

# Embrace Diversity: Brad's Deals Progress and Journey Forward


**BRAD'S** DEALS

2021-2022 Report



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## Introduction

Brad's Deals is committed to expanding diversity, equity, and inclusion (DE&I) in everything we do, as cited by one of our core values: Embrace Diversity. From our customers to our employees, we have an obligation to provide a sense of belonging, accessibility, and representation for all.

We strive to be genuine and authentic in how we create a diverse, inclusive, and equitable culture. With that comes a vital responsibility to be transparent not only about the representation of our workforce, but also in how we nurture all of our talent to grow and thrive.

Vowing to be the safest place to shop on Earth, Brad's Deals knows that promise starts internally with our employees in order to remain true to our word. With an inclusive workforce that champions diverse perspectives, we in return create safer online spaces for our shoppers to be.

This annual report shows our progress, including the current makeup of our workforce and where our employee representation currently stands. We believe transparency will keep us culpable and our unique perspectives, backgrounds, abilities, and differences will make us better together.

There's more work to be done at Brad's Deals, but we'll continue to live by our core values and never stop trying to get it right.

Thank you for holding us accountable on our journey forward.

## Understanding Our Data

We're committed to increasing the representation of employees across all categories of diversity and at every level of our organization. We stand by this obligation and are dedicated to continuous evolution of our culture per specific goals set in place for hiring, retention, education, and employee development.

Our workforce data was pulled from our HR system, Zenefits. It includes our 95 full time employees that were employed with Brad's Deals from February 2021 to February 2022. Additional data was pulled from an optional, internal all-employee survey, that allowed us to measure where we've made improvements upon the aforementioned objectives and more importantly, where we were falling short.

As we continue to collect data, our hope is to learn more about the diverse makeup of the Brad's Deals team and to also deploy recruitment strategies in direct correlation to that information so as to help these numbers continue to rise.

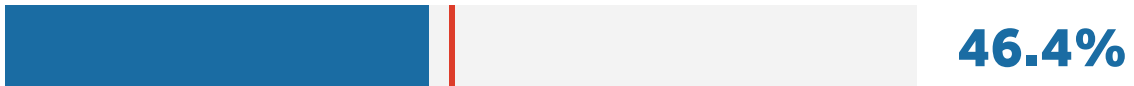
<b>All Team</b>	Includes all Brad's Deals team members
<b>Management</b>	Includes team members with one or more direct report
<b>Leadership</b>	Includes directors, vice presidents, and executive team

# Gender Diversity

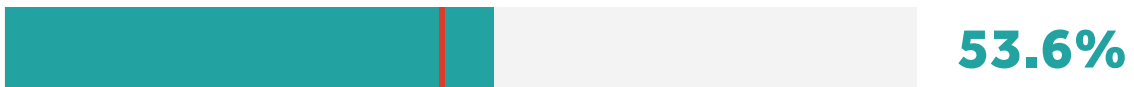
We know that gender isn't binary and will continue to learn how we can be more inclusive to all identities.

