We talk a lot about impact at Sprout. Whether it’s growing our teams, solving hard problems for our users, leading businesses into the future or supporting our communities—we’re here to make a real difference.

With a goal to be an organization of active allies that care deeply and embrace accountability, the work we do is at times bigger than ourselves, with opportunities to effect and celebrate real social change.

In this report, you’ll find details on our social responsibility objectives organized into three main areas of impact:

01 | Our people and partners
   Benefits
   Learning and development
   Recognition and feedback
   Diversity, equity and inclusion (DEI)
   Ethical conduct

02 | Our community
   Service and philanthropy
   Technology giving

03 | Product safety
Because we care deeply about our people, we’re committed to helping each of them thrive. Our benefit options are built to ensure the health, mental and financial well-being of our team members and their families.

1. We’re committed to offering ways to spend quality time away from work. Sprout offers flexible PTO, focus days and paid holidays.

2. In 2020, we launched our monthly R&R days, where employees are expected to step away from email, Slack and any other work-related tasks. Employees are encouraged to use the time to rest and recharge by doing something they enjoy.
3. Sprout offers 16 weeks of parental leave to all employees to support parents in balancing work as their families grow.

4. Our insurance and benefit options are built for employees and their families, including medical, dental, vision, disability and life insurance, along with 24/7 remote access to board-certified doctors.

5. We provide access to Modern Health, a Mental Health Platform with opportunities to receive confidential, 1:1 support.

6. We have partnered with Bright Horizons Enhanced Family Support to offer discounts on top child care, tutoring, elder care, summer camp, and STEM learning providers for our employees and their families.

7. In 2022, we launched our Employee Stock Purchase Plan that provides the opportunity to our US-based employees to purchase stock at a discounted price and share in the potential financial success and growth of the company.

B. Learning and development

Sprout believes in supporting employees both professionally and personally. That’s why we take a holistic approach to development and create a culture of learning and growth across the organization.

1. Through Grow@Sprout, we partner with several internal teams and institutions to offer voluntary educational and developmental learning sessions to all employees that focus on topics to enhance knowledge, develop skills and enrich the lives of all our employees.

2. Our Growth-Oriented Leadership Development (GOLD) program supports and equips leaders at all levels to lead high-performing teams from first-time people managers to more senior leaders. This program is run annually with multiple courses throughout the year.
3. Our Global Leadership Model is the basis by which we evaluate the effectiveness of our leaders across Sprout. It reinforces the key competencies that make successful leaders at Sprout, enables rich developmental discussions between leaders, and is a key input in our performance review and promotion processes.

**C. Recognition and feedback**

We are a winning team emphatic about celebrating and recognizing each other's efforts. As a company committed to excellence, we're equally committed to feedback as a critical vehicle for growth and connection.

1. Each year, Sprout's People Team launches the "Sprout Progress Survey," a series of questions aimed at gaining a better understanding of overall engagement and gathering feedback from Sprout employees on topics relevant to our work. Feedback from this survey directly informs action planning at both the org-wide and department levels.

2. All employees participate in annual Performance Reviews as an opportunity to discuss how someone is performing in their current role and to align on strengths and development areas to focus on for continued success. In addition, we also reinforce regular, ongoing feedback and development conversations to stay aligned in real time.
3. We support and encourage career growth through internal mobility processes that enable career exploration and movement throughout the organization.

4. We celebrate and highlight the best of our employee accomplishments via our peer-submitted Value Awards given during our May, September and January company-wide All-Hands meetings.

D. Diversity, equity and inclusion (DEI)

DEI is deeply woven into the fabric of who we are as a company and has been one of our core values from the very beginning. For us, “the work” is to pursue diversity, equity and inclusion in the way our people experience the workplace, in the way we build our teams and how we cultivate allyship for historically marginalized communities.

1. At Sprout, we’re committed to building a diverse team, fostering an inclusive culture and investing in equity across our organization. Sprout publishes a DEI report which discloses our current efforts in these areas—including the makeup of our team and how we will continue to champion DEI moving forward.
2. Sprout’s Recruitment team endeavors to cultivate a diverse pipeline of talent. Our pipeline development strategy is a key aspect of diverse workforce goals. It begins with strategic hiring planning to ensure our pipeline efforts support our business and monitoring our progress by tracking outcomes-oriented metrics such as conversion to hire and candidate experience scores.

3. We also monitor current employee experiences through our workforce data, internal surveys, informal group discussions, and 1:1 conversations to ensure we’re not just hiring diverse talent, but also building an equitable and inclusive culture that encourages them to stay with us.

