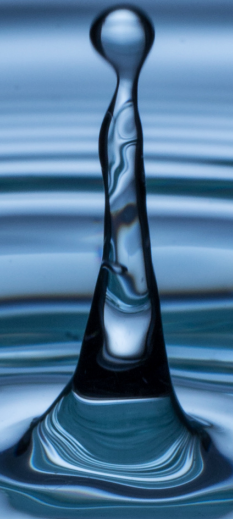


the ripple REPORT

2020



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the ripple effect

"When we focus our energy towards constructing a passionate, meaningful life, we are tossing a pebble into the world creating a beautiful ripple effect of inspiration."

Christine Mason Miller





In February, 2015 SomethingNew was born to fix a very broken and dysfunctional recruiting/talent industry and to create a platform to give back.

Over 6 years later, we help hundreds of clients, including dozens internationally, to find great talent and teach them how to build a rock-solid foundation in talent acquisition, onboarding and retention.

The better mousetrap has been built and validated through winning 6 consecutive American Business Awards for innovation.

Nothing, however makes me more proud than what we have done through our social mission that we call SomethingGood.

The goal from day one was to have our North Star be to inspire and, in doing so, be the first ring in a ripple to change people's lives.

We are still a small company, but our impact can be significant.

If we inspire just one company to say, "We can do that too", we've created the ripple effect we talk about every day.

In The Ripple Report, you will see some of the unique things our amazing team has dreamed up to #DoSomethingGood and give back.

Organizations dedicated to making our world a better place are not just looking for a big check. You can give them your time, your treasure or your talent, all of which help them to further their mission.

Thank you from the bottom of my heart to the incredible team at SomethingNew and our kick-ass friends who have helped us stay true to "our why".

We are incredibly grateful and excited for what the future holds.

The best is yet to come!

Gratefully,
Scott MacGregor
Founder & CEO of SomethingNew, LLC
#DoSomethingGood





"I ALONE
CANNOT
CHANGE
THE WORLD,
BUT I CAN
CAST ONE
ACROSS THE
WATERS TO
CREATE MANY
RIPPLES."
MOTHER TERESA



WHO WE SUPPORT

We love supporting small but impactful organizations that are working hard to change the world but are flying under the radar.

Our goal is to raise awareness and funds to help them further their mission.



Build a Happy School Climate in Just 10 Days

"As soon as SomthingNew started spreading the word about the Look for the Good Project, miracles started happening.

Within a week of the Standing O! Encore book launch, an anonymous donor contributed \$100,000!

We were able to sponsor another 6 schools with our Gratitude Campaign program and we began a partnership to help us scale into hundreds of schools in 2020.

I am so relieved to have a company that cares enough to share our message of kindness and demonstrate this by raising funds for us too!"

Anne Kubitsky Founder & CEO
Look For The Good Project

CAUSES

CLOSE TO OUR HEART THAT WE SUPPORT

- ♡ Look For the Good Project
- ♡ Special Operations Warrior Foundation
- ♡ Toys for Tots
- ♡ Elevate New York
- ♡ Love Your Brain Foundation
- ♡ The Dempsey Center
- ♡ Red Nose Day to End Child Poverty
- ♡ Colorectal Cancer Alliance
- ♡ Alzheimer's Association
- ♡ The Crohn's and Colitis Foundation
- ♡ Entrepreneurs Charitable Trust
- ♡ Wounded Warrior Foundation
- ♡ Chaunte Lowe

- 4x Olympian, Mother of 3, Cancer Survivor

CAUSES

CLOSE TO OUR HEART THAT WE SUPPORT

- 🤍 The Fresh Air Fund
- 🤍 Habitat for Humanity
- 🤍 The Marine Corps League
- 🤍 St. Jude's Children's Hospital
- 🤍 Feeding America
- 🤍 Susan G. Komen
- 🤍 Blankets of Hope
- 🤍 Kyle Pease Foundation



"REMEMBER
THERE'S NO SUCH
THING AS A SMALL
ACT OF KINDNESS.
EVERY ACT
CREATES A
RIPPLE WITH NO
LOGICAL END."

SCOTT ADAMS



SOMETHINGGOOD BAGS



The less fortunate who are currently homeless have a special place in our heart. We give out hundreds of SomethingGood bags which are filled with food, toiletries and essentials as well as notes of encouragement.

We have found that while the bags are very much appreciated it's the time spent shaking their hand, asking their name and just talking and spending time with them that seems to mean even more.



DO SOMETHINGGOOD



WHY WE SUPPORT

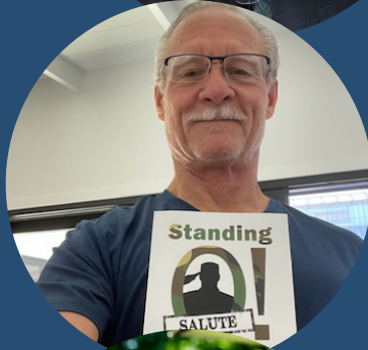
SomethingNew's social mission, what we call "**SomethingGood**" is to inspire others. By doing that, we can be the first ring in a ripple to help make our world a better place.



