

ANNUAL REPORTING

# Community + Diversity Report

We're pulling back the curtain starting in 2024 with our first-ever Community and Diversity Report. Like hunting down the best deals, we believe in keeping it real and showing exactly how we're building our kickass team.



## What You'll See Inside:

- ▶ Raw Numbers On Who Makes Up Our Crew
- ▶ Where We're Crushing Our Goals + Where We Need To Level Up
- ▶ Real Talk About How We Invest In Our People

# Our Commitment to Diversity

At KCL, we don't just talk about making a difference—we make it happen. From supporting refugees through the KCL Foundation to sponsoring the Boise Pride Festival and taking a stand with the March Fourth corporate pledge, we're putting our money where our mouth is. Our leadership team sets bold goals and tracks progress like we track the hottest deals





**CERTIFIED BY THE WBE**

## A Women-Owned Business

KCL is proud to be a **certified Women-Owned Business** by the **Women's Business Enterprise National Council (WBENC)**. This certification underscores our commitment to promoting diversity and empowering women in business. As a women-owned company, we are dedicated to fostering an inclusive culture that supports and champions women at every level of our organization.

This certification not only reflects our values but also allows us to build stronger partnerships with other diverse businesses, contributing to a more equitable and inclusive economy. We are honored to be part of a network that advocates for the advancement of women entrepreneurs and are excited to continue leading by example.



## KCL BY THE NUMBERS

# Who Makes Up Our Crew

### GENDER

FEMALE	4	Executive
	10	Director
	21	Manager
	74	Contributor
MALE	1	Executive
	4	Director
	3	Manager
	14	Contributor

### DISABILITY

YES	2	Executive
	0	Director
	2	Manager
	6	Contributor
NO	3	Executive
	10	Director
	18	Manager
	63	Contributor

### SEXUAL IDENTITY

ASEXUAL	2	Contributor
BI OR PAN SEXUAL	1	Manager
	1	Contributor
LESBIAN	1	Contributor
QUEER	1	Director
	1	Manager
	3	Contributor
HETEROSEXUAL	4	Executive
	8	Director
	17	Manager
	62	Contributor

## KCL BY THE NUMBERS

# Who Makes Up Our Crew Cont.

### IDENTIFYING AS

MAN	1	Executive
	1	Director
	2	Manager
	9	Contributor
WOMAN	4	Executive
	8	Director
	17	Manager
	67	Contributor
NON-BINARY	3	Contributor
OTHER	1	Manager

### GENDER IDENTITY

CISGENDER	5	Executive
	8	Director
	14	Manager
	54	Contributor
TRANSGENDER	2	Manager
	3	Contributor
OTHER	1	Director
	1	Manager
PREFER NOT TO ANSWER	2	Director
	6	Manager
	15	Contributor
DON'T IDENTIFY AS CISGENDER	7	Contributor

### VETERAN

DIRECT FAMILY	1	Contributor
NO	114	N/A
DECLINE	5	N/A

## KCL BY THE NUMBERS

# Who Makes Up Our Crew Cont.

### RACE

ASIAN	▲ 3	2	Director
		2	Manager
	▼ 2	4	Contributor
BLACK		6	Contributor
LATINO		1	Executive
		1	Director
		1	Manager
		8	Contributor
MULTI-RACIAL		3	Contributor
WHITE		4	Executive
		9	Director
		20	Manager
		63	Contributor

### PRONOUNS

HE/HIM	14
SHE/HER	93
THEY/THEM	3
PREFER NOT TO ANSWER	10

### AGE

24-30	5	Manager
	<div><div>▲ 1</div>32</div>	Contributor
31-35	3	Director
	6	Manager
	<div><div>▼ 6</div>22</div>	Contributor
36-42	3	Executive
	6	Director
	8	Manager
	21	Contributor
43-50	2	Executive
	3	Director
	4	Manager
	9	Contributor
51-58	2	Director
	1	Manager
	4	Contributor



## REAL TALK

# How We Are Investing In Our People

### ► WELL-BEING EVENTS

Quarterly we host events that support our employees on their journeys to be healthier as it relates to their physical, mental, social, financial, and community health. Our 2024 events included a tea tasting with a small shop from NYC Chinatown, gardening 101 with lettuce kits for our team, and a financial health workshop focused on the basics of investing.

### ► WELL-BEING CHALLENGE

As part of our commitment to employee well-being, we launched the **KCL Wellness Challenge** in August 2024 to celebrate **National Wellness Month**. The challenge encouraged participants to focus on three simple yet impactful daily activities: 30 minutes of movement, drinking 2 liters of water, and 5 minutes of journaling.

### ► FLOATING HOLIDAY

To honor the diverse needs and celebrations of our team, we've added one floating holiday for all employees. This allows everyone the flexibility to take a day off to observe a holiday or event that's meaningful to them, ensuring everyone feels supported and respected in their personal traditions.

