

OVERTURE

2020 Annual Corporate Social
Responsibility Report

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Our Year in Review

Overture has evolved year after year in order to meet our clients' growing needs. In 2020, the evolution proved considerably more challenging, as the global pandemic required a pivot from production of day-to-day promotional merchandise to PPE necessary to keep organizations running.

Upon securing essential status in order to keep our doors open and service essential grocery & meal delivery services, our warehouse and production teams worked tirelessly to keep up with an expanding workload while implementing CDC-compliant, social distancing guidelines. Our sales teams shifted practically overnight to a remote working environment, all without missing a beat.

Overture is fortunate to have a dedicated, passionate and creative workforce to which we can attribute our success, both in regards to our growth and performance as well as our Corporate Social Responsibility (CSR) goals.



WORK HARD
PLAY HARD



Overture CSR in Summary

Overture has always been devoted to giving back to our community, supporting diversity and promoting environmental initiatives. Overture is also an advocate for transparency, data-driven decision-making processes and continually asking, “how can we do this better?”.

In that spirit of transparency, we are pleased to share our first CSR Report, including project summaries, data and goals.

As our CSR plans continue to evolve, we will continue to share milestones as well as opportunities for collaboration.

Community Engagement

Domestic Violence Awareness

A Safe Place is a domestic violence shelter local to Overture Promotions. Through a variety of fundraisers, drives and sponsorships, the Overture team assisted A Safe Place in their mission, impacting 29,975 adults and children, providing 48,926 nights of safe housing (in both their transitional and permanent housing facilities) and 6,634 nights of emergency shelter, issuing 1,434 life-saving orders of protection, answering 1,519 crisis line calls and granting 2,273 safe custody exchanges and monitored visitations.

Overture Goods and Monetary Donations

Overture's 150 employees responded to calls for monetary and physical donations for A Safe Place throughout the pandemic.

- 26 boxes of branded bags and various personal care items for new client welcome kits
- 10 boxes of clothes, coats and personal goods from employee donations for Domestic Violence Awareness Month
- Photography equipment for the A Safe Place marketing team.
- 46 turkeys for A Safe Place residents' Thanksgiving dinners
- 60 brand new, reusable water bottles were donated by Overture's sales teams for A Safe Place's Summer Camp
- Overture employees donated various items to stock A Safe Place's on-site holiday store

→ *Live with* ←
INTEGRITY
& Respect

Northern Illinois Food Bank

- \$1,782.52 raised during the pandemic
- Overture matched for total donation of \$3,565.04

Animal Shelter Donations

- Monetary donations to various animal shelters throughout the year
- Overture employees participated in the Walk for the Dogs 5K

Crisis Text Line

- Overture employees volunteered as crisis counselors during the Covid 19 Pandemic

Annual Wine, Women & Shoes Event Sponsorship

- An Overture employee served as a Committee Chair for this event
- Overture employees attended the first-ever virtual Wine, Women & Shoes event
- Overture provided various donations totaling \$1,500 for the Silent Auction

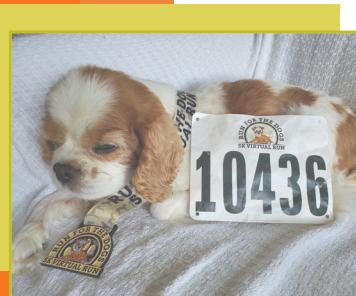
Veteran's Day

- Overture employees raised \$965 for the Wounded Warrior Project
- Overture corporate matched this donation with \$965 to the Intrepid Fallen Heroes Fund
- Overture donated 28.1 pounds of candy to Operation Gratitude for Deployed Troops

Other Causes

- Throughout the year, Overture hosts a variety of fundraisers, drives, volunteer initiatives and other charitable work outside of our partnership with A Safe Place. Despite the pandemic, Overture's staff raised over \$6,000 for a variety of charitable organizations.

TAKE OWNERSHIP & Accountability



Overture's Environmental Impact

In an effort to expand upon our organization's recycling program and sustainable promotional product offerings, we launched an employee-led "Green Team" in 2020 to suggest and implement new practices and policies, as well as to educate Overture employees on the impact we have on our environment.

