



2018 Diversity Report

Stand for Something

Here at Classy, we strive toward building a best-in-class product that enables mission driven organizations and individuals who are making a difference every day. It is only fitting that the people who help create and grow our product reflect the people we are building it for.

Like many other companies, Classy is working toward building a more diverse and inclusive environment that is representative of individuals of all backgrounds, experiences, and lifestyles, allowing all employees to feel comfortable being their true, authentic selves. We believe that being open about our diversity makeup and engagement is not just a trend, but a real opportunity for companies to stand for something greater than themselves and take a leap forward on committing to fair and inclusive people practices.

With that in mind, we released our first **Diversity Report**¹ to hold ourselves accountable and provide transparency for our own people, in addition to the people we serve.

¹ Employee data is as of October 31, 2018

HIGHLIGHTS

- About **half** of our **workforce** are **women** and this number has been fairly consistent since we began tracking this data in 2015. In addition, about half of our **managers** are women. However, we recognize that number drops at both the executive level and in technical management positions.
- **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 across the organization.
- As we've grown our C-suite team, **we've welcomed three new members, two of which are women—our chief marketing officer and chief product officer**. These were two brand new roles, and we're proud to have a gender diverse executive team in place to help scale the company.

AREAS OF OPPORTUNITY

Minority racial groups make up **less than 25%** of our **workforce** and is an even lesser percentage at the manager and executive levels. While this number has slightly improved over time (6% increase from 2017), we are continuing to focus on getting more diverse representation.

We **do not have enough information for all underrepresented groups** including **veteran** communities, those who identify as **LGBTQ**, or those living with **disabilities** as a few examples. These are communities we want to focus on supporting better and seeing better representation of within our workforce.

STEPS TOWARD PROGRESS

How is Classy addressing diversity in the industry? While we still have a long way to go, Classy has already taken steps towards improving our hiring practices and workplace culture overall. Here are some of the things we've done in key areas to which we will continue to hold ourselves accountable.

Hiring

Our entire People team participated in a two-part training on **unconscious bias** to help us recruit with intention and think more critically about hiring practices and assumptions—and how those assumptions might negatively impact the long-term health and sustainability of the organization.

We've increased business partnership efforts with hiring teams to ensure **decision panels** are diverse in experiences, thoughts, and backgrounds.

To help reduce the amount of subjectivity involved in decision making, and reduce the "like me" bias, we've conducted **structured interview training** for staff, supplemented with corresponding interviewer scorecards (third-party assessments are on the recruitment roadmap).

We've run audits of and made revisions to Classy's **job descriptions** to provide an unbiased, neutral description of our jobs in order to better attract a wider pool of candidates.

We've increased **partnerships and event collaboration** with organizations such as WomanHack, Women who Code, and She Geeks Out, and we are looking to expand our partnerships with organizations that are focused in other areas of diversity.

Development

We established **career frameworks** and **standardized advancement processes**, helping to monitor promotion equity.

We took the **Equal Pay Pledge** as a commitment to close the gender pay gap by paying employees fairly for equal work and experience, which includes conducting regular compensation audits.

We plan to conduct regular diversity reporting and provide continued education and visibility to Classy's **leadership team**.

Engagement

Our employees created #diversity-inclusion and #classy-pride **Slack channels for use by all**.

We are in the process of launching **Classy Communities** (sponsored employee resource groups) designed to bolster support, understanding, camaraderie, and resource sharing in a psychologically safe environment.

We sent a **pulse survey** in May 2018 to glean a better understanding of our “cultural blind spots” and start a larger conversation to drive awareness and challenge the status quo. The survey results were shared in a company all-hands meeting and the feedback helped drive our greater diversity and inclusion strategy.

We offer family-friendly time-off policies and **parental leave** including Fridays off for the first month once parents return, in addition to returning new parent communications and support resources.

STAY TUNED

Revealing our diversity data is just the first step in a long journey toward a better workplace and we are excited to bring you along. In the coming year, we have high expectations and goals set to continually improve our people practices including expanding our university and event recruiting presence and amplifying education and training across the board. In an effort to keep diversity and inclusion front of mind, we will continue to keep the conversation going, engage our own employees on these issues, and share updates on our progress along the way.

For Classy, diversity and inclusion is a part of our core values. While we have always been mindful of opportunities where we could progress, we know we can be even more intentional and are committed to these efforts in order to continue to move the needle. We also know that this is just as important to our nonprofit partners so we welcome all to continue this conversation with us. We have created this email diversity@classy.org for thoughts or general inquiries and would love to hear from you. Let's strategize and help solve this problem together.



