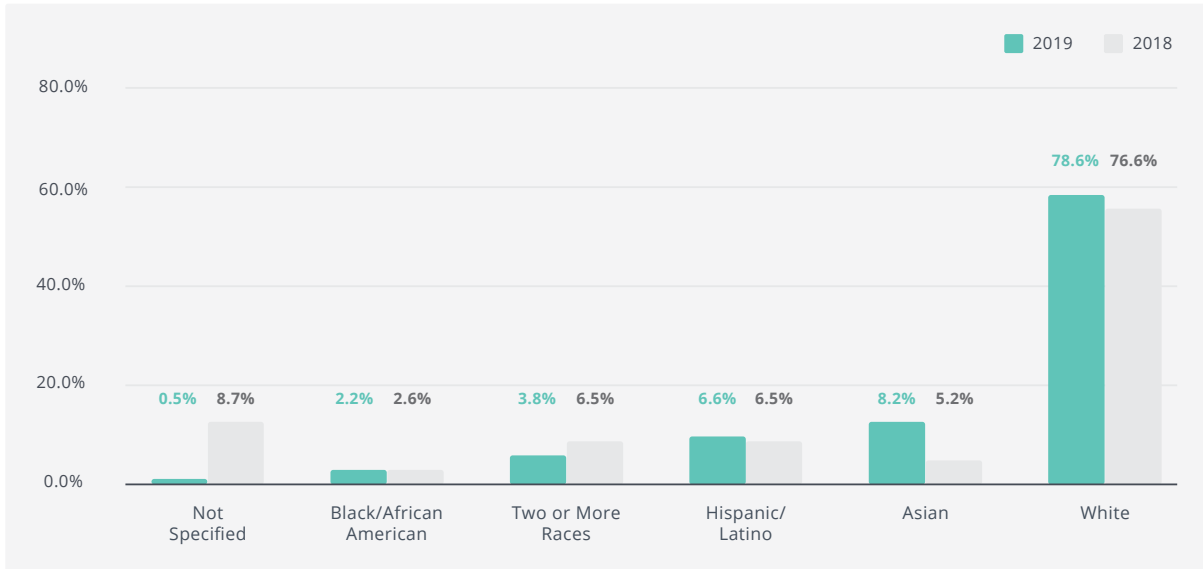
¹ Employee data is as of October 23, 2019

² Gender and race refers to EEO-1 categories. While we understand these categorizations can be limiting, we're using them for reporting purposes because they comply with U.S. government requirements. This year, we sent a voluntary survey for employees to be able to self-identity in additional categories, and we are continuing to explore other ways to incorporate more categorizations to be better inclusive of all backgrounds

³ Technical position data includes engineering, data science, information technology, product, product design, and technical support engineering

⁴ Executive data includes director-level and above

RACE



↓ Minority group representation has decreased 2% since 2018.

TECHNICAL POSITION BREAKDOWN

	2018	2019
Asian	25.5%	21.3%
Black/African American	0%	0%
Hispanic/Latino	7.3%	6.4%
Native Hawaiian/ Other Pacific Islander	0%	0%
Two or More Races (Not Hispanic or Latino)	3.6%	4.3%
White	63.6%	66%

