



# Equity Action Plan

*Continuing Our Journey Toward a More Just World*

UPDATED FALL 2024





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## Introduction

At Mission Partners, we believe communication is the most powerful tool to advance and effect social change. Communication can bridge divides and deepen understanding, which, in turn, can advance equity, inclusion, and our vision of a more just world.

Recognizing the profound impact communication can play in advancing these values, we are committed to a continuous journey toward economic, racial, environmental, and social justice. We aim for a world where the people in positions of power truly reflect and possess the depth and breadth of understanding to represent every part of our diverse world.

<sup>1</sup> We belong to, support, and celebrate a broad community spanning a spectrum of gender identities, including cisgender, transgender, non-binary, and gender non-conforming people.

Since 2018, we have been on a path to articulate and act on our commitments to advancing this vision. At each stage of progress along this journey, we acknowledge our privilege as a white, cisgender women<sup>1</sup>-owned company and B Corporation<sup>™</sup>. We believe one of our highest responsibilities is to use our influence and capital to shift and disrupt white-dominant culture and false, toxic narratives, recognizing that this work is neither linear nor will it ever be complete.

We also carry this responsibility internally, as business leaders and owners who prioritize ethical practices. As a Real Leaders Top Global Impact Company and a Mental Health America Bell Seal-holding workplace, we prioritize the mental health and well-being of our employees and remain deeply committed to creating a safe, inclusive, and healthy work environment for all.



Injustice anywhere is a threat to justice everywhere.

*Martin Luther King, Jr.*

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## Triple Bottom Line

As a Certified B Corporation™, we adhere to a triple bottom line philosophy:

- **People:** how our work impacts others.
- **Planet:** how our work impacts our environment, our communities, and our industry.
- **Profit:** how we build and distribute wealth.

Operating a business through an equitable lens\* requires deep, consistent analysis of the systems, structures, and institutions at the core of traditional business and employment models. We work diligently to ensure our actions align with our commitment to equity and the values we hold.

*\*As a business committed to being a force for good, we aim to challenge barriers that inhibit fairness. We are committed to actively identifying and eliminating racism, sexism, classism, ableism, antisemitism, islamophobia, ageism, heterosexism, and other forms of conscious or unconscious discrimination, oppression, or prejudice against a group of people in our workplace by changing systems, organizational structures, policies and practices, and attitudes so that power can be redistributed and shared equitably. It is those -isms that have supported and maintained a white, male-dominant culture in North America and that limit our society's ability to achieve true equity among its people.*

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## Glossary

Throughout this plan, we use several terms, such as equity, inclusion, and justice. We turn to the Center for the Study of Social Policy's definitions of these key terms and concepts:

- **Equity:** The effort to provide different levels of support based on an individual's or group's needs in order to achieve fairness in outcomes. Working to achieve equity acknowledges unequal starting places and the need to correct the imbalance.
- **Inclusion:** A state of belonging, when persons of different backgrounds and identities are valued, integrated, and welcomed equitably as decision-makers and collaborators. Inclusion involves people being given the opportunity to grow and feel/know they belong.
- **Justice:** The process required to move us from an unfair, unequal, or inequitable state to one which is fair, equal, or equitable, depending on the specific content. Justice is a transformative practice that relies on the entire community to respond to past and current harm when it occurs in society.

For more definitions, download "[Key Equity Terms & Concepts: A Glossary for Shared Understanding](#)" from the Center for the Study of Social Policy.



As long as you keep a person down, some part of you has to be down there to hold him down, so it means you cannot soar as you might otherwise.

Marian Anderson

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## Our Path to This Plan

As strategic communications consultants working at the intersection of public relations, philanthropy, and policy, we've been at the decision-making table with hundreds of nonprofits and foundations as they have taken on issues of social justice in their work. In grantmaking, board development, hiring and recruitment, communications, and programmatic work, we've supported our clients to advance equity across various dimensions—race, class, gender, geography, and more—all the while pushing our company along the same complicated, often uncomfortable, but necessary path.

