



## Public Benefit Report 2017



*Photo from Unsplash, by Breather*

### Introduction

Ever Better, PBC was formed in May 2017, so this was our first (partial) year in business. The company has a single employee – Pete Dignan – who founded the entity following nearly 20 years as a CEO of two Certified B Corps.

Ours is a community-focused business model that supports and builds the vitality of the local economy. We define ‘local’ as the Front Range of Colorado, including Ft. Collins, Boulder, the Denver metro area, and Colorado Springs – a radius of just over 100 miles.

Our goal is to perform at least 75% of our client work in the local community, and more than 90% of our work for Certified B Corps, Benefit Corporations, other social enterprises, and nonprofits. In 2017, we worked with one national nonprofit (with staff based in Denver/Boulder); one Certified B Corp headquartered in Boulder; and one Certified B Corp based in the Boston, MA area.



## Mission

At Ever Better, our purpose is to help social enterprises become more effective, resilient, and equitable. We do this by guiding companies and nonprofits through implementation of practices sometimes referred to as “self-management” or “self-organizing.” Examples of this way of working include [Sociocracy](#), [Holacracy](#), and [Teal](#).

## Public Benefit Purpose

Ever Better, PBC is organized to create material positive general public benefit, including, but not limited to, providing business consulting services to enterprises with specific social and/or environmental missions.

## Key Principles

Our work is informed by key ideas included in the [B Corp Declaration of Interdependence](#) and the [BALLE Local Economy Framework](#). We are committed to helping shape organizations and an economy that serves all stakeholders, not just shareholders.

## 2017 Impact

### Three clients in 2017

In 2017 Ever Better worked with three social enterprises with a total employment base of approximately 250 people.



**B Lab** is a nonprofit organization that serves a global movement of people using business as a force for good™. Its vision is that one day all companies compete not only to be the best in the world, but the Best for the World® and as a result society will enjoy a more shared and durable prosperity. Ever Better worked with managers and directors

in Colorado, California and Pennsylvania, to implement specific practices associated with self-management.

**Namaste Solar** is an employee-owned cooperative and Certified B Corp headquartered in Colorado with additional operations in the Northeast and Southwest US. They are supporting the shift to clean, renewable energy sources by working to make solar easy and accessible for commercial and residential customers. Ever Better facilitated an offsite



meeting for leadership and a portion of the annual retreat for co-owners. We continue to work with the company to implement self-managing circles, and practices to improve decision-making and communication.

**Habitus, Incorporated** is a Certified B Corp based in Boston, MA that uses expertise in negotiation, communication and conflict management to provide customized training, targeted coaching and direct intervention via facilitation or mediation services for purpose-driven organizations. In late 2017 Ever Better began working with Habitus on business fundamentals and practices to grow their reach and impact.

## Public Benefit Performance

### Volunteering

Pete Dignan served as a volunteer supporter to the roll out of [Best for Colorado](#), including a speaking role in the launch event at the Governor's Mansion in June.

Pete also served as a volunteer member of the [B Local Colorado](#) Advisory Board.

### Charitable Giving

Ever Better is a member of [1% for the Planet](#). In 2017 we donated 2% of total revenue to [Conservation Colorado](#) in support of this commitment.

We are also a member of Pledge 1% Colorado, and in 2017 donated 2% of total revenue to the [Community Foundation of Boulder County](#).

### Sustainability

Ever Better has purchased carbon offsets from the [Colorado Carbon Fund](#) to cover 100% of carbon emissions for operations in 2017.

We have completed the Best for Colorado Challenge, and the full B Impact Assessment, to become a [Best for Colorado Finalist](#).





