



# MARC

BY CATALYST

2024 Impact Report



# MARC

## (Men Advocating Real Change) by Catalyst

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Your generous contribution to this focus area in the **Now Is the Moment. Be a Catalyst** campaign enables Catalyst to partner with organizations to transform how they drive gender equity and inclusion in the workplace globally.



### WE HAVE

catalyzed a movement of men, people of all genders, and the organizations they work for to advocate for equity and greater gender partnership. With the help of your donations, we have expanded our community reach and convenings, thought leadership, and global products to engage tens of thousands of learners and advocates, shaping conversations, building confidence, and enabling skills-based behavioral change to grow men’s engagement and leadership in gender equity.



### WE WILL

use this momentum and moment in time to greater amplify MARC by accelerating commitment to gender equity, gender partnership, and healthy masculinity around the globe and at all levels of organizations—from the C-suite to the shop floor.



# MARC IMPACT SUMMARY

MARC is transforming workplaces by advancing gender equity and inclusion.

- Using our 3-pronged **breadth, depth, and amplification** strategy, MARC has inspired thousands of men and women to become advocates for gender equity and inclusion in their workplaces and beyond, as evidenced by impact metrics and behavioral-based change outcomes.
- MARC has helped Catalyst supporters achieve measurable progress in advancing women and creating more inclusive cultures by engaging men as allies and equipping them with the skills, knowledge, and motivation to take action. **MARC program participants** reported a nearly 100% increase in feeling equipped to transform their commitment to DEI into action.
- MARC has increased Catalyst's revenue and Supporter base by attracting new clients interested in MARC's unique approach and value proposition and by fostering repeat business and loyalty from existing clients who want to deepen their engagement with MARC.



*"MARC has been a game-changer for our culture and our business. It has opened our eyes to the barriers and biases that women face, and it has empowered us to take action and make a difference. We have seen a significant increase in women's representation and retention, as well as improved collaboration and performance across teams."*

– **Member of MARC Alum community**

**This past year we expanded MARC's reach to over**



**200**  
companies



**50,000**  
learners and  
advocates around  
the world



*"MARC was an awakening....it equipped me with the skills to feel like I had the courage to engage in these [difficult] conversations and to question everything I knew and that I had been conditioned with."*

– **Alex Lambros**  
Asset Development Engineer  
Chevron

## **New MARC Research Breaking Through to the Front Line**

55,000+ views and attendees as of June 2024 across Catalyst thought leadership content, including research reports, video and website content, and actionable tools on gender equity and gender partnership.

### [\*\*Flip the Script: Gender Stereotypes in the Workplace-Men \(Infographic\)\*\*](#)

Published March 31, 2024

### [\*\*Why Your Company Needs Gender Partnership & How to Make It Happen: 5 Takeaways From the Catalyst Webinar \(Infographic\)\*\*](#)

Published January 4, 2024

### [\*\*5 Takeaways From Men Who Engage in Gender Partnership at Work \(Blog Post\)\*\*](#)

Published June 11, 2024

### [\*\*Beyond Allyship: Stories of Impact From MARC Alums \(Video\)\*\*](#)

Published April 2, 2024

### [\*\*Gender Partnership Can Change Workplaces, Industries, and the World. Just Ask Mike Wirth of Chevron. \(Video\)\*\*](#)

Published May 2, 2024

### [\*\*When Women Win, Do Men Lose? \(Blog Post\)\*\*](#)

Published April 10, 2024

## **MARC Tools for Frontline Employees**

*MARC for the Front Line* is a modular microlearning program for managers that sparks conversations and insights about how gender affects everyone's experiences at work, in frontline jobs, and in society. Forthcoming in September 2024, products include a toolkit, guide, workbook, posters, and videos and will be offered in English, French, Quebecois, Spanish, and German.



# **1,500+ registrants**

**engaged with MARC presentations and dialogue at  
key Catalyst webinars and events**

[\*\*Gender Partnership: What, Why, and How \(Webinar\)\*\*](#)

[\*\*Beyond Zero-Sum: Embracing Gender Equity as a Win-Win Scenario \(Webinar\)\*\*](#)

[\*\*Catalyst Awards Conference & Dinner 2024–MARC Luncheon Session\*\*](#)

[\*\*enERGize 2024 Virtual Conference–Breaking Barriers, Building Bridges: ERGs as the Impetus for Gender Partnership\*\*](#)



## MARC Learning Is Supporting Actionable Change

- Delivered and implemented over 100 workshops and site licenses plus over a dozen speaking engagements on gender partnership and engaging men; research delivered to thousands of participants across regions.
- 5,000+ participants across regions engaged in MARC learning.
- Nearly 100% increase among MARC program participants in feeling equipped to transform their DEI commitment into action.
- 82% of MARC Leaders Immersive participants say that after the workshop, they know how to turn their commitment to gender partnership, equity, and inclusion into action.
- 80% of participants report that the MARC Leadership Learning Series helped them develop their understanding of gender equity issues.
- Among the grassroots MARC Dialogue Team participants, 65% of participants report knowing how to turn their commitment to gender partnership, equity, and inclusion into action, vs. 25% pre-program.
- 96% of participants would recommend MARC.