"WHEN ONE PERSON
FOLLOWS A DREAM,
TRIES SOMETHING
NEW OR TAKES
A DARING LEAP,
EVERYONE NEARBY
FEELS THAT ENERGY,
AND BEFORE TOO
LONG THEY ARE
MAKING THEIR OWN
DARING LEAPS
AND INSPIRING YET
ANOTHER CIRCLE. "

CHRISTINE MASON MILLER





STANDING O!

CONTRIBUTORS

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Todd Cohen
Trish Bertuzzi
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"WE ALL MUST RESPECT AND HONOR THE SHOULDERS UPON WHICH WE STAND, AND BE THANKFUL FOR GUIDANCE THAT HELPED US FIND OUR PATHS. WITH THAT SAID, KUDOS TO SCOTT MACGREGOR ON HIS ANTHOLOGY, **STANDING O!** IT'S SUCH A FANTASTIC COLLECTION OF CONTRIBUTING AUTHORS WHO SHARE THEIR GRATITUDE FOR LIFE LESSONS LEARNED."

TIKI BARBER

NEW YORK GIANTS ALL-TIME LEADING RUSHER
RING OF HONOR



STANDING O! ENCORE

CONTRIBUTORS

Andy Shay
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“STANDING O! WAS JAM PACKED WITH VALUABLE LIFE LESSONS LEARNED FROM AN ECLECTIC GROUP OF INCREDIBLE PEOPLE. **STANDING O! ENCORE CONTINUES TO DELIVER POWERFUL STORIES OF GRATITUDE FROM SOME OF THE MOST AMAZING PEOPLE ON THE PLANET. IF YOU WANT TO BE INSPIRED AND LEARN, READ AND THEN SHARE THIS IMPACTFUL BOOK!”**

JESSE ITZLER

NEW YORK TIMES BEST SELLING AUTHOR,
CO-FOUNDER MARQUIS JET, AN OWNER OF THE ATLANTA HAWKS,
ENDURANCE ATHLETE & KEYNOTE SPEAKER



STANDING O! SALUTE

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Adam Gladsden	John Falcone	Ramadan Ameen
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Joette Seniff		



“Scott MacGregor has mustered a wonderfully diverse and experienced group of authors whose respective hard-won wisdom is served in dense but digestible life lessons that will stiffen backbones and prompt a Kennedy-esque impulse to ask what you can do for your country”

CAPTAIN TODD J. SENIFF -
30 YEAR US NAVY SEAL, RETIRED



people

everything

Our belief is that people are always more important than anything else in business and in life outside of business.

Professionally, we are on a mission to have every leader put people first by having a **#PeopleOverEverything** mindset and culture.

Great products, profits, processes, policies and procedures are all created by people.

We created the logo and put it on tee shirts, coffee mugs, posters and stickers to drive this message home.

100% of the profits from the sale of these items are donated to charity.



OUR TEAM

"Our team is professionally the most **dedicated** and **gifted** group of "talent strategists" in the country but, more importantly, they are a group with a heart for helping others."

SCOTT MACGREGOR
CEO | FOUNDER
SOMETHINGNEW



JUST AS RIPPLES SPREAD OUT

WHEN A SINGLE PEBBLE IS

DROPPED INTO WATER THE

THE ACTIONS OF INDIVIDUALS

HAVE FAR REACHING EFFECTS.

We encourage each of our team members at SomethingNew to follow their own individual passion projects by giving back to causes that resonate with them. They are given unlimited time off to give back. Ways they have chosen to do that are...



SCOTT MACGREGOR

FOUNDER & CEO



"IT WAS ALWAYS MY DREAM TO START A COMPANY WITH A STRONG SOCIAL MISSION. SOMETHINGNEW HAS HAD THAT IN OUR COMPANY DNA SINCE OUR INCEPTION THROUGH SOMETHINGGOOD."

"I'M SO PROUD TO WORK WITH A TEAM OF PEOPLE & FRIENDS WITH THE BIGGEST HEARTS IMAGINABLE. ALL OF THE GOOD WE ARE DOING TODAY IS MAKING AN IMPACT. OUR BOUNDARIES ARE THE LIMITS OF OUR IMAGINATION TO COME UP WITH NEW CREATIVE WAYS TO BE A RING IN A RIPPLE THAT WILL MAKE OUR WORLD A BETTER PLACE."