When our company started this intentional equity journey in 2018, we looked to large and established foundations and corporations to inform our actions; there was hardly a barometer for business leaders, especially for small businesses like ours.

From the very beginning of this work, members of our team—including current and former employees and contractors across the business—have worked to identify, disrupt, and address inequities where they exist, whether in policies, systems, or daily interactions.

Achieving a future where power is equitably distributed—where one's identity is no longer correlated with outcomes or abilities and where everyone has what they need to thrive—requires a willingness to reflect, learn, and do better. It calls for the humility to acknowledge our shortcomings, a vulnerability to try even when the right words aren't easy to find, and the resolve to wholly transform how a business operates. **We believe the result of implementing high-impact practices through an equity lens and actively pursuing equity is a business model that works for everyone and for the long term.**

We understand that pursuing equity is not about achieving a final destination but about committing to a journey of advancing equitable practices and policies. As this journey requires regular reflection, accountability, and continuous commitment, we remain committed to sharing our lessons learned and successful practices for those exploring or considering a similar process.

In the 2024 edition of this plan, you may notice the title has been changed from “Race Equity Action Plan” to “Equity Action Plan.” We want to be clear that this change does not diminish our unwavering commitment to racial equity. In fact, it reflects the evolution of our understanding that racial equity is deeply interconnected with other forms of equity and cannot be addressed in isolation. We remain dedicated to our journey as an anti-racist company and to a holistic and inclusive approach to equity—one that continues to include race alongside other critical aspects of a person's identity, such as gender, physical ability, education level, and national origin. We are committed to a broad vision of equity that encompasses all facets of a person's lived experience.

This plan remains a living document, evolving as we continue to reflect, learn, and act on our commitments. It serves as both a public measure of our progress and an internal accountability reminder of the work that lies ahead toward our vision of justice and equity for all. This plan articulates our renewed and ongoing commitment to advancing equity, inclusion, and justice within our business, our work, and our communities.

By sharing our vision and ongoing commitment, we hope this plan serves as a framework and tool for other businesses in their own commitments to equity. We encourage others to adopt more equitable and inclusive practices and policies that create sustainable outcomes for their employees and communities.

## Objectives

We thoughtfully developed this plan as a team with the following outcomes in mind:

- To **document and transparently share** our commitment to justice and equity.
- To **operationalize our purpose** as a Certified B Corporation™ and extend our expertise in strategic communications to all members of our community, not just our clients.
- To **hold our entire team—ownership, staff, and consultants—accountable** to our policies and procedures and align around a set of shared goals. This plan will be revisited annually, and our actions will be tracked and measured.

- To **elevate our commitment** to continuing education and best practices. We understand that this work is a journey and has no end.
- To **establish foundational practices** to guide and grow our internal team, which will benefit our community of clients, vendors, and partners, as well.

All objectives are designed to support our overarching goal for Mission Partners, which is to **advance justice in all places where we work, learn, live, and serve.**



Do the best you can until you know better.  
Then, when you know better, do better.

*Dr. Maya Angelou*

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## Our Progress

As a Certified B Corporation™, our expertise lies in using strategic **communications to advance positive, long-term, and lasting impact on behalf of the social, environmental, community, and health issues that matter deeply to us and our client partners.**

With decades of experience in **social impact communications**, we work side-by-side with organizations as trusted partners and colleagues to build more equitable and just systems and communities. We use a full range of strategic communications: messaging, marketing, issues management, and strategy building, to help advance our clients' visions for the future.

At Mission Partners, we acknowledge that we cannot do this work for and with our clients if we are not deeply living it within our business. As such, we uphold a public commitment to challenge injustice of all forms in our daily work and business and to double down where we can have the greatest impact on systems change.

Our commitment to equity is embedded in the development, structure, analysis, and process of everything we do. Because of our commitment to just and equitable systems, we are working strategically and collaboratively to advance the following goals for our business, with our clients, and in the world.



We are greater than, and greater for, the sum of us.

