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# Impact Report 2024



**GoodCitizen**

Leadership for a better world

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We provide executive search services to mission driven organizations

We are inspired by authentic, mission-driven work, organizations, and leaders. As social sector leaders, strategists, and recruiters ourselves, we understand the importance of getting leadership right for our clients.

We are committed to positive social and environmental impact

Certified



Corporation

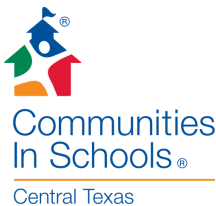
Public Benefit  
Corporation



As a B Corp and Public Benefit Corporation, we are committed to a just, equitable society and sustainable economy. These commitments are fundamental to our identity and inform our values as a team.

Since 2020, we have donated 1% of our annual revenue to organizations working on environmental or climate solutions as part of 1% for the Planet.

# Representative 2024 Clients





## Leaders

We prioritize people, ensuring they receive the respect, time, and resources they deserve.

We identified transformative leaders...



Executive (C Suite)  
Chief Executive Officer  
Executive Director  
C-Suite



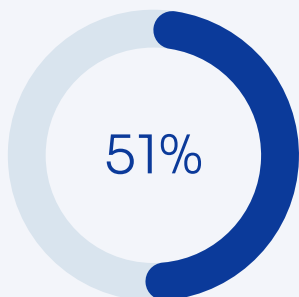
Other Leadership Roles  
Manager  
Director  
Officer  
Functional Leadership

...to fill a variety of roles and functions.

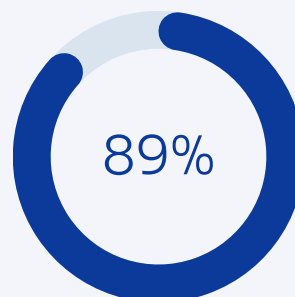


## Clients

GoodCitizen puts people first.



of our searches came from Returning Clients

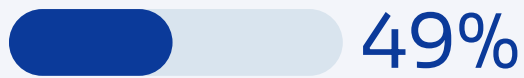


of respondents to satisfaction survey about our services indicated that they were Satisfied or Very Satisfied

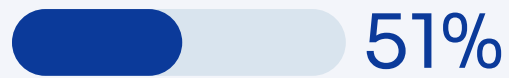
# 2024 in Focus

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We collaborate with clients across the social sector...



Philanthropy



Nonprofits

...who address pressing issues.



Climate and Environment



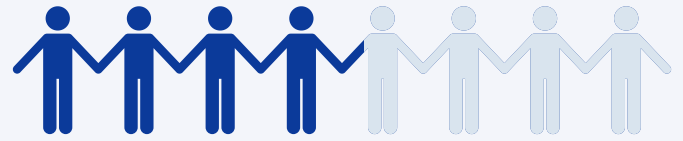
Education



Social Justice

# Equity in our Work

We believe that everyone deserves equitable access to career opportunities in leadership at organizations tackling society's biggest issues.



55% of our selected candidates identify as Leaders of Color



66% of our selected candidates identify as Women or Non-Binary



For the second consecutive year, we were identified as one of the top ten national firms that are exceptional in both their approach and results when working with women of color.



53% of GoodCitizen staff identify as People of Color





# We Cultivate Connection

## Building Community



Social impact professionals networking event in Seattle

We hold a unique vantage point to foster community by connecting individuals across the social sector...



Black Funders Network  
OF THE BAY AREA

...hosting professional development sessions.



**10,200+**  
followers. We achieved growth by doubling our audience in 2024.

**1,300+**  
impressions per post on average over the past six months.



**100,000+**  
social sector  
leaders in our  
network

We maintain strong, responsive connections with diverse social sector leaders ready to build teams that can make a difference and drive change.

## Representing GoodCitizen



At the EDLoC National Convening in Baltimore, MD.



At Climate Week in New York

# The GoodCitizen Team



Jailan Adly



Dafina Bobo



Kevin Bryant



Keristian Farra



Celene Haque Tanner



Megan Kraus



Martha Lewis



Cody McCarthy



Melissa Merritt



Karen Rea



Martens Roc



Nathaniel Rodriguez Sosa



Gabe Sapuay



Mollie Vermillion



Jeff Waldron



Reyonia Whipple

## Board of Directors



Max Scoular



Elisha Smith Arrillaga



Andres Traslavina

# Contact Us

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## GoodCitizen Hubs