~SCOTT



KATHY LECKEY

VICE PRESIDENT

"I VOLUNTEER FOR MY COMMUNITIES DINING ROOM, MADISON HOUSE NURSING HOME, JUNIOR ACHIEVEMENT, LOOK FOR THE GOOD PROJECT"



"I APPRECIATE THAT I HAVE THE FLEXIBILITY AND ABILITY WORKING AT SOMETHINGNEW TO LEAVE WORK EARLY AND SERVE TUESDAY DINNER FOR THOSE LESS FORTUNATE AT THE COMMUNITY CENTER." ~KATHY



DIANE RISTAU

VICE PRESIDENT OF RECRUITING



"I VOLUNTEER WITH YOUNG LIFE, A FAITH-BASED YOUTH ORGANIZATION, BETHEL CHURCH – COMMUNITY OUTREACH.

& MEDFORD FOOTBALL BOOSTER CLUB. I AM SO THANKFUL TO BE ENCOURAGED BY SCOTT TO PARTICIPATE IN THIS PROGRAM."

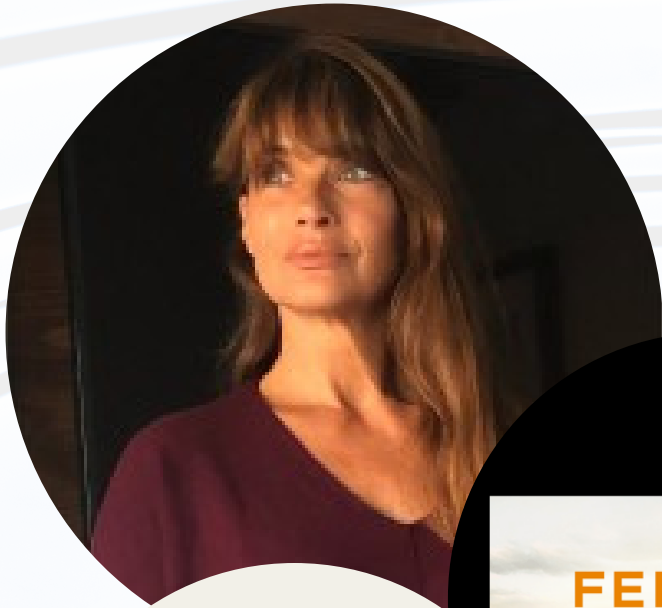
"I AM PROUD TO WORK FOR SOMETHINGNEW & OUR SOMETHINGGOOD INITIATIVES! PLUS I HAVE THE FLEXIBILITY TO GIVE TIME & ENERGY TO MY OWN PERSONAL CHARITIES TOO!"

~DIANE



MEG MACGREGOR

VICE PRESIDENT



"I CONTRIBUTE TO FEEDING AMERICA BECAUSE FOOD AND SECURITY SHOULD NEVER EFFECT THE LIFE OF ANY CHILD. THIS YEAR I HAVE ALSO SUPPORTED THE EPILEPSY FOUNDATION OF CT".



"OF ALL THE COMPANIES I'VE EVER BEEN ASSOCIATED WITH OVER THE YEARS, SOMETHINGNEW STANDS OUT FOR ITS SINCERE PASSION TO MAKE THIS WORLD A BETTER PLACE." ~MEG



GREG BRISCO

VICE PRESIDENT OF RECRUITING

"I VOLUNTEER WITH FAMILIES HELPING FAMILIES, HEIFER INTERNATIONAL, NORA'S HOME, NORTH TEXAS FOOD BANK, WATER TREE LAKE HOUSTON, THE BLUE TRIANGLE, CANCER KISS MY COOLEY, TEXAS TECH UNIVERSITY STAR PROGRAM, COVENANT HOUSE TEXAS"



"PHILANTHROPY IS THE CORNERSTONE OF ALL OF MY RELATIONSHIPS, PERSONALLY & PROFESSIONALLY. I LOVE THAT IT'S EMBEDDED IN EVERYTHING WE DO AT SOMETHINGNEW. WORKING WITH PEOPLE WHO ARE IN ALIGNMENT WITH CHARITABLE GIVING INSPIRES ME TO WANT TO DO EVEN MORE GOOD IN THE WORLD." ~GREG



BRIANNE MORGAN

VICE PRESIDENT OF RECRUITING



I volunteer for Family Promise, Feed the Homeless, and participate in the Alzheimer's Association walk to end Alzheimer's. I also give my time to programs hosted by my church and donate to other charitable organizations."

"I'm incredibly grateful for our mission to do SomethingGood and honored to work for a company that is so devoted to giving back. Having the opportunity to support and contribute to so many amazing charities has enriched my life and helps me fulfill one of my core values" ~BRIANNE



THANK YOU!

**BLAKE MYCOSKIE FOUNDER & CHIEF
SHOE GIVER AT TOMS WHO'S IMPACT
REPORT & BOOK, "START SOMETHING
THAT MATTERS" HAS BEEN AN
ENORMOUS INSPIRATION TO US!**



HERE WE COME 2021



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