*Heather McGhee*

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## Advancing Equity in Our Business

Research consistently reinforces the business case for diversity, equity, and inclusion in the workplace. For example, studies show that companies with more diverse workforces outperform their peers. [McKinsey](#) recently reported that companies in the top quartile for diversity on executive teams are 27% more likely to experience superior financial performance compared to competitors. Millennials now make up a significant portion of the workforce, and the [Brookings Institution](#) reports that 40% of U.S. millennials identify as Black, Hispanic, or Asian. This generational demographic shift underscores the need for cultural competency to navigate diverse perspectives and foster trust.

### OUR COMMITMENT

We commit to building and maintaining an equity lens into our organization's strategic planning policy, priority setting process, and issue area strategy and implementation work, doubling down where we can have the greatest impact on systems change.

### OUR ACTIONS

- **Equity Lens:** We have long deployed a high-impact model of project management. In January of 2020, we intentionally added a race equity lens to every project we take on. We now incorporate an equity lens into every facet of our business and client operations.
- **Diverse Perspectives:** Our team members bring diverse perspectives and experiences. We lean on one another and outside experts to provide continuous learning and shared training experiences that support our collective commitment to building more just and equitable systems, through our words and actions as communications consultants.
- **Team Reviews:** Through biannual reviews, we hold team members accountable to using inclusive and equitable processes in our planning, research, client service, project management, materials, and campaign development.
- **Internal Reflection:** Our team meets regularly to address and advance issues of equity across our work. This commitment requires continuous learning and is part of our learning journey that will never come to an end.
- **Staff Working Groups:** In 2021, we created three distinct working groups—focused on our business, our clients, and our world—to hold leadership accountable to the goals of our Race Equity Action plan. As of 2024, we have five internal impact initiatives led by staff who guide and shape the future of this work, and continue to hold the ownership team accountable to our commitments.



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## Advancing Equity in Our Business

### OUR COMMITMENT

We commit to removing bias from the hiring process while building equitable pathways to wealth-building and career growth opportunities for all employees.

### OUR ACTIONS

- **Employee Surveys:** Since 2018, we have conducted quarterly employee surveys to check in on our progress towards creating a more racially just and inclusive company.
- **Team Advancement:** As one result of those surveys, in 2019, we re-engineered our hiring practices, organizational chart, and leadership team to ensure that every member of the organization is positioned for growth, and every member of the team can advance into a leadership role, if they are interested in doing so. Since making this shift, we have found that 84 percent of our employees see a clear career path at Mission Partners, as compared to 59 percent in 2018.
- **Retirement Planning:** In 2021, Mission Partners made a values-driven shift in our retirement plan vendor, incorporating socially responsible investing options that align with our company and individual values, and increasing the match that Mission Partners delivers to all full-time and part-time employees. We also removed some of the previous limitations that had been in the plan, such as when employees can join, to further build equity into the offering.
- **Time Off:** And in 2024, we expanded our benefits to support more holistic time off and extended leaves for mental health and family leave.



If you have come to help me you are wasting your time.  
But if you recognize that your liberation and mine are  
bound up together, we can walk together.

*Lila Watson*

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## Advancing Equity in Our Business

### OUR COMMITMENT

We commit to eliminating adverse outcomes and barriers caused by the systems of oppression within our work and communities. We take our role seriously as an employer and good community ally. We create an environment for all to thrive by offering a robust healthcare plan, flexible work from home policies, and paid parental leave.