## All Team

Male

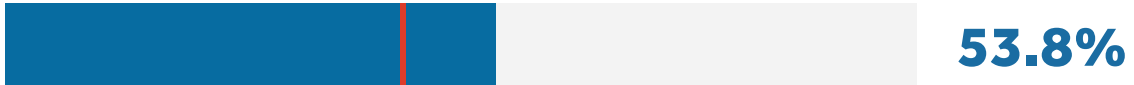


Female

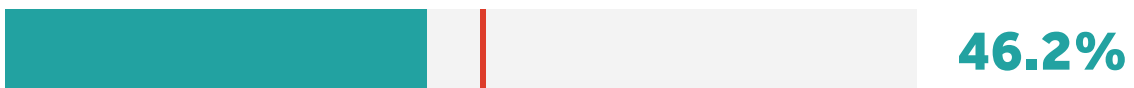


## Management

Male

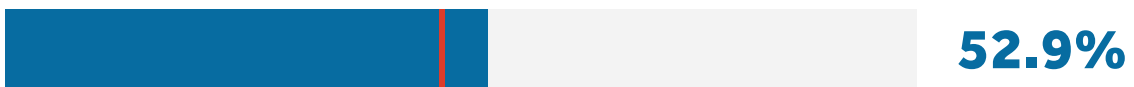


Female

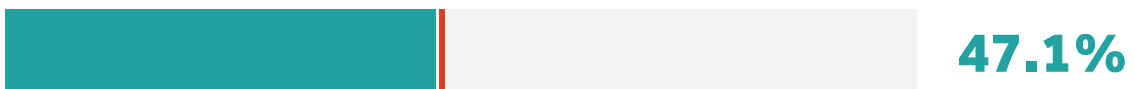


## Leadership

Male



Female



*\*The red line indicates 2020 to help us measure our year-over-year progress.*

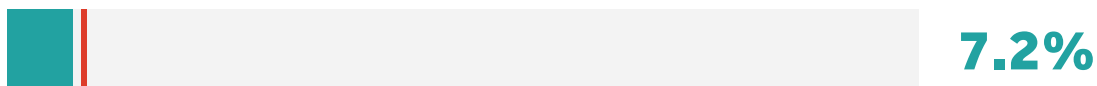
# Race and Ethnicity

## All Team

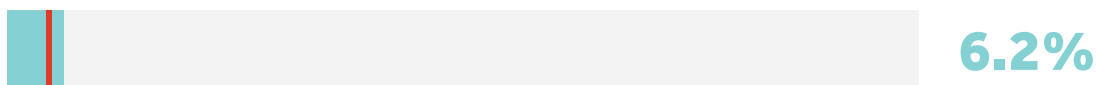
White



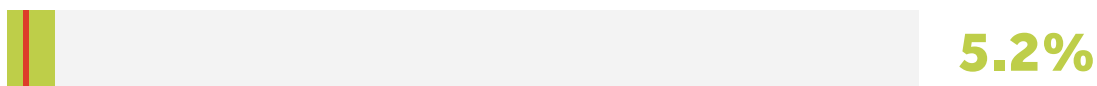
Asian



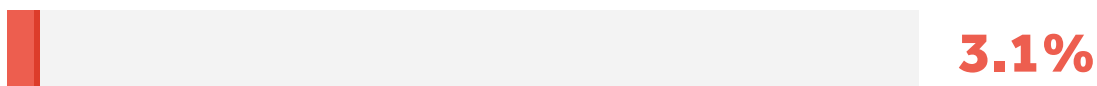
Hispanic/Latinx



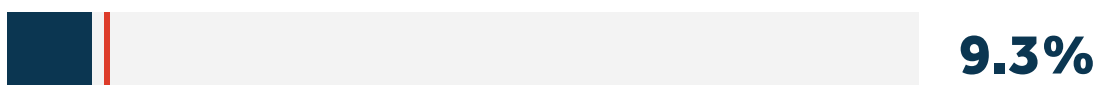
Black or African American



Multiracial



Preferred Not to Answer



*\*The red line indicates 2020 to help us measure our year-over-year progress.*

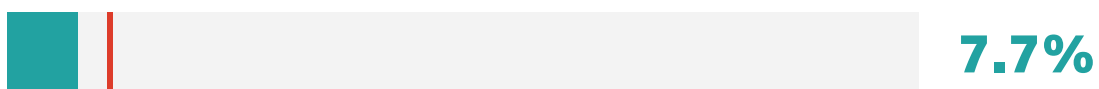
# Race and Ethnicity

## Management

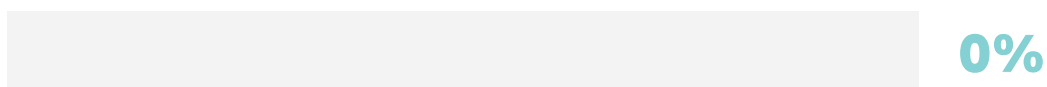
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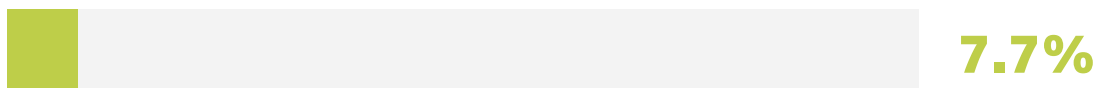
Asian



