Impact Report 2025



GoodCitizen

Leadership for a better world

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We provide executive search services to mission driven organizations

As executive search professionals with deep social sector expertise, we understand the importance of getting leadership right for our clients.

We center social and environmental impact in our work

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



We are recognized for the quality of our work

We were named to Business Insider's America's Top Recruiting Firms for 2026 and Forbes' Top Recruiting Firms for 2025.

Five Years of Impact

Five years ago, we set out to build a firm grounded in values and designed to endure. We believed then - as we do now - that leadership matters, and that how we do our work is as important as the outcomes it produces.

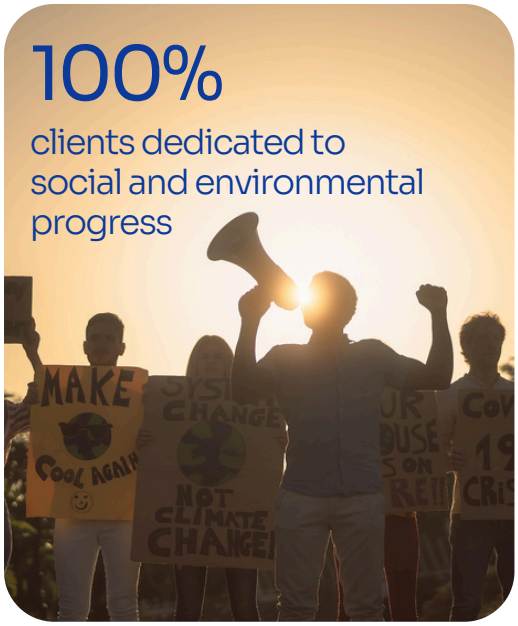
The past five years have tested that belief. We navigated a global pandemic and the uncertainty that followed, all while continuing to serve mission-driven organizations facing unprecedented demands. Through it all, we remained clear on our purpose and consistent in our practice - committed to integrity, rigor, and care in every engagement.

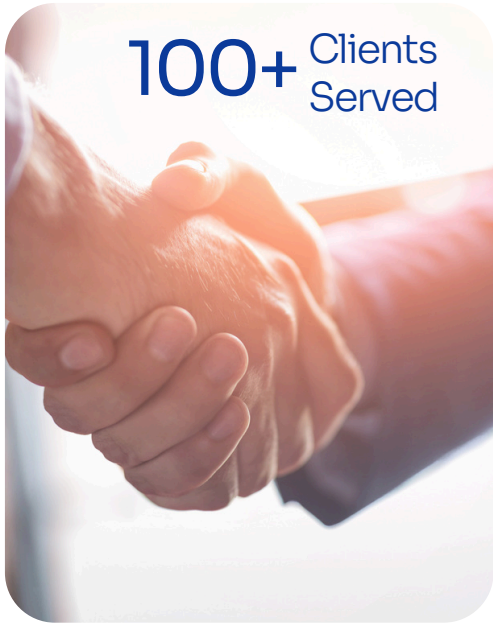
Since 2020, we have partnered with 106 clients and supported 216 leadership placements, with many organizations returning to work with us again and again. We are proud to serve some of the most respected institutions in philanthropy and to be recognized by peers and industry leaders for our work. Just as importantly, we have built a strong internal foundation: a deeply experienced team, a supportive and thoughtful board, and a growing network of more than 17,000 social sector leaders.

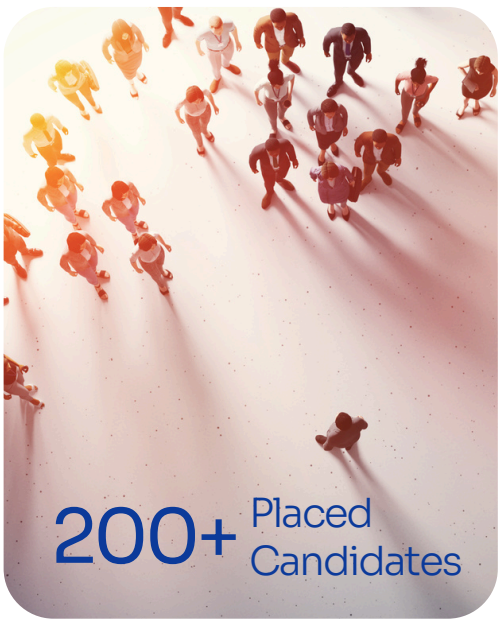
These milestones matter. But what matters most is that we are doing the work we set out to do—and doing it well. By client feedback and by our own standards, we are helping organizations strengthen their leadership at moments that truly count.

This Impact Report reflects not just what we have accomplished over the past five years, but the kind of firm we are continuing to build: values-driven, trusted, and focused on long-term impact. I am deeply grateful to our clients, partners, board, and team for making this work possible.

