



# Public Benefit Report 2018



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## Introduction

Ever Better, PBC (Public Benefit Corporation) began operating in 2017, and 2018 was the first full 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 Fort Collins, Boulder, the Denver metro area, and Colorado Springs – a radius of just over 100 miles.

## Mission

At Ever Better, our mission 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 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](#) (e.g. “that all business ought to be conducted as if people and place mattered”), and the [BALLE Local Economy Framework](#) (e.g. Share Ownership, and Prioritize Equity). We are committed to helping shape organizations that serve all stakeholders, not just shareholders.

## 2018 Impact - Public Benefit Performance

We strive to perform at least 75% of our client work in the local community, and more than 90% of our work for purpose-driven entities such as Certified B Corps, Benefit Corporations, other social enterprises, and nonprofits. In 2018, Ever Better served a total of 9 clients, some for the full year, and a few for shorter periods (a few months). Clients included [B Lab](#), [Namaste Solar](#), [The Alliance Center](#), and [Naropa University](#). For the year, 89% of our clients were headquartered locally or had local staff (goal met); and 89% of our clients were purpose driven (just short of the 90% goal).

The company completed the full B Impact Assessment and became a Certified B Corporation on May 21, 2018. Our report can be [seen here](#). Our B Impact Score is 97.1. The minimum score required for B Certification is 80. As of January 2019, Ever Better has no active projects to increase its score.

The B Impact Assessment (BIA) was selected 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 50,000 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 PBC statutory requirement that a third-party standard must be comprehensive, credible, transparent, and independent.

Pete Dignan, founder of Ever Better, attended the [B Corp Champions Retreat](#) in September 2018, in New Orleans, Louisiana. This year’s conference for leaders of the B Economy focused on equity, diversity, and inclusion.

## Volunteering

Pete Dignan served as a volunteer for [B Local Colorado](#) diversity and inclusion efforts, including outreach to the Colorado Black Chamber of Commerce and the Denver Hispanic Chamber. Much work remains to be done in this area; 2018 was just a start. Volunteer time spent on this plus other projects (B of Service, Best for Colorado, BLD) totaled 24 hours.



## Charitable Giving

Ever Better is a member of [1% for the Planet](#). In 2018 we donated \$1000, or 1% of total revenue, to [Conservation Colorado](#) in support of this commitment.

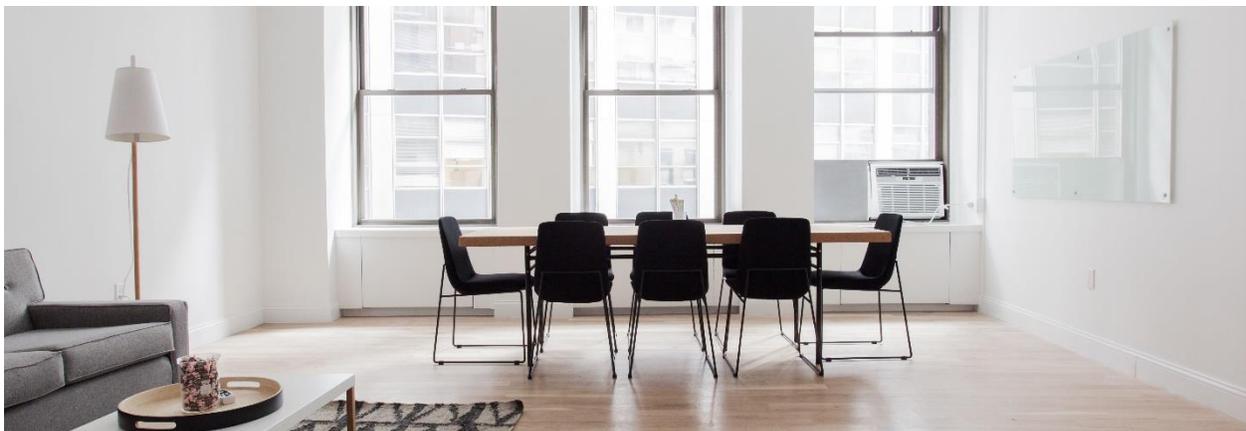
We are also a member of [Pledge 1% Colorado](#), and in 2018 we donated \$1000, or 1% of total revenue, to the [Community Foundation of Boulder County](#).

## Sustainability

Ever Better is committed to environmental sustainability. The business operates from a home office with rooftop solar, and has purchased carbon offsets from [Terrapass](#) to cover 100% of carbon emissions for operations (including travel) in 2018 (6 MTCO<sub>2</sub>eq).

## Challenges

Ever Better faces a challenge 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 diverse client organizations. In 2018, one client (The Alliance Center) was woman-led, and one other (Habitus) was 50% woman-led. One client (Namaste Solar) was an employee-owned cooperative with a diverse ownership base. None of the clients were owned or led by people of color. None are based in low-income neighborhoods.



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## Looking Ahead

At the start of 2019, Ever Better does not contemplate growth via hiring. Founder Pete Dignan hopes to serve ~5 clients at a time, with a typical engagement length of 6-9 months. The company expects to serve 8-10 clients in 2019. 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, contact [Pete Dignan](#).