Mangrove Web Development

2017 Annual Report

A message from the founder

2017 was a big year for Mangrove! We grew significantly and settled into our role as a certified B Corp. To kick off the year, we changed Mangrove's legal structure and incorporated as a **Benefit Corporation** (which compliments, but differs from, a B Corp Certification, **as explained here**).

Throughout 2017, our combined "B" certifications helped us to evolve in many areas of our business. We now feel confident that we have the legal and moral foundation to bring our values to bear on decisions involving our clients, partners, products, and team.

Practically speaking, this means we really started to focus on attracting clients that support our B Corp values. In part, we did this by offering significant non-profit and values-driven discounts, and by seeking out businesses owned by women and minorities. We increased our network of like-minded partners with a series of inspiring

collaborations, both within and beyond the B Corp community. Internally, we worked together to overhaul the template we use to build websites, and we have challenged ourselves to stay up-to-date on the most current accessibility and sustainability standards for the web. Our team increased from six to nine in 2017, and two of our subcontractors became employees.

Terner meets the team!

#mangroveoutofoffice

The people we hired not only increased our team's technical capacity, but also strongly aligned with our mission and values. In an effort to maintain a diverse crew, we encouraged women and minorities to apply to open positions, and the result has been an incredible mix of people working on the Mangrove team.

In March, we had another special addition to the Mangrove family with the birth of my son, Terner. The team was full of enthusiasm for the littlest Mangrove (see above) and they carried the torch while I shifted my focus to him in the early months. Having this baby on board is a good reminder of why we do the work we do, and how we can positively impact the future his generation will experience. Aligning web development to environmental and social justice values is not always easy, but it is always worth it.

Looking ahead, we're excited to grow as a mission-driven tech company and as leaders in our B Corp community as well. We expect that our growing connections with fellow B Corps will further inspire us to develop just policies and practices, and we hope to influence other businesses to explore the benefits of B Corp certification. At the same time, we can continue to build our business in way that maximizes environmental and social benefit. We recertify as a B Corp in 2018, which will continue to challenge us to explore how we can do business in a way that has an ever-greater impact.

-Maiya Holliday, Founder + CEO
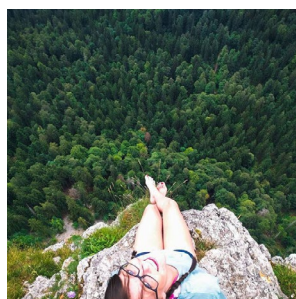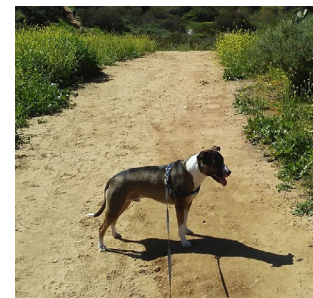
Websites that make it easier for good people to do great work.

We are a diverse, international, creative team of designers and developers. We use our design and technical expertise to empower environmentally conscious, social justice-oriented, purpose-driven clients and enable their businesses to grow, compete, and thrive. In short, we make websites that make it easier for good people to do great work.

At Mangrove, we understand that we're all in this together. Solving today's problems is a communal responsibility, which we undertake not only for our benefit, but for the benefit of future generations.

We love what we do and we care about how we do it.

Knowing and living our values is critical to conducting business as a Certified B Corp. We work with like-minded clients and partners and we hire team members whose personal values align with those of our team. In 2017, we lived our values in the following ways:

Collaborate Often

Attended the B Corp Champions Retreat to learn from those leading the movement for business to be used as a force for good.

Conducted over 20 partnership calls with fellow B Corp companies, resulting in new ideas, energy and collaborations.

Participated in the Inclusive Economy Challenge to make concrete and measurable improvements to our business practices in pursuit of a more inclusive economy. We set goals and commit to improve on three or more inclusion metrics in the B Impact Assessment by August 31, 2018. We joined a B Corp Peer Exchange group to help each other achieve these goals, and will share our progress in late 2018.

Design with Purpose, then Beautify

Made major structural improvements to our base template to start projects using the most efficient and scalable codebase possible. Our entire development team put their focus on rebuilding our starter template with efficiency, performance, and accessibility in mind.

Educated ourselves and our design partners on the latest accessibility standards, to ensure everyone can access our sites.

Expanded our knowledge of Application Programming Interfaces (APIs) to connect the websites we build to business products like Marketo, Hubspot, Salesforce, Pardot, Optimizely and Greenhouse, thereby making e-commerce integrations easier for our clients.

Employee and Contractor Wellbeing

Shifted two of our part-time contractors to employees, deepening their relationship with and commitment to Mangrove.