With gratitude,
Melissa Merritt
Co-founder & Managing Partner







2025 Snapshot

We collaborate with clients across the social sector...

73% Philanthropy

27% Nonprofits

...who address systemic issues.









Philanthropy | 2025 Clients

Climate Breakthrough

climate lead

COLLABORATIVE FOR GENDER + REPRODUCTIVE EQUITY

ENERGY FOUNDATION 能源基金会

G4GC

GLOBAL FUND FOR A NEW ECONOMY

hive fund FOR CLIMATE AND GENDER JUSTICE

The Lemelson Foundation improving lives through invention

Pisces Foundation

Prysm INITIATIVE

REDF

ROBERTSON FOUNDATION

SCHMIDT FAMILY FOUNDATION

SEATTLE FOUNDATION

The Susan Thompson Buffett Foundation

TransitCenter

The WATER Foundation

Waverley Street Foundation

> Thank you for your support in the search and hiring processes. You helped us grapple with trade-offs, gave us the tools we needed to be clear about our decision-making, and supported staff to be appropriately engaged in the process. I look forward to doing it all again. Co-Director, Philanthropy

Nonprofit | 2025 Clients

Activate

CASA of Travis County

Center for Action and Contemplation

ecs We grow citizens.

FAS Federation of American Scientists

Finding Home ATX

Futures Without Violence

Global Energy Monitor

Health Care Without Harm

Learnvia

PANORAMA

Plymouth Housing Building Hope. Transforming Lives.

Texas Campaign for the Environment Fund

thinkery

> Thank you for being a terrific partner in this search. You really made it quite easy and stress free. It's been nice working with you. CEO, Nonprofit

We Build Trust

Leaders

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

We have identified transformative leaders...



48%

Executive Leadership & Board

- Chief Executive Officer
- Executive Director
- C-Suite
- Board/Trustee

...across diverse roles and functions.



52%

Functional Leadership & Team Builds

- Operations
- Programs/Strategy/Learning
- Development
- Marketing/Comms
- IT/FInance
- HR

Clients

GoodCitizen puts people first.

100% of respondents to satisfaction survey about our services indicated that they were Satisfied or Very Satisfied

> Let me thank your fabulous team for their professionalism and excellent recruiting skills. The team never missed a beat, giving us a dream slate of candidates. The candidate fits us like a glove, but the truth is anyone of the other finalists would have been able to take us on our upcoming journey. Selection Committee, Philanthropy

Centering Equity

We work to ensure candidate pools are as diverse as possible and continually adapt our processes to integrate an equity lens throughout the search process.



56% of our selected candidates over the past 5 years identify as Leaders of Color



56% of GoodCitizen staff identify as People of Color

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

Our approach to equity is foundational. It's how we built our team, the framework that shapes our work, and the lens that guides our engagement with clients and candidates.



> Thank you for your leadership in this search. I've never been part of a senior-level search where both finalists looked like me. You can't imagine how proud I felt. While very different, both candidates were brilliant and capable. I truly appreciate the thoughtfulness in building a candidate pool that didn't look like what I'm used to seeing.
> Selection Committee, Nonprofit

We Cultivate Connection...

...with a deep, diverse community of social impact leaders.



Inaugural networking event in Austin



2nd Social Impact Leaders event in Seattle

We hold a unique vantage point across the social sector that allows us to foster community by connecting leaders and organizations.

> You have been wonderful to work with. I am so appreciative of your thoughtfulness and responsiveness. You have truly made this process not only bearable, but enjoyable. You have an amazing team! Much appreciation for your partnership. What an inspiring group you've recruited! Board Member, Philanthropy



18,000+

followers. Our online community continues to grow, outpacing peer organizations.

6,200+

impressions per post on average.

100,000+

impact leaders in our network



We maintain strong, responsive relationships with diverse social sector leaders who are building teams to advance their missions.

The GoodCitizen Team

Search Team



Melissa Merritt



Kevin Bryant



Karen Rea



Dafina Bobo



Keristian Farra



Gabe Sapuay



Mollie Vermillion



Jeff Walron

Operations



Chrissy Snow



Jane Kim

Board of Directors



Max Scoular



Elisha Smith Arrillaga



Andres Traslavina

Contact Us

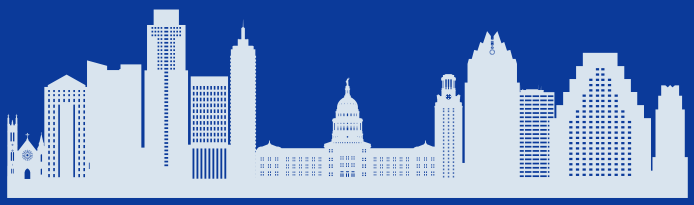
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GoodCitizen Hubs



Austin



New York



San Francisco



Seattle