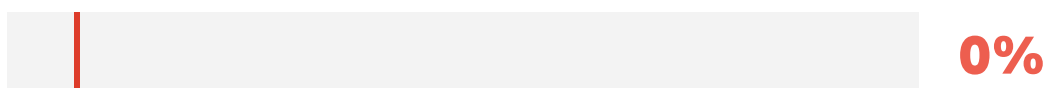
Hispanic/Latinx



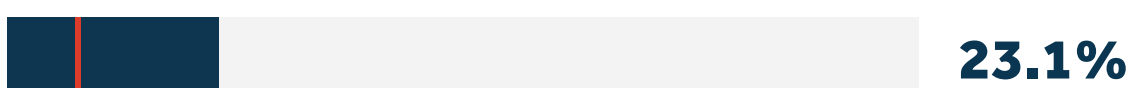
Black or African American



Multiracial



Preferred Not to Answer



*\*The red line indicates 2020 to help us measure our year-over-year progress.*

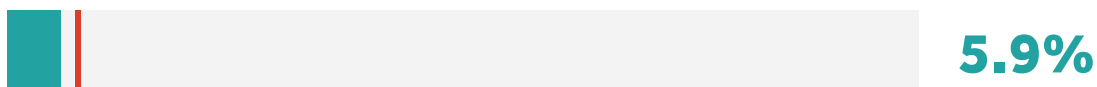
# Race and Ethnicity

## Leadership

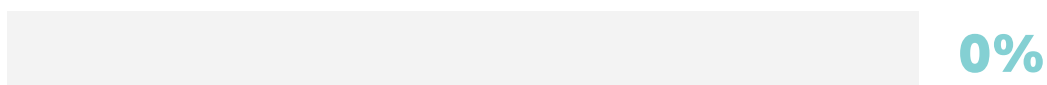
White



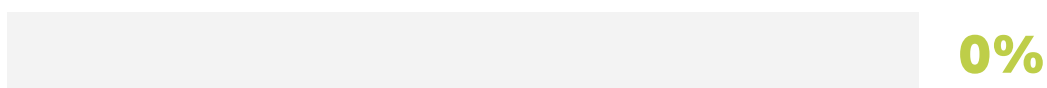
Asian



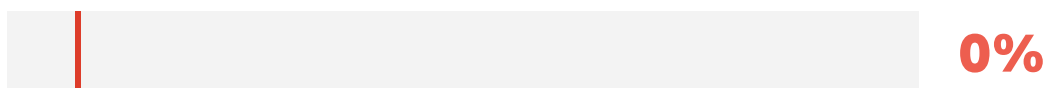
Hispanic/Latinx



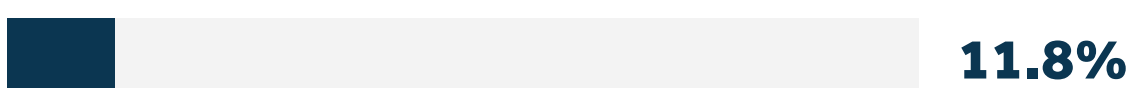
Black or African American



Multiracial



Preferred Not to Answer

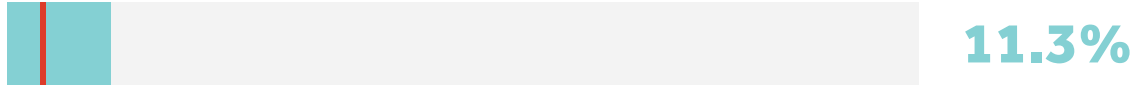


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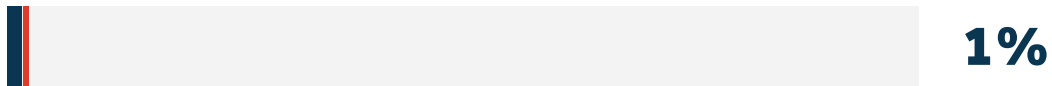


## Other Representation

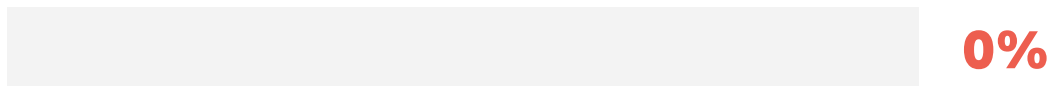
### LGBTQIA



### Disability



### Veteran



*\*The red line indicates 2020 to help us measure our year-over-year progress.*

# All Employee Survey Results

Our all-employee survey is a transparent survey to better understand employee morale, satisfaction, and engagement at Brad's Deals. It's the first year it was **not** anonymous to help us understand and directly fix problems, improve our policies, and support manager development at all levels.