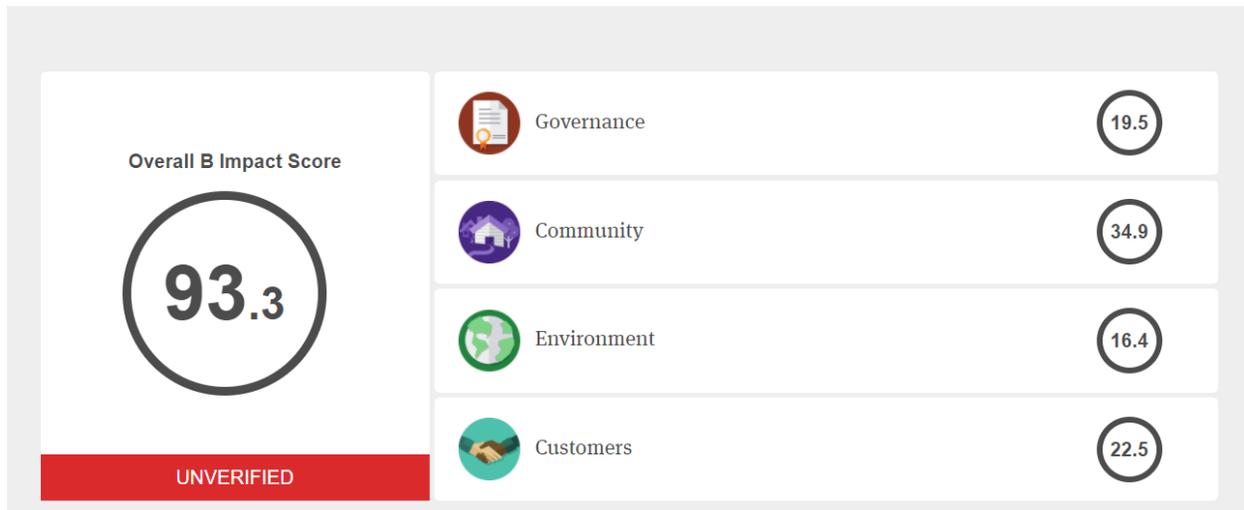
The company has completed the full [B Impact Assessment](#) with a preliminary score above the 80 point threshold required to become a Certified B Corp when we complete one year in business (May 1).

The report is “unverified” because we have not met the one-year eligibility rule; but it has been reviewed with a member of B Lab staff for completeness and general accuracy.

We selected the B Impact Assessment (BIA) as the third-party standard to prepare this benefit report because it is the most widely used impact measurement and management tool in the world. It is used by more than 40,000 businesses to measure, compare, and improve their overall social and environmental performance, as well as by an increasing number of investors, business associations, and government entities serious about understanding and benchmarking the impact of the companies in which they invest and with which they do business. The BIA is governed by the nonprofit B Lab and meets the statutory requirement that a third-party standard must be comprehensive, credible, transparent, and independent.

#### B Impact Report

This report shows how your company scores in each category as compared to other business.





## Challenges

Ever better faces two challenges in performing its mission and public benefit purpose. The first is **financial**. For the entity to meet the needs of its founder, Ever Better will have at least 5 concurrent clients most of the time. At the end of 2017, the firm was serving 3 clients. Marketing efforts including blogging, use of social media, and seeking public speaking opportunities. We expect to reach the 5-client threshold by April 2018.

The second challenge has to do with **diversity**. As a business of one person, when that person is white, male, heterosexual, cisgender, US-born, English-speaking, and able-bodied, we have an inherent lack of diversity. To balance this, the business seeks to serve client organizations. To date, Ever Better has not served any women- or minority-owned (or led) enterprises to date, but that is a goal in 2018.



*Photo from Unsplash, by Breather*

## Looking Ahead

At this time Ever Better does not contemplate growth via hiring. Founder Pete Dignan hopes to serve 5-6 clients at a time, with a typical engagement length of 6-9 months. We expect to serve 10-12 clients in 2018. For more information see the [website](#), and follow <https://twitter.com/pdignan> on Twitter and <https://www.linkedin.com/in/petedignan/> on LinkedIn. Pete also blogs from time to time on [B the Change](#).

## Contact Information

For questions about this report or about Ever Better, PBC, contact [Pete Dignan](#).