### OUR ACTIONS

- **Parental Leave:** Mission Partners provides up to 13 weeks of family medical leave to full-time employees. This policy includes twelve weeks of paid leave, which we expanded from four weeks in 2023.
- **Flex Work:** Mission Partners has always offered remote working options to full-time and part-time employees, with all employees working remotely on a full-time basis since March 2020. Our remote working policy—and supporting technologies—facilitated a smooth transition when stay at home orders were issued following the COVID-19 outbreak. Our team operates fully from a virtual workspace, and while the physical space between us has grown, our connectivity to one another has been strengthened because of the strong foundation we already had in place.
- **Part-Time and Contractor Status:** In addition to full-time employees, Mission Partners has part-time and contractor working arrangements to create highly flexible working arrangements for team members. This working arrangement has allowed several parents with young children to ease back into the workforce, with a fair and sustained source of income.
- **Offsetting Work-From-Home Expenses:** In 2020, Mission Partners became a fully remote company. With the acknowledgement that this shifted certain workplace expenses onto employees, Mission Partners transitioned its now-obsolete transportation benefit to a work from home stipend to offset costs for employee home offices.
- **Healthcare:** Mission Partners offers all employees working a minimum of 30 hours per week access to a group health insurance policy. Mission Partners covers 55 percent of the medical, dental, and vision insurance premiums for a regular full-time employee and up to one dependent. Mission Partners ensures a suite of mental health supports are available and accessible to team members, including flexible schedules to facilitate counseling appointments, an employee assistance program, and supplemental wellness activities to support the team.
- **Mental Health:** In 2024, Mission Partners received the Platinum Bell Seal from Mental Health America for the second time, for our commitment to workplace mental health.

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## Advancing Equity in Our Business

### OUR COMMITMENT

We commit to pay all employees and contractors a fair living wage to support the long-term prosperity of our people and our economy. Mission Partners is committed to paying a livable wage to all employees.

### OUR ACTIONS

- **Livable Wages:** A livable wage is [defined by MIT](#) as “the hourly rate that an individual in a household must earn to support [themselves] and their family.” Starting pay for hourly positions at Mission Partners is reflective of MIT’s livable wage for Montgomery County. This information is included in all hiring materials.

### OUR COMMITMENT

Mission Partners is committed to equal pay for equal work.

### OUR ACTIONS

- **Pay Transparency:** We have implemented systems and policies to ensure transparency and equity across the organization, regardless of responsibilities or levels. Mission Partners does allow pay differentials based on measurable factors, including seniority, merit, and quantity or quality of production. These factors are communicated to staff in myriad ways—including in our employee policies manual—to ensure transparency throughout the organization. Pay differentials based on gender, race, age, sexuality, national origin, or any other protected class are strictly prohibited.

Mission Partners also publishes its ratio of pay difference, from lowest to highest paid employee, which is currently at a rate of 1–5 times.



It is not our differences that divide us. It is our inability to recognize, accept, and celebrate those differences..

*Audre Lorde*

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## Advancing Equity With Our Clients

Our commitment to the principles of justice, equity, diversity, and inclusion—along with an understanding and acknowledgment of historical and ongoing racism and a commitment to challenge racism—are core tenets of our work and will always be front of mind in our client relationships and projects. As professional communicators, we hold ourselves responsible for creating an ongoing dialogue to explore and act on key issues, including cultural, structural, and institutional racism, as well as white privilege, advantage, influence, and power. We firmly believe these principles need to be present in every single client project, every step of the way—from interpersonal interactions to each deliverable.

### OUR COMMITMENT

We commit to actively challenge policies and systems—internally and externally—that perpetuate oppression, discrimination, and inequities.

### OUR ACTIONS

- **Inclusive Language and Visuals:** For years, we have led with a person-first and asset-based approach to communication. We believe that the words and images we choose and the way we use them characterize our identity, manifest our belief system, and bond us with or disconnect us from those with different identities. As language changes, we adapt and change to ensure we are using the most thoughtful and inclusive language possible. We do not always get it right but we are determined to keep learning. We center inclusiveness in our language and counsel our clients on how to reframe their communications to remove instances of discriminatory, stereotypical, or biased language and visuals. In turn, this creates messages and materials that enable everyone to feel that they are being reflected in the work.
- **Anti-Racism:** We ask that clients hold us accountable to actively create anti-racist work and foster an anti-racist environment. And as part of ongoing discussion, we challenge with love, our clients to consider ways to be actively anti-racist. We approach these conversations with an open mind and an open heart. While difficult, we are certain of our collective power to use communication as a positive force to dismantle the societal norms, systems, structures, and barriers that have been designed to oppress.
- **Continuing Education:** Over the last two years, we have invested resources in having our team advance their education in accessibility. Designers have trained in visual accessibility of deliverables, while our writers have trained in plain language best practices.