## Key:



*\*“Strongly Disagree” was given as an option but was never chosen.*

I feel treated with trust and respect in my role:



I am happy I came to work at Brad's Deals:



I feel like my workplace provides a positive and healthy environment for me:



# All Employee Survey Results

Key:

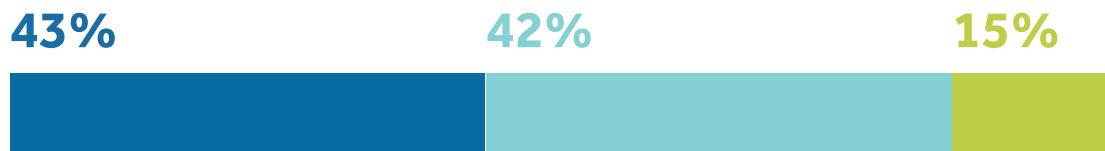


*\*“Strongly Disagree” was given as an option but was never chosen.*

I value the quarterly programs that support our well-being initiatives in the financial, mental, physical, social and community categories:



I value the quarterly programs that support our Diversity & Inclusion initiatives:




My company is taking effective action to promote diversity, equity, and inclusion:





## **Belonging: Beyond The Numbers**

We understand that DE&I is not a destination, but a journey and investment that will always be interwoven into all we do. These programs and initiatives continue to transform Brad's Deals diversity and inclusion efforts, while offering employees a respectful, meaningful, and belonging connection to one another.





In our opinion, it is not enough to simply believe in a cause—we must take action in it. In 2020, when many uncertainties, divisions, and injustices impacted us all, we knew we had to commit to do better. Mosaic, an internal, diverse team at Brad’s Deals, was forged to navigate new spaces, expectations, and initiatives for diversity, equity, and inclusion.

### **About Mosaic**

Just as each tile in a mosaic is intentional and unique, each conversation and action from Mosaic designs the bigger picture for the future of our customers, our workforce, and what we believe in. Up close, we see individual pieces continually working together with purpose, and when we step back, we see a beautiful picture that symbolizes our culture and the architecture of our organization.

### **The Mission**

With Mosaic, we will grow and cultivate a diverse team and an inclusive environment that celebrates differences, challenges us to reduce harm, stands up to injustice, and prioritizes the most vulnerable among us to lead with the change we want for our communities and world.

## Mosaic Objectives

### **Diversity**

Increase the representation of people from all backgrounds, ethnicities, and experiences and in all levels of our workforce, customer base, partnerships, and merchant and supplier relationships.

### **Equity**

Ensure that every team member, especially those with marginalized identities, has the opportunity to contribute and grow professionally.

### **Conscious Inclusion**

Create a consciously inclusive environment that nurtures innovation and creativity through awareness, education, and action.

### **Communication**

Provide all stakeholders with transparent communication on any Mosaic task forces, including the actions being planned and their results. Inform the company at large about Mosaic progress and encourage feedback.

### **Accountability**

Exist as an ongoing, corporate initiative with the expectation that each team member contributes to its success.

## Mosaic Outcomes

### **DE&I and Cultural Events\***

Every quarter Mosaic hosts special, diversity-focused events with a broad representation of topics and speakers to educate and address emerging issues, celebrate all cultures, and help us learn about significant moments and people in history.

In 2021, these events included: lunch and learns on Dr. Martin Luther King and Fred Hampton, Korean Lunar New Year, Ida B. Wells, and badass women of history; happy hour with Reclaimed Soul; wine tasting with TK Mehlhaff (a deaf, female transgender, cancer survivor); and tea tasting with Chinatown Tea Lady including an in-depth discussion on AAPI issues.

### **Hiring Task Force**

Mosaic sets goals for pipeline diversity, intern recruiting, job board posting, and audits the recruiting process by reviewing job posts to ensure they are feminine or gender-neutral focused, and that there is no instance of racial bias.

### **Mentorship Task Force**

The team develops opportunities for female, ethnically diverse, and disadvantaged youth mentorship programs with 11 events last year between two different organizations.

### **Monthly Celebrations Email**

This monthly communication educates employees on diverse holidays, celebrations, and relevant topics and offers resources on how to learn more to better foster inclusivity.

### **Book Club**

Gives employees a fun and educational way to stay engaged while focusing on diverse topics, non-fiction or fiction, and discovering diverse authors. Last year, our goal was two books a quarter depending on our busier months and workflow within the group.

# More Approaches to DE&I

## Our Marketplace

### All Shop

While we have focused many of our efforts on the internal, employee side of our business, it's also important for our merchant partners to be represented. In 2020, we took a closer look at our service and where we could foster diversity, equity, and inclusion more. This is when All Shop was born, an inclusive collection of deals that supports diverse and underrepresented businesses year round.

In 2021, All Shop merchants received **1.4 million clicks** with **over 5,000 orders a month** increasing year-over-year sales by 100%. In 2023, our goal is to grow the depth and breadth of this collection and create more diversity-focused campaigns to positively impact e-commerce beyond big-box stores.