4. This year, we developed an equity-centered leadership program called the Leadership Accelerator Program aimed at supporting the continued growth and retention of our US-based BIPOC employees.

5. Our employee-led Community Resource Groups (CRGs) center around common identities and life experiences that serve the unique needs of their members and foster a greater sense of belonging through connection, support and empathy.

6. We re-invested in our partnership with Re:Work Training, a Chicago-based non-profit organization working to empower Black and LatinX talent by providing job training and placement opportunities in Sales. As a result of our efforts to amplify their mission, we welcomed 7 new team members to Sprout in 2021, and 3 more in 2022.

7. We created safe and inclusive spaces for our employees to care for their mental, emotional and spiritual health by providing all-gender restrooms, rooms for nursing parents and a rescue room in several of our office locations. We also offer a 16-week parental leave policy for all new parents, remote work flexibility and inclusive dietary options whenever food is served.
E. Ethical conduct

At Sprout, we are committed to maintaining the highest level of integrity, honesty and inclusion throughout all aspects of our business.

1. We make a commitment to respecting the labor and employment rights of our employees through our Code of Ethics and Conduct, employee handbook, Human Rights Policy and related policies.

2. Sprout requires new employees to undergo Anti-Corruption, Anti-Bribery, Business Ethics, Sexual Harassment and Whistleblower training. In addition, Sprout requires the sales and accounts payable teams to undergo additional annual Anti-Corruption, Anti-Bribery and Business Ethics training.

3. Sprout prohibits employees from making political contributions in return for favorable treatment for Sprout and charitable contributions must never be used as a substitute for prohibited political contributions. Personal political contributions must not be made using the Company’s name, letterhead, stationary or funds. All political contributions by or on behalf of the Company must be pre-approved by the General Counsel.

4. We have adopted this Supplier Code of Conduct and require our Suppliers to comply with it when conducting business with or on behalf of Sprout Social, including where the Code exceeds the requirements of applicable law.

5. At Sprout, digital inclusion is about ensuring the benefits of our technology are realized by all. Driven by our core value to champion diversity, equity and inclusion, we build our software and websites with the diverse communities we serve in mind. Sprout’s accessibility report, which is updated on a periodic basis, can be found on our Accessibility page.
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A. Service and philanthropy

Team Sprout is always working to help diversify the tech industry and engage in our communities by supporting the mission of organizations that align with our values and goals through donations, volunteer service and grants.

1. Team Sprout gives back through our year-round volunteer initiative, Sprout Serves. Since officially launching in fall 2019, team members across every Sprout location have rallied to reach out to nonprofits of their choosing, volunteer their time and make an impact on the communities they care so much about.
2. In 2021, we donated $200k to ten charities selected by our coworkers during our annual Philanthropy Week and $500K to nonprofits that service BIPOC communities in the US, and maintain relationships with other nonprofits around the globe that serve historically underrepresented and marginalized groups.

3. In 2021, we launched a $100,000 scholarship fund in partnership with the United Negro College Fund (UNCF). Through this initiative, we provided eight merit-based scholarships to Black/African American students earning degrees in Computer Science or Software Engineering. And of those eight recipients, two joined us full time as Associate Engineers.

**B. Technology giving**

Our mission is to provide technology to growing and impactful causes that reflect our Sprout values and are doing good work to make the world a better place.

1. Since 2014, Sprout has provided select nonprofits with complimentary software as part of our technology giving initiatives. Today, our Technology Giving Program represents more than $2MM in annual donated software to more than 75 nonprofit organizations around the world.

2. We partner with orgs like re:work (BIPOC tech sales), The Last Mile (tech training for incarcerated folks) and Black Girls Code (tech education for women of color) to provide funds and Sprout services.

3. We also support Howard University’s first Center for Digital Business by providing funds to cover facilities costs and partnering with HubSpot to help build their curriculum.
03 | Product safety

Sprout believes transparency is key to ensuring our customers have faith in our brand and our products.

Our Trust Center provides the latest information regarding Sprout’s security, privacy, and accessibility compliance—promoting open, authentic communication with our customers.

For more information about Sprout Social, please visit our investor relations site.
Sprout Social offers deep social media listening and analytics, social management, customer care, commerce, and advocacy solutions to more than 33,000 brands and agencies worldwide. Sprout’s unified platform integrates the power of social throughout every aspect of a business and enables social leaders at every level to extract valuable data and insights that drive their business forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, TikTok, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.