Dina Rulli, VP of People Operations at Classy

About Classy

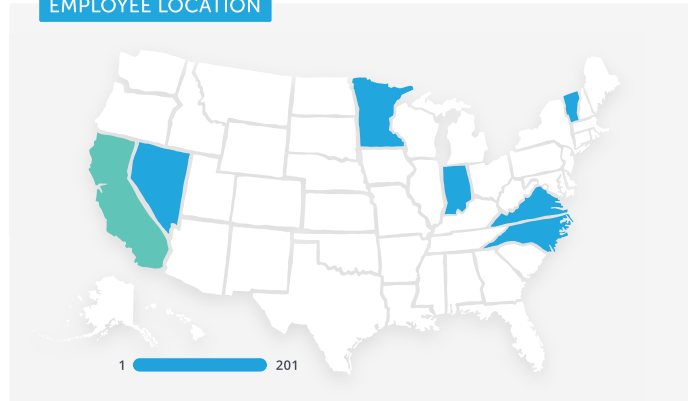
EMPLOYEE POPULATION

231

MISSION

To mobilize and empower the world for good.

EMPLOYEE LOCATION



Gender

COMPANY BREAKDOWN

	#	Classy
Male	119	51.5%
Female	112	48.5%

POSITION BREAKDOWN

	Technical	Non-Technical
Male	76.4%	43.2%
Female	23.6%	56.8%

MANAGEMENT BREAKDOWN

	#	Classy
Male	14	48.3%
Female	15	51.7%

EXECUTIVE BREAKDOWN

	#	Classy
Male	15	62.5%
Female	9	37.5%

↑ Female representation has increased marginally by 1.2% since 2017.

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. Moving forward, we are looking into how we can 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

COMPANY BREAKDOWN

	#	Classy
Asian	20	8.7%
Black/African American	6	2.6%
Hispanic/Latino	15	6.5%
Native Hawaiian/ Other Pacific Islander	1	0.4%
Two or More Races (Not Hispanic or Latino)	12	5.2%
White	177	76.6%

POSITION BREAKDOWN

	Technical	Non-Technical
Asian	25.5%	4.0%
Black/African American	0.0%	3.4%
Hispanic/Latino	7.3%	6.3%
Native Hawaiian/ Other Pacific Islander	0.0%	0.6%
Two or More Races (Not Hispanic or Latino)	3.6%	5.7%
White	63.6%	80.1%

↑ Minority group representation has **increased** 6.1% since 2017.

MANAGEMENT BREAKDOWN

	Management	Executive
Asian	6.9%	8.3%
Black/African American	3.4%	0.0%
Hispanic/Latino	13.8%	4.2%
Native Hawaiian/ Other Pacific Islander	0.0%	4.2%
Two or More Races (Not Hispanic or Latino)	3.4%	0.0%
White	72.4%	83.3%

Veteran Community

1.4% of employees (out of the 30.7% of our employee population that opted to share this info) listed themselves as Active Reserve.

Age

COMPANY BREAKDOWN	
Age	% of Population
21-25 years old	13.4%
26-30 years old	39.4%
31-35 years old	26.0%
36-40 years old	13.0%
41-45 years old	4.8%
46+ years old	3.5%

MEDIAN AGE
32 years old

Gender Pay

Classy conducted a review of our pay across the company and looked at where there may be discrepancies or inequalities for employees in similar roles. In our 2018 audit, we discovered that **1%** of our employee population did not have gender parity within specific roles, so we right-sized that gap. We review our compensation practices on a regular basis and formally will be conducting another audit in early 2019 as part of our annual assessment period.

D&I Survey Results

A survey was sent May 18, 2018, to the Classy staff⁵ to allow for a safe space to provide feedback on our culture. The feedback was immensely valuable as it allowed us to hear how employees felt we were doing from a diversity and inclusion perspective.

While we are happy that employees who filled out the survey reported such high rates of acceptance, we also know that these numbers could be skewed by the demographic makeup of

⁵ The D&I survey sent to the Classy staff May 18, 2018, was optional and anonymous, with a 37% participation rate

the company. In the future, we aim to ensure these numbers are high across all individuals at Classy, both those in and outside of the majority group. Below are some of the survey results:

1

Do you feel accepted and included here at Classy?

4.35 (OUT OF 5)

2

Do you feel like you can be your authentic self at Classy?

4.22 (OUT OF 5)

3

How does Classy rank based on your definition of "diverse and inclusive"?

3.66 (OUT OF 5)