Created a health stipend for all team members to help them offset the costs of maintaining a healthy lifestyle outside of the office.

Created a Professional Development Policy and stipend for all team members to show our commitment to their continued education and growth while at Mangrove.

Encouraged our team to get outside and explore. This included travel to various faraway places, in addition to local excursions out skiing and snowboarding, hiking, climbing, gardening, walking, and spending time with their families and pets.

Empower the Client

Created over 30 manuals to empower our clients to manage their own website content updates.

Conducted over 20 training sessions to walk clients through updating their own site content.

Transparency Always

Implemented new billing and ticketing systems to more effectively communicate and work collaboratively with clients.

Adopted an open-book policy with employees, creating full financial transparency.

Using Our Profits for Good in 2017

Donations

2%

We donate 2% of our annual net profit to charities that support our local community, the environment, and social justice. This year we donated to the following charities:

Napa Sonoma Fire Relief

NorCal Fire Relief

ACLU

Humane Society of Truckee

Girl Made

Planned Parenthood

Amnesty International

Mercy Corps

Unidos Por Puerto Rico

Global Giving

3%

We donate 3% of our annual profit from our Web Maintenance Program to organizations that focus on environmental initiatives and/or the preservation of mangrove trees. This year we donated to:

Mangrove Action Project

Environmental Defense Fund

Natural Resources Defense Council (NDRC)

American Rivers

Trust for Public Land

Union of Concerned Scientists

350.org

Sierra Club

Volunteer Work

123

Hours Volunteered

5%

% of employee working hours spent volunteering

Revenue from Purpose-Driven Organizations, Non-profits, and woman- or minority-owned businesses

40%

We offer a discounted hourly rate for non-profits, and we prioritize working with purpose-driven organizations and woman- or minority-owned businesses. Over 40% of our total profits in 2017 were from these categories, including:

B Corps:
Opticos Design, Sun Light & Power, Capital Plus Financial

Nonprofits:
Wikimedia, Grassroots Change

Woman- or minority-owned businesses: Genuine Article Pictures, Beatrice Chestnut, Selfistry

Purpose Driven businesses:
Elemental Excelerator, Factory OS

Certified

B

Corporation®

The B Corp mission captures our company ethos, and challenges us to prioritize our communities and our planet as we grow. Becoming a Certified B Corp guided us in establishing internal practices and developing infrastructure that will continue to shape our direction as a company. We originally certified in November, 2016 and will re-certify in 2018.

Overview of Impact Assessment

Filling out the B Impact Assessment was a great way to understand more about the areas where we could become a more responsible company. The assessment challenged us to address internal practices and gave us the support to create processes that will ensure we uphold our values. For more information on the Assessment visit **bimpactassessment.net**.
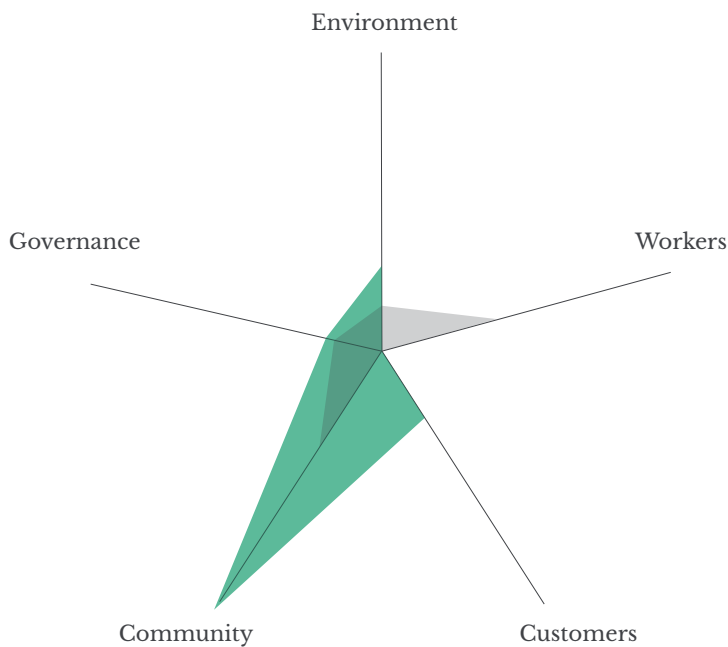
Mangrove B Impact Report Certified Since November 2016

■ Mangrove Score   ■ Median Score

	Mangrove Score	Median Score
Environment	15	7
Workers	0	18
Customers	12	-
Community	46	17
Governance	8	6
Overall B Score	81	55

Note: Our score and official data is based on the 2015 Fiscal year, as the BIA was completed in 2016. Any mentions of "at the current time" refer to the close of 2016. We will be re-certified with updated data in 2018.