## Our Workforce

### **Diversity-Focused Hiring**

We audit our recruiting process to hold us accountable for a thorough, communicative, and fair experience. Each opening is posted on a minimum of 2-3 diverse job boards. The candidate pipeline needs to be 50% diverse for intern and entry level roles and 40% diverse for high level roles before an offer can be extended. A diversity statement and ADA requirements are included in every job post to encourage historically excluded candidates, plus welcome all abilities and talents that may not meet every qualification. As we continue to collect data, we will deploy recruitment strategies to directly impact the diverse makeup of the Brad's.

### **Paid-Intern Program**

Intern recruiting focuses on opportunities for historically Black colleges, universities, and trade schools to provide hands-on experience in our industry and introduce us to valuable perspectives, talent, and team members that are underrepresented in our organization.

### **Mentorship Programs**

We have an employee-led task force to develop a variety of opportunities important to our employees including female, ethnically diverse, and disadvantaged youth mentorship programs. To inspire confidence and careers in technology, we partner with TechGirlz, a non-profit for middle school girls with 65% identifying as non-white, and Flatiron, a school dedicated to helping students learn and love technology, engineering, and code. We also work with Year Up, a program committed to ensuring equitable access to economic opportunity, education, and justice for young adults with 90% of students and 59% of staff identifying as BIPOC.

## Our Workplace

### **Inclusive and Flexible Work Environment**

We support remote work, flexible schedules and welcoming workspaces that are accessible for all needs.

### **Floating Holidays**

Employees get three additional floating holidays annually to celebrate meaningful days for reflection or observation.

### **Volunteer Opportunities**

We encourage employees to give back and offer virtual and in-person volunteer opportunities for employees to participate during work hours.

### **Continuing Education**

Investing in continued learning, courses, and workshops is fundamental to our company and the professional growth of employees.

### **Continued Leadership Learning**

To best support all team members, we continue to listen, ask questions, and evaluate our commitments and policies. From customized leadership development to address specific topics managers feel are important to company-wide unconscious bias training, our goal is to always innovate and grow.

## Well-Being Events\*

We believe in the power of storytelling and supporting employees with impactful and authentic experiences. Our virtual, well-being events focused on education and activities to support employees in five areas of health including physical, financial, mental, community, and social. Examples from 2021:

- **Physical:** Fire Thyme cooking demo, National Walking Day challenge
- **Wealth:** Financial Gym budgeting bootcamp, crypto, 401k overview
- **Mental:** Journaling, chair yoga, conflict resolution with Paul Nadeau
- **Community:** Bernie's Book Bank, Garfield Park Conservatory tour
- **Social:** Terrarium workshop, 20th anniversary happy hour, origami class, magician, beer tasting, escape room, St. Patrick's Day trivia

*\*Our events are built with a remote-first mentality to ensure all employees are included. During COVID-19, all events were virtual.*

## The Stats So Far

**4.8 Years**

Average Tenure of  
Brad's Deals Employee



**20%**

Percentage  
of team  
members  
that have  
attended  
a Mosaic-  
sponsored DEI  
or cultural event



**22**

Well-being  
events  
this year



Diversity Events  
held this year

**9**



**64,000**

Number of orders generated  
for All Shop merchants



**11**

Mentorship events held this year  
(3 different programs, 8 employees,  
20 students at each event)



*\*An up arrow indicates positive change compared to 2020. A down arrow indicates negative change compared to 2020.*



## Our Pledge

As we look at diversity, equity, and inclusion in our company and where we want to go, the one thing we know is that it's a journey. It's learning from our passion to champion women in tech and transparently understand where we have gaps and underrepresented communities in our workforce. It's breaking down barriers. It's lifting each other up. It's simply a human thing.

Every voice is different, and we're learning how to hear better. We are mindfully and intentionally working on this through our hiring, communication, and the experiences within our culture and service. Diversity drives our creativity and our success. Not only to create a place where everyone feels included and accepted, but where unique perspectives thrive. Our Mosaic team will continue to help us look beyond what we know and learn from what we don't know. This includes accessibility. We are understanding more on how to make our service usable and accessible to everyone, from our employees to our partners to our customers.

Different races, ethnicities, abilities, genders, personalities, generations, interests, you name it. They make us better together, and we'll keep telling stories to grow and inspire each other. Is Brad's Deals a story you want to be a part of? Check out our careers page, or reach out to [HR@bradsdeals.com](mailto:HR@bradsdeals.com) to hear more about our diversity, equity, and inclusion initiatives.