

A Letter from Our CEO

We live in a time of troubling distrust in societal institutions and a belief among people around the world that the system is failing to better their lives. Business has a responsibility to fill this leadership void and work to restore people's trust. In this context, I am pleased to present this report, which captures how we are doing our part through our Citizenship efforts.

Looking back at our fiscal year 2017 (FY17), I'm particularly proud of the vital role we played in helping companies and brands take a stand on pressing social concerns. Our annual Trust Barometer and Earned Brand studies guide our clients to a better understanding of what their audiences expect from them as social actors.

This past year, we worked with Heineken on its "Worlds Apart" campaign to establish meaningful dialogue on racial and ethnic issues. We continued our groundbreaking work with retailer REI, encouraging consumers to #OptOutside and enjoy nature instead of shopping on Black Friday, the biggest shopping day in the United States; and also helped KIND bars puncture people's self-referring social media "bubbles," among other exciting work.

We also are making progress internally. I'm happy to report that we continue to advance toward our goal, established in 2011, of 50:50 gender parity in senior leadership positions at our firm by 2020. As of the end of FY17, 41 percent of our most senior leaders are women. In total, our overall giving, encompassing nearly 26,000 hours of professional and general volunteerism, 42 community investment grants, and our matching of employee donations, reached \$4.2 million.

We updated our sustainable procurement policy to better reflect our commitment to responsible purchasing and supplier diversity. We also have aligned our Citizenship initiatives with UN Sustainable Development Goals, recognizing that Edelman is part of a global community with its own role to play in seeking positive social change.

Every day, we approach these efforts with the same dedication and commitment that we bring to work we do for our clients. Our Citizenship represents the very best of our people and our firm.



Richard Edelman
President and CEO

“Edelman has been a participant in the United Nations Global Compact since March 2001. I am proud to pledge Edelman's continued support to the Compact and its goals.”