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## Advancing Equity With Our Clients

### OUR COMMITMENT

We commit to supporting the efforts of organizations that serve those most affected by inequity and strengthening our role as an effective partner to those organizations.

### OUR ACTIONS

- **Client Selection:** We are intentional about the clients we work alongside, which creates an even greater imperative to achieve, model, and spread equity as a company and partner to these important allies.
- **Personalized Project Management:** Before starting projects, we survey our clients to assess their individual preferences, learning styles, and communication needs in a thorough onboarding process.
- **Who We Work With:** In 2023, we partnered with 40+ organizations across a variety of key issue areas, including civic engagement, affordable housing, education, public health, journalism, the arts, and sustainable communities. Nearly 78% of our clients in 2024 were returning clients, speaking to the strong relationships we have built.
- **Advancing Justice:** Working in partnership with colleagues, clients, partners, and community members every step of the way, we use the power of communication to advance justice. We lead campaigns designed to eliminate misinformation in public health. We launch and manage initiatives designed to shift philanthropic dollars to historically underfunded communities. We amplify issues that have resulted in federal policy change in support of local news. And we help organizations re-orient their brands to be authentically aligned with their missions.
- **Pro-Bono Services:** In 2023, we achieved 82% of our 2025 goal to invest \$2.5M in Black-led and women-led organizations. Since the first publication of this report, we have provided **more than \$1M in pro bono services** toward our multimillion-dollar commitment to invest resources in Black- and women-led organizations.

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## Advancing Equity in the World

We are proud of our role in the B Corp™ community, and we take seriously our role to contribute to a radically inclusive and richly regenerative environment.

Data from the [Bureau of Labor and Statistics](#) in 2019 showed that the U.S. PR industry was 89.8% white, with African Americans, Hispanic Americans, and Asian Americans comprising 8.0%, 1.4%, and 0.4%, respectively. Additionally, the [Federal Reserve Bank of New York's 2021 report](#) highlighted that Black-owned firms were most likely to use personal funds for financial issues, with 92% experiencing financial hardship in the prior 12 months, compared to 79% of white-owned firms.

At the start of the COVID-19 crisis, Mission Partners committed \$50,000 in resources to Black- and women-led organizations, recognizing the broken systems that disproportionately affected them. Driven by a vision of a just and equitable world, we increased this commitment to a minimum of \$2.5M by 2025.

Through direct investments, grants, sponsorships, vendor investments, and purchases, we will honor our commitment to supporting Black- and women-led organizations.

### OUR COMMITMENT

We commit to prioritizing Black and Woman-Owned Vendors. We are proud of the alliances and partnerships we've built that support our equity vision.

### OUR ACTIONS

- **\$2.5M by 2025:** In 2023, we achieved 82% of our 2025 goal to invest \$2.5M in Black-led and women-led organizations. Since 2020, **we have moved more than \$700,000 in capital to Black- and women-led organizations** through sponsorships, investments, and intentional vendor transitions.
- **Non-profit Partnership:** In 2023, we announced a three-year financial investment in [Generation Hope](#) and their mission to ensure all student parents have the opportunities to success and experience economic mobility.
- **Our Vendors:** As of the publication of this 2024 update to our plan, more than 65% of Mission Partners vendors identify as Black-owned or women-led.
- **Annual Screenings:** To ensure alignment with our values, and in service of our B Corp commitment, we ask all vendors and contractors to complete an annual social and environmental screen, which informs Mission Partners' investments and year-over-year renewals.

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## Advancing Equity in the World

### OUR COMMITMENT

In response to the racial disparity among agency owners, Mission Partners launched its Social Entrepreneur in Residence program in September 2022 as part of the agency's ongoing commitment to shift \$2.5 million to Black and women-led organizations by 2025.