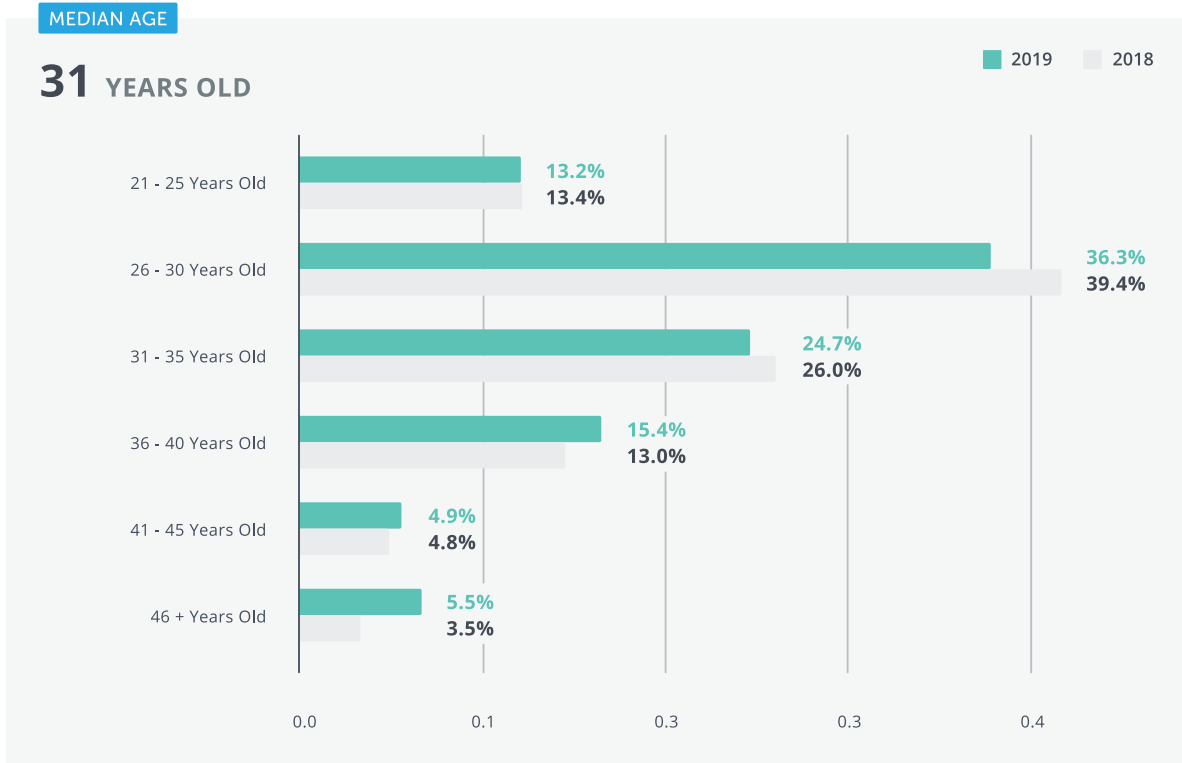
EXECUTIVE BREAKDOWN

	2018	2019
Asian	8.3%	21.1%
Black/African American	0%	0%
Hispanic/Latino	0%	0%
Native Hawaiian/ Other Pacific Islander	0%	0%
Two or More Races (Not Hispanic or Latino)	0%	0%
White	83.3%	78.9%

MANAGEMENT BREAKDOWN

	2018	2019
Asian	6.9%	11.1%
Black/African American	0%	0.0%
Hispanic/Latino	13.8%	5.6%
Native Hawaiian/ Other Pacific Islander	0.0%	0%
Two or More Races (Not Hispanic or Latino)	0%	0%
White	72.4%	83.3%

AGE



ADDITIONAL REPRESENTATION DATA

We sent out a survey to better understand our workforce and capture the people we are serving and asked employees to voluntarily self-select in different areas that represented their holistic identity. The following data has been collected through these efforts. We realize this doesn't capture everyone and all of the different ways individuals choose to self-identity, and we hope to continue to strategize how to better capture this in the future.



⁵ The D&I survey sent to the Classy staff August 14, 2019, was optional and anonymous, with a 34% participation rate

FAIR PAY

Similar to last year, Classy conducted its annual Pay Audit to review pay across different demographics within the company and look closer at where there may be discrepancies or inequalities for employees in similar roles. In our 2019 audit, we discovered that 2% of our employee population did not have gender or racial minority parity within specific roles, so we quickly right-sized that gap.

Moving forward, we hope to continue to monitor pay during each compensation cycle and ensure we are reviewing pay equity as a part of every salary offer.

D&I PROGRESS SURVEY RESULTS

We wanted to get a pulse on how our D&I programs were landing with our employees. A survey was sent August 2019, to the Classy staff to allow for a safe space to provide feedback on our D&I programs and our overall culture. Here's a peek at what our D&I ProgressSurvey had to say.

