



Public Benefit Report 2020

Introduction

Ever Better, PBC (Public Benefit Corporation) began operating in May 2017. As of January 2021, 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.

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:

- That we must be the change we seek in the world;
- That all business ought to be conducted as if people and place mattered;
- That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all;
- To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

Ever Better continues to help shape organizations that serve all stakeholders, not just shareholders.



2020 Impact - Public Benefit Performance

Ever Better strives to perform at least 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 10 clients. For the year, 90% of clients (representing 99% of revenue) were purpose-driven social enterprises:

- B Lab - nonprofit
- Base Associates - Certified B Corp
- Contentful - German GmbH
- Habitus - Certified B Corp
- MaxLove Project - nonprofit
- Ocean First - Certified B Corp
- stok - Certified B Corp
- The Alliance Center - nonprofit
- The University of Colorado Center for Ethics and Social Responsibility - nonprofit
- The Unitarian Universalist Association - nonprofit

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. The company will be required to recertify in May 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 joined the board of GRID Alternatives Colorado in March 2020, and became the chair of the Development Committee, providing 32 hours volunteer time over the course of the year.



Charitable Giving

Ever Better is a member of [1% for the Planet](#) and [Pledge 1% Colorado](#). To reach 2% of revenue (technically we reached 99.1% of 2%), in 2020 the company donated:

1% for the Planet: \$300
GRID Alternatives Colorado: \$1400
Cottonwood Institute \$200
Colorado COVID Relief Fund \$100
Movement for Black Lives \$750

Sustainability

Ever Better is committed to environmental sustainability. The business operates from a home office, and has purchased 9 RECs (Renewable Energy Certificates) to match 114% of 7858 kWh electricity used in the entire home in 2020. The company uses an electric vehicle.

We also purchased 5 [REDD+ carbon offsets](#) to cover 105% of natural gas used in the home (10,472 lbs. of CO₂e) in 2020. Both purchases were made from the [Bonneville Environmental Foundation](#) (BEF) and certificates are available to document the purchases.

Challenges

The company began with a community-focused business model, defining 'local' as the Front Range of Colorado. However, the first four years in business have shown that there are purpose-driven businesses across North America that can benefit from our services, and 2020 made it abundantly clear that remote work is possible. And so this focus is being relaxed. We will, however, maintain the focus on serving purpose-driven businesses (social enterprises).

As a business of one person, we have an inherent lack of diversity. To balance this, the business seeks to serve diverse client organizations, and to support diverse nonprofits through donations and volunteering.

Looking Ahead

At the start of 2021, 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 2021. For more information see the [website](#).

Contact Information

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