## REAL TALK

# How We Are Investing In Our People Cont.

### ► CAREER SITE ACCESSIBILITY

We spotted some accessibility issues in 2023 and tackled them head-on. Our 2024 career site is now sleeker, more inclusive, and actually works for everyone—because deals aren't the only thing that should be accessible.

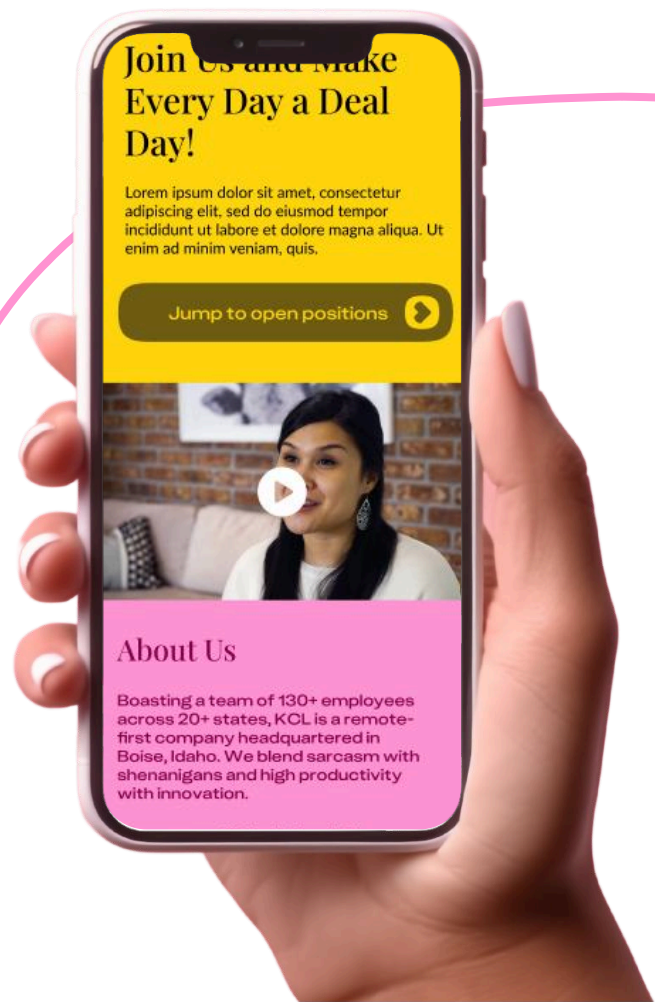
### ► INTERVIEW PROCESS

At KCL, we are dedicated to creating an inclusive and equitable interview experience for all candidates. Starting in 2024, we have introduced a proactive approach by asking candidates about any accommodation needs upfront. This allows us to tailor the interview process to their preferences, ensuring a supportive and effective experience. Our process begins with a first-round phone interview, offering a comfortable and accessible introduction.

To uphold fairness and professionalism, every member of our interview teams undergoes bias training before meeting with candidates, ensuring thoughtful and objective evaluations. These efforts reflect our commitment to removing barriers and fostering a welcoming, inclusive recruitment process for everyone.

### ► NEW HIRE TRAINING

New hires dive into the good stuff within 60 days—from workplace harassment prevention to LGBTQ+ awareness. Because knowing better means doing better.





## REAL TALK

# How We Are Investing In Our People Cont.

### ► FAMILY BENEFITS

In 2024, we expanded our leave options to include more paid time off for maternity leave (from 8 weeks to 12) and provide 100% of paid time off for care of self, dependents, spouse/partner, and parents. We also expanded compassionate leave and bereavement leave time and included furry family members in these plans as well. We also added a leave of absence for newborns in the NICU, which would run prior to a maternity leave even starting.

### ► PRONOUN VISIBILITY

Adding pronouns to profiles on platforms like Zoom, Slack, and email signatures is a simple yet impactful way to foster inclusivity. By normalizing pronoun sharing, we create a supportive environment for trans and non-binary individuals.

### ► HALF DAY OF SERVICE

Building on the success of the Boise team's annual backpack-stuffing event for the KCL Foundation, our **Half Day of Service Program** provides all employees with an opportunity to give back to their local communities while strengthening bonds with fellow team members. The program encourages employees to participate in team-based volunteer activities with local non-profits, aligning with KCL's mission to support meaningful causes. Doing good while building team vibes? Yes, please.



A photograph of two women smiling and leaning forward. The woman on the left has blonde hair, and the woman on the right has brown hair and a tattoo on her left arm. In the foreground, there is a Target shopping bag with a red bullseye logo and some produce. The background is a blurred green outdoor setting.

## A Message From Our Co-Founders

Listen up, deal seekers and dream chasers! This isn't just another corporate report—it's our promise to keep building something special. We're proud of how far we've come, but we're just getting started. We're building KCL to be the kind of place where everyone can thrive, where diversity isn't just welcomed—it's celebrated, and where we never settle for anything less than awesome.

Keep crushing it,  
Heather + Joanie  
Your Co-Founders