

2017 Annual Impact Report

As a Certified B Corp, Heather Paulsen Consulting (HPC) remains dedicated to helping mission-driven businesses create an economy (and a world) that works better for all of us: owners, employees, suppliers, customers, our communities and the environment. As a sole proprietor in my third year of business, I realize this is a lofty goal. I also realize that big change comes from big ideas and an unwavering commitment to see them through to completion.

Through my actions and the actions of my clients, I see the ever-expanding ripple of improved social and environmental impacts. To document those impacts, I proudly present the HPC 2017 Impact Report.



GROWING THE B CORP MOVEMENT



HPC uses the B Corp Certification process to help businesses redefine success to include social and environmental metrics alongside financial ones. By meeting the rigorous standards of B Corp Certification, HPC clients hardwire their organizational values into every part of their company.

B Corp Certification and Re-Certification

HPC supported KEEL Creative and Bison Media to become Certified B Corps.



HPC helped Givily and North Coast Brewing Company successfully complete their B Corp Re-Certifications.

HPC re-certified as a B Corp.



HPC began working on B Corp Certification projects with Bark Media, Barney Butter, and Ryan Business Design.



Speaking Engagements

Heather Paulsen inspired conference attendees as a main-stage speaker at the annual B Corp Champions Retreat in Toronto, Canada, where she shared the inspiration (and how to repeat the process) for implementing a regional HEAL Program – Helping Employees Access Loans.

She also took part in 11 other speaking engagements which, paired with her other work, earned media attention from B the Change Magazine, Ukiah Daily Journal, Silicon Valley Community Foundation, University of California Berkeley School of Management.

HPC hosted three free webinars and a Build a Better Business workshop to educate those new to the B Corp Movement.

Continued Improvement

HPC continues to support the following companies in their ongoing social and environmental process improvements:



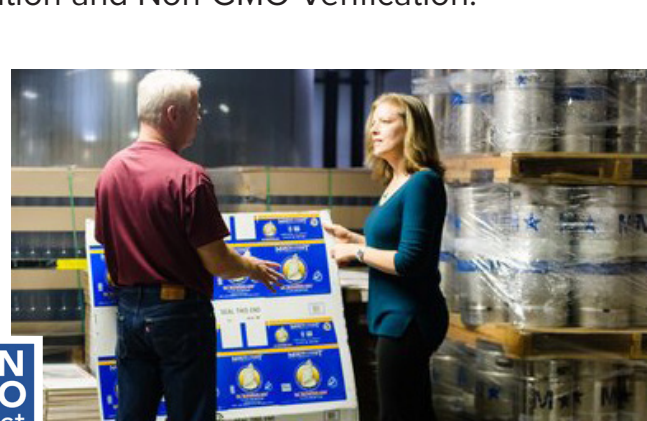
HPC assisted Harvest Market and North Coast Brewing Company with Employee Satisfaction Surveys and Annual Sustainability Reports, in alignment with the B Corp Movement's core values of transparency and accountability. HPC led each company's management teams through a facilitated brainstorming session to create action items to build upon the surveys' results.

HPC assisted Clover Sonoma with its Employee Volunteering & Giving Survey. The survey resulted in the formation of an internal Volunteering Committee, which organizes quarterly team volunteering opportunities and rewards employees for their personal volunteering efforts in the community.

ENVIRONMENTAL IMPACT

In addition to B Corp Certification, HPC uses other means to help clients to improve their environmental impact, including TRUE Zero Waste Certification and Non-GMO Verification.

HPC supported North Coast Brewing Company to achieve platinum-level TRUE Zero Waste Certification and Non-GMO Verification.



Environmentally Friendly Choices

Continued 1% for the Planet membership.



Maintained use of 100% post-consumer recycled office paper, or tree-free paper.

Hosts HPC's website with a B Corp Certified, wind-powered web host Canvas Host.

STRENGTHEN THE LOCAL ECONOMY

Inspired by fellow B Corp Rhino Foods' Income-Advance Program, HPC developed the Helping Employees Access Loans (HEAL) program in partnership with the Savings Bank of Mendocino County. This employer-sponsored income-advance program is open to Mendocino County B Corps who want to offer their employees a viable and affordable alternative to payday loans. HEAL provides workers with the financial assistance they need to get through rough times, to learn more about managing their finances, to start building credit, and often resulting in building up savings.

HPC implemented the HEAL program for Mendocino County B Corps.



HPC began banking locally with an independent community bank.



STRATEGIC PLANNING SUPPORT

From time to time, HPC assists local charities and other non-profits with strategic planning and other project management endeavors.



HPC facilitated a strategic planning retreat for the Cancer Resource Centers of Mendocino County, an organization that provides free patient navigation and other services to those facing a cancer diagnosis.

HPC CONTINUOUS IMPROVEMENT

HPC is committed to continually improving, learning and growing.

Heather Paulsen renewed her Project Management Professional certification.

HPC completed the TRUE Zero Waste Advisor training course.

HPC invested in a multi-year marketing plan and began a major overhaul of the company website.