Summary Snapshot of Score from **bcorporation.net/community/ mangrove-web-development**

Impact Assessment

Mangrove Score (Median Score)

15 (7)

Environment

Mangrove is a virtual company. Our written policies encourage and support good environmental practices in our respective virtual offices. We ensure that our contractors know how to properly dispose of e-waste and that they purchase supplies from environmentally-friendly vendors by providing guides for being environmentally conscious in a home office environment. By screening our suppliers and contractors, we ensure their environmental and social practices are in alignment with our values.

0 (18)

Workers

As of the last impact assessment, our team is made up of contractors, and the B Corp Certification only tracks employee-based infrastructure. Our contractors enjoy the freedom of setting their own schedules and working from anywhere in the world. Even though they're not official employees, we consider our team members to be like family, and consider their happiness and well-being to be one of our highest priorities.

- We plan to offer employment opportunities and a healthcare stipend in early 2017

- Over 50% of our team members are women and/or minorities

46 (7)

Community

We are proud to have scored strongly in the community section due to the fact that we:

- Donate a percentage of pro bono hours to local charities

- Bank with Beneficial State Bank, a local (Oakland-based), mission-driven Certified B Corp

- Conduct a formal screening process to evaluate the practices of our major suppliers

- Prioritize and offer sliding scales to clients who are categorized as purpose-driven, minority- or female-owned, or nonprofit organizations

- Donate 2% of annual profits to various social justice charities

- Donate 3% of our web maintenance program profits to environmental conservation initiatives and the preservation of mangrove trees

8 (6)

Governance

Some of our socially responsible business practices have grown organically out of our company culture. For example, we value collaboration which means we are always meeting new freelancers and businesses to understand how we can grow our network to best serve our clients. We are also a female-owned business and have an equal number of female and male developers. With the help of B Corp we were able to create formal written policies—from creating a Code of Ethics to a standardized subcontractor agreement —to ensure that the company continues to be governed in a manner that aligns with our intention to grow responsibly. Documenting our best practices and company policies will ensure that who we are remains who we become.

12 (N/A)

Customers

Our services allow organizations to further their missions, market their services, and collect donations. We empower our customers to manage their own content over time and create a backend structure that requires little to no ongoing development costs. We love working with purpose-driven companies and provide our services on a sliding scale with reduced rates for nonprofits.

2017 Achievements

- Became a legal Benefit Corporation!

- Converted two contractors to employees, and created a healthcare and professional development stipend for all team members.

- Collectively volunteered 5% of our employee working hours.

- Met our revenue goal for 35+% of client revenue to come from B Corps, nonprofits, woman- or minority-owned businesses, or purpose-driven businesses.

2018 Goals

In 2016 we scored an 81/200. We will re-certify in 2018 and are aiming to earn at least 90+ points. We aspire to someday be listed as on the **Best for The World list.** We will work to achieve this in a variety of ways, including:

Environmental Impact

- Explore options for purchasing clean energy offsets.

- Assess green hosting solutions and push our industry partners to adopt more sustainable practices.

- Learn more about **Sustainable Web Design** to build technology more sustainably, and with a lower carbon footprint.

Community

- Influence our industry, peers and network by continuing to be ambassadors for the B Corp movement.

- Participate in more local events and conferences.

- Keep employee volunteer engagement in the 5% range (of working hours per year). Review policies for paid volunteer time.

Inclusivity in our Industry

- Strengthen our understanding of web accessibility standards and "Inclusive Design" to support a wider range of web users.

- Continue interviewing experts, creating internal best practices, and updating our codebase to reflect this goal.

- Keep encouraging our partners to learn more about accessibility standards and best practices.

Diversity & Inclusion

- Participate in a diversity, equity, and inclusion training for all employees.

- Increase our commitment to creating opportunities for women and minorities in technology. This may include speaking to audiences of minority groups on technical and entrepreneurial topics, and/or making donations to organizations with the mission to increase diversity and inclusion in tech.

- Continue to implement inclusive hiring practices into our standard hiring procedures.

Workforce

- Implement an official Paid Time Off policy

- Continue to encourage employees and contractors to travel and enjoy life outside of the office so they can return refreshed and continue to do great work. Create time and support for ongoing educational and creative pursuits.

- Consider implementing an official Family Leave Policy.

Conclusion

We are proud of our growth in 2017 and see so much potential on the horizon. We have been able to hire more people, improve our internal tools, increase our partnerships, and attract our ideal clients.

We are looking forward to 2018, and are excited to continue to grow along the same lines, using our B Corp certification and our values to direct our path.

Thanks for reading!

To learn more, find us at mangrove-web.com or contact us at hello@mangrove-web.com