Overture has implemented the following Green Team initiatives:

- We recycle all boxes and corrugated materials within the office and distribution center.
- We allocated a separate machine for compacting cardboard materials.
- We utilize green void fill packaging in the form of recyclable air pillows and/or paper fill when packing out boxes.
- Our Waukegan headquarters utilizes a BAS HVAC system to efficiently control airflow throughout the building with automatic settings to detect when people are in the building and to adjust temperatures locally and only as needed.
- We maintain partnerships with eco-friendly suppliers, ensuring our top-tier suppliers reflect our corporate values.
- Our Waukegan headquarters is home to an Overture garden, maintained by staff.
- We always offer clients sustainable promotional products.
- We ensure our overseas sources are certified for product safety, social accountability and environmental stewardship.

Overture donated several boxes of eco-friendly containers to Superkhana International, the Brave Space Alliance and New Way Faith Tabernacle Food Pantry/Shelter during the Covid-19 pandemic.

This donation included:

- White paper grocery bags
- Paper shoppers with handles
- Boxes of straws
- Small to-go containers
- Ramekins
- Large clamshells and 32 oz. bowls with lids

Diversity at Overture

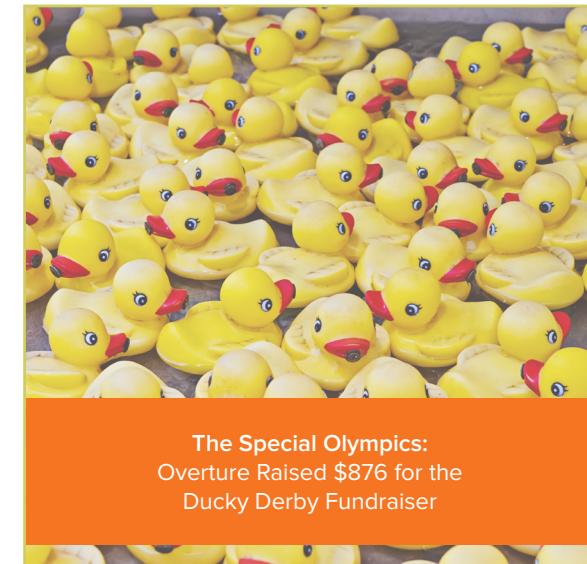
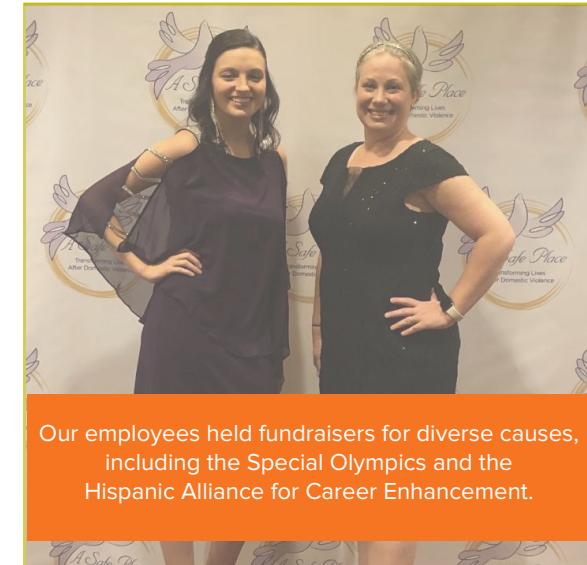
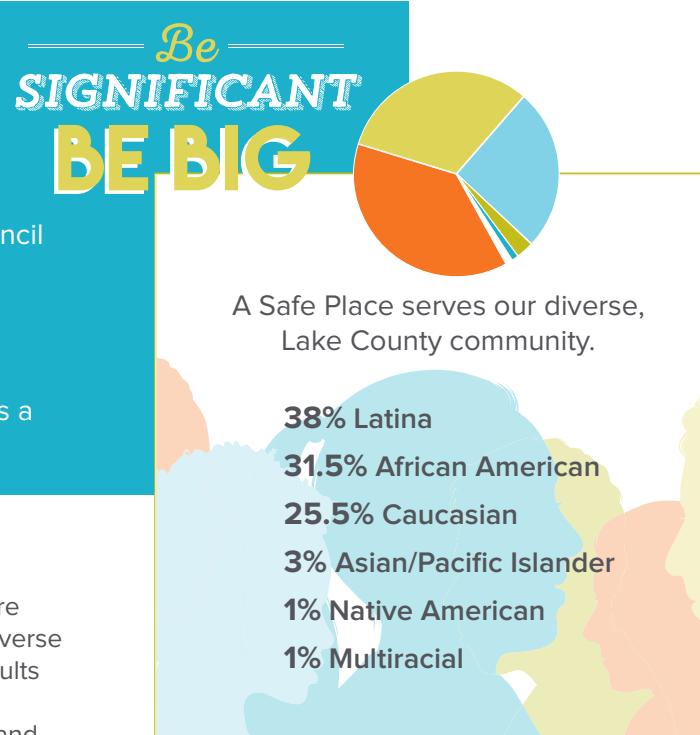
As a minority-owned and women-led organization, Overture is dedicated to being an inclusive and diverse workplace. As such, this year saw the inception of the Diversity & Inclusion Advisory Council (DIAC), which is a team of Overture employees representing all kinds of racial, ethnic, religious and gender diversity. The DIAC mission is to make recommendations to management for educating employees and ensuring we are moving forward as a diverse, equitable and inclusive place to work.

