



Public Benefit Report 2019

Introduction

Ever Better, PBC (Public Benefit Corporation) began operating in May 2017. As of January 2020, the company still has a single employee – Pete Dignan – who founded the entity following nearly 20 years as a CEO of two Certified B Corps.

This 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, the mission is to help social enterprises become more effective, resilient, and equitable. I 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

Ever Better's 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 vision of [Common Future](#). I am helping to shape organizations that serve all stakeholders, not just shareholders.



2019 Impact - Public Benefit Performance

Ever Better strives to perform at least 75% of client work in the local community, and more than 90% of its work for purpose-driven entities such as Certified B Corps, Benefit Corporations, other social enterprises, and nonprofits. In 2019, Ever Better served a total of 14 clients. Clients included [B Lab](#), the [Center for Ethics and Social Responsibility](#) at the University of Colorado, and [Ocean First](#). For the year, 79% of clients (representing 82% of revenue) were headquartered locally or had local staff (goal met). While 79% of 2019 clients (representing 78% of revenue) are purpose-driven, this fell short of the 90% goal. I am realizing that 90% is an ambitious target that we likely won't achieve most years; but we are committed to trying.

The company completed the full B Impact Assessment and became a Certified B Corporation on May 21, 2018; the report can be [seen here](#). Our B Impact Score is 97.1. The minimum score required for B Certification is 80. As of January 2020, Ever Better has no active projects to increase its score. The company will be required to recertify in early 2021.

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 60,000 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.

Volunteering

Pete Dignan did 8 hours of volunteer service for Clothes for Kids and Best for Colorado in 2019. This fell far short of my informal goal of 32-40 hours. I am currently researching volunteer opportunities for 2020.

Charitable Giving

Ever Better is a member of [1% for the Planet](#). In 2019 the company donated \$300 to 1% for the Planet, \$500 to B Lab, \$250 to [Ocean First Foundation](#), and \$150 to [Conservation Colorado](#) in support of this commitment.

The company is also a member of [Pledge 1% Colorado](#), and in 2019 donated \$1000 to [The Alliance Center](#) and \$200 to [Cottonwood Institute](#).



Sustainability

Ever Better is committed to environmental sustainability. The business operates from a home office, and has purchased carbon offsets from [Terrapass](#) to cover 100% of carbon emissions for the home and business operations (including travel) in 2019 (43 tons of CO₂e).

Challenges

As a business of one person, we have an inherent lack of diversity. To balance this, the business seeks to serve diverse client organizations. In 2019, four (of fourteen) clients were women-led. None of the clients were owned or led by people of color. None are based in low-income neighborhoods.

Looking Ahead

At the start of 2020, Ever Better does not contemplate growth via hiring. Founder Pete Dignan continues 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 2020. For more information see the [website](#).

Contact Information

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