### OUR ACTIONS

- **Program Launch:** Launched in 2022, the Social Entrepreneur in Residence is an 18-month executive-level program designed to shift capital to Black-led communications firms, and includes executive coaching, a generous stipend, business referrals, and access and opportunities to grow and scale their company. The Social Entrepreneur in Residence program was initially designed to be 9 months, and after reflection and assessment of the program, Mission Partners extended the duration to be 18 months in August 2023. This extended length ensured enough time for the completion of a full business cycle and was mutually agreed upon with the company and the resident.
  - » In March 2024, Ryan Pintado-Vertner completed the inaugural Social Entrepreneur in Residence period, noting an increase across his levels of confidence, leadership, knowledge, and projected business sustainability. The inaugural residency yielded benefits for Ryan's business, Mission Partners, and our clients.
- **Third Party Coverage of the Program:**
  - » In February 2023, Inc. Magazine featured our Social Entrepreneur in Residence program in an [article about impactful entrepreneur-in-residence programs](#).
  - » In early 2024, PRNEWS recognized Mission Partners with the 2024 Corporate Social Responsibility award, recognizing our Social Entrepreneur in Residence program as an industry-leading effort to advance equity in business ownership.

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## Advancing Equity in the World

### OUR COMMITMENT

We commit to creating an ongoing dialogue to explore and take action on key issues including cultural, structural, and institutional racism, as well as white privilege, influence, and power, especially within the content of our [issue areas](#).

### OUR ACTIONS

- **Mission Forward:** Through our Mission Forward® educational platform, podcast, and learning community, we offer a free and accessible resource for leaders to convene on key topics while engaging in conversations with those most impacted by inequities. Since 2014, we've hosted community gatherings, workshops, and trainings to build more equitable communities from within and to learn and grow as a team. Mission Partners does not charge for the majority of these offerings, ensuring they can remain accessible for all.
- **More Than Words:** In 2023, Mission Partners CEO and Founder Carrie Fox published *More Than Words: Communications Practices of Courageous Leaders*. The book is a practical and inspiring resource for leaders and managers as they seek to become more authentic, inclusive, and connected communicators.
- **Book Club:** In 2024, Mission Forward launched the *More Than Words* book club, inviting courageous leaders to start these practices today with a group of like-minded professionals who can support you along the way. The book club meets for one hour to discuss key concepts from the book and how to apply them to fuel your work.



Vulnerability is not winning or losing.  
It's having the courage to show up when  
you can't control the outcome.

*Brené Brown*

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## What's Next

We recognize that advancing equity, inclusion, and social progress is not a destination but an ongoing practice that requires continuous effort, reflection, and adaptation. We acknowledge that this work will never be finished; it is part of a lifelong journey and an enduring commitment.

While putting this framework on paper and updating it annually are important steps, what truly matters is our actions against this plan and in service of justice.

**Our effectiveness in advancing more equitable and inclusive workplaces, communities, and society will be measured by how we hold ourselves accountable to this Equity Action Plan.**

Looking ahead, Mission Partners is committed to further solidifying and expanding our dedication to equity, inclusion, and justice. We will continue to challenge ourselves to deepen our commitments and ask tough questions to drive our efforts forward. This journey requires ongoing learning, humility, and a willingness to adapt as we strive to create lasting change.

## Resources

We've collated the [Resources page](#) on Mission Forward from our team and community members to help build more equitable communities through purpose-driven communications.

# Appendix

## History + Grounding Commitments

When this work began at Mission Partners in 2018, members of our previously named Equity + Accountability Team co-created and mutually agreed upon the following set of grounding commitments to ensure the full participation of our team in the practice and pursuit of equity. Some of these commitments were developed or adapted by Mission Partners, while others have been crowdsourced over time from our network of clients, friends, and colleagues.

Today, these grounding commitments serve as a baseline for our internal and external communications.

### **Be an Active Listener**

During any meeting, we commit to be fully engaged and focused on the group conversation, and specifically on each individual's contribution to the conversation. There is only one "microphone" during each meeting and thus, team members commit to giving their full attention to the individual who is speaking.

### **No One Knows Everything; Together We Know a Lot**

Every person in the room brings different levels of experience and expertise, but everyone has something to contribute. This commitment asks that we all practice humility and look for what we can learn from each other. We share what we know and are willing to ask questions so that others may learn from us.