Diverse Causes

In addition to our partnership with A Safe Place, Overture currently allocates a percentage of CSR resources to diverse causes. Overture also employs special needs young adults transitioning out of high school, in partnership with the Northern Suburban Special Education District (NSSED) and is a member of the Chicago LGBT Chamber of Commerce.

Overture has implemented the following, DIAC initiatives:

- The team lead the development of a strategic plan for building diversity and inclusion in 2021.
- We identified two gender-neutral restrooms in our headquarters building.
- We completed the first of three diversity, equity and inclusion training modules for 55 people and process managers.
- We ensured our diversity is reflected in headquarters décor.

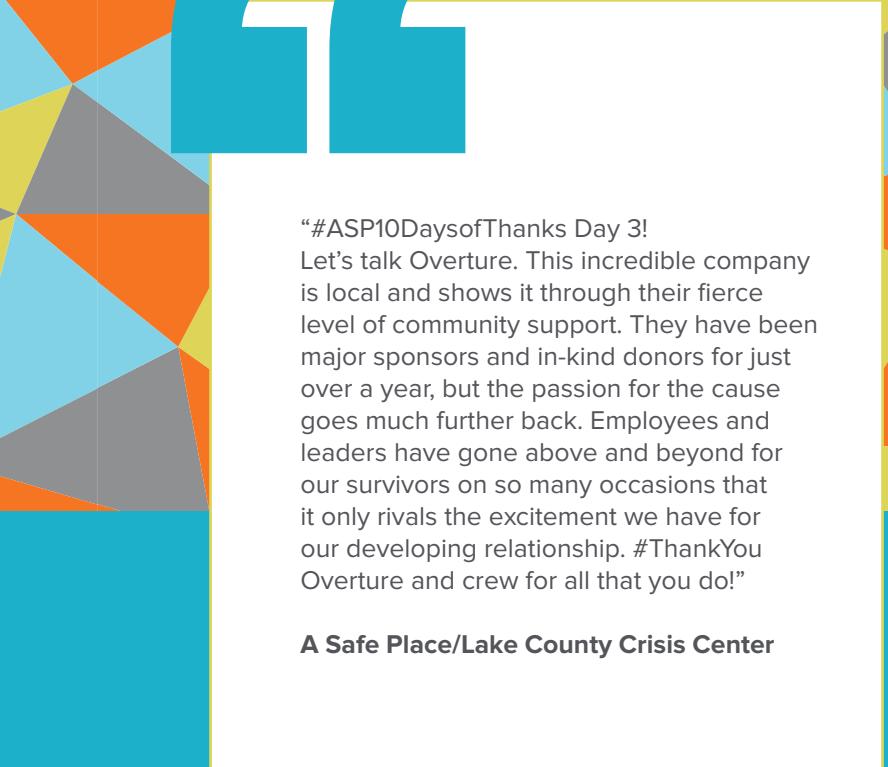


Testimonials



"I want to say thank you so much for starting an online fundraiser. Every \$1 donated can help provide \$8 worth of groceries. That means you guys have helped provide over [\$14,000] worth of groceries, which is so, so awesome. So, I just wanted to say thank you!"

Molly, Northern Illinois Food Bank



"#ASP10DaysofThanks Day 3! Let's talk Overture. This incredible company is local and shows it through their fierce level of community support. They have been major sponsors and in-kind donors for just over a year, but the passion for the cause goes much further back. Employees and leaders have gone above and beyond for our survivors on so many occasions that it only rivals the excitement we have for our developing relationship. #ThankYou Overture and crew for all that you do!"

A Safe Place/Lake County Crisis Center

LIVE
PROUD
—
MAINTAIN
Humility



OVERTURE

promotional marketing experts

Let's talk

We'll knock your socks off, guaranteed.
Let's discuss how we can boost your brand.