**5,000+**  
participants across regions  
engaged in MARC learning

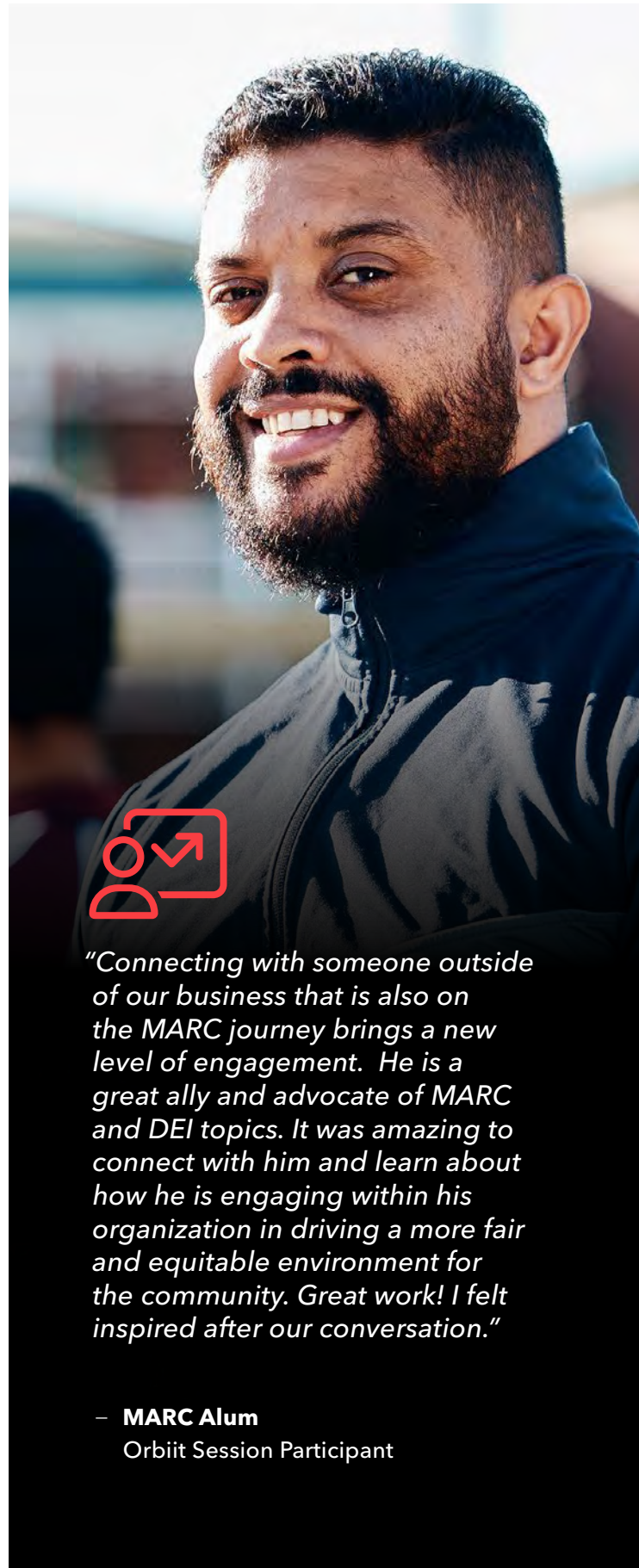
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# FOCUS ON EXPANDING THE MARC COMMUNITY

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The MARC Alum community is growing. MARC offers engagement opportunities for participants to continue the conversation, gain additional insights, and become visible advocates, such as:

- MARC Momentum newsletter: A monthly newsletter with actionable resources, thought-provoking questions, research findings, discussion starters, action steps, and polls. The bimonthly MARC Momentum newsletter reaches 3,061 subscribers as of May 2024, an increase of 25% from January 2024.
- New this year, subscribers gain access to exclusive networking sessions through the platform Orbiit, which facilitates 1:1 matching of short conversations based on common interests and goals. In the 4 Orbiit engagements we have had since November 2023, we received an average of 28 participants per engagement. Participants value these conversations – with an average Net Promoter Score (NPS) of 97 – and repeat attendees make up an average of 36.6% of participants.
- MARC Reconnect sessions: Informal learning exchanges for alums to expand their conversations with peers and colleagues across companies, industries, and regions globally. Twenty-six alums attended MARC Reconnect sessions in the first several months of 2024.



*“Connecting with someone outside of our business that is also on the MARC journey brings a new level of engagement. He is a great ally and advocate of MARC and DEI topics. It was amazing to connect with him and learn about how he is engaging within his organization in driving a more fair and equitable environment for the community. Great work! I felt inspired after our conversation.”*

– **MARC Alum**  
Orbiit Session Participant



# MARC IN THE NEWS

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MARC has generated positive media attention for Catalyst and its Supporters by showcasing the stories and insights of MARC alums and influencers who are leading the change in their industries and communities.

## Strategic Media Coverage

 [Harvard Business Review](#)

 [Bizwomen](#)

 [Forbes](#)

 [Yahoo! Finance UK](#)

*"I came out of [MARC] absolutely gobsmacked.... It was very, very informative... up to then we had our female leaders behind closed doors talking about this softly in the hope that no one at corporate heard what we were saying."*

– **Member of the Catalyst community**





# ACKNOWLEDGMENTS

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We thank our donors for their generous support.

## Transformational Donor



## Major Donors



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