### **First Draft Thoughts Welcome**

We want everyone to feel comfortable participating, even if you don't feel you have the perfect words to express your thoughts. In the spirit of moving us forward, bring your thoughts and ideas to the group, even if those thoughts are still forming.

### **Embrace Curiosity**

We make better decisions when we approach our problems and challenges with questions ("What if we...?") and curiosity. Allow space for play, curiosity, and creative thinking.

### **Take Space, Make Space, Share The Air**

Challenge yourself to take space if you tend to be quieter, make space if you find yourself talking a lot or otherwise taking up space. Be aware of your airtime to ensure all voices are heard.

### **Meet People Where They Are**

In any conversation, especially ones about systemic power (race, class, gender, etc.), we know that each person is coming to the conversation with different levels of lived experience and embodied expertise. As we move forward on our impact initiatives, it is important to recognize and accept any gaps in knowledge that a team member may have. As we grow together through our work, we will all evolve in different ways and learn at different paces. We ask each team member to share what you know, be open to questions, and kindly rephrase your thoughts to increase understanding, if necessary.

### **Use "I" Statements**

We will focus on sharing insights and experiences from our own points of view rather than generalizing or sharing on behalf of a group. Each member of our team will start their sentences with "in my experience...", "I feel..." or "The way I understand it..." We will share how we feel and be willing to take ownership of our statements through further explanation if the group has questions or concerns.

### **Own Your Own Story**

We don't generalize or share stories that aren't our own without consent. We recognize that everyone is a unique product of values, systems, cultures, and experiences that inform their worldview. It is important to own our unique stories, speak from our own point of view, and respect the rights of others to share stories on their own terms, too.

### **Respect Diversity on the Internal Team and Client Teams**

Mission Partners' network of staff and consultants commit to being respectful of the views, opinions, and both personal and professional experiences that each member brings to the table. This will help inform the way we approach our work internally and the way we guide communications efforts for our clients. This respect extends beyond the Mission Partners team to the groups of individuals, including clients, with whom we work.

### **Get Comfortable with the Uncomfortable**

Many of the topics we will cover may be difficult to discuss. It is important we hold one another accountable to achieving equity, no matter how uncomfortable the conversations may be. If we can't tackle challenging topics within the Mission Partners' team, we will not be able to tackle them with clients. We will get comfortable being uncomfortable as we grow throughout the team's practice.

### **Rumble with Vulnerability**

*"Vulnerability is not winning or losing. It's having the courage to show up when you can't control the outcome." —Brené Brown*

We agree to be vulnerable and explore tough conversations together. We commit to not being "yes" people, but to instead make space for the discussions and conversations that require us to lean into vulnerability, to stay curious and generous, to stick with the messy middle of problem identification and solving, to take a break and circle back when necessary, to be fearless in owning our parts, and to listen with the same passion with which we want to be heard.

We acknowledge that our collective experiences are stronger than our individual opinions and experiences, and each person has something to contribute to the conversation. We all agree to practice being humble and look for what we can learn from each person in the room. It is important we each share what we know and be willing to ask questions openly to grow together as a team.

Thank you for reading our Equity Action Plan.  
We welcome your feedback and look forward to  
continuing the conversation.

Please visit our [contact page](#) to connect with  
us and learn more about how we can work  
together to advance equity.



Mission Partners is a women-owned strategic communications firm and Certified B Corporation™. Our specialty lies in guiding purpose-driven organizations in realizing their greatest social impact. Since launching the firm, we've counseled hundreds of nonprofits, foundations, and socially responsible businesses across the U.S. and around the world, as well as the partners who fund and support their work.

As a B Corp™, our company voluntarily invests in meeting significantly higher standards of sustainability, governance and giving back to the community in our daily operations. At Mission Partners, we believe business is a force for good, and we are committed to providing an environment of mutual respect which celebrates the diversity of thought, background, and experience. We believe the more inclusive we are, the better our work will be.

**Learn more and partner with us:**



[mission.partners](https://mission.partners)



[connect@mission.partners](mailto:connect@mission.partners)



[Mission Partners, Benefit LLC](#)