

**Mangrove Web Development**  
**Annual Report**

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**2016**



# A Message from our Founder

In early 2016 Mangrove Web Development formally pledged to solidify our commitment to doing good for the environment and our community by pursuing a [B Corp Certification through B Labs](#). My own path into web development grew out of a background in International Development and a passion for using technology to better support organizations that are doing progressive, meaningful work. We at Mangrove have always had a desire to do more than just build websites to turn a profit, and last year we started seriously exploring how we could structure our organization in a way that would have a smaller footprint and bigger impact. We also focused on how we could connect to more like-minded partners and clients as we continue to grow with a purpose. Joining the B Corp community was an obvious choice to help us consciously and deliberately move in this direction.

We proudly became B Corp Certified in late 2016, but our process started many months before. Diving into the B Impact Assessment was an introspective and transformative experience. The process pushed us to more clearly define our goals and values as a business and as a team. One major benefit of the certification process was learning ways we could be a more responsible company. Some of the suggestions were relatively easy and included things we were already doing. Some required serious work or planning to better our efforts. The process was worth it though, and in joining the B Corp community, we were welcomed into a network of like-minded businesses that are open to sharing resources and collaborating to make the world a better place. We are inspired by this network and will keep improving our own ability to impact others.



**Maiya Holliday**  
CEO + Technical Director



**Like the root structures of the mangrove trees from which we take our name, Mangrove Web Development believes that our work increases our client's connections, reach and influence to people around the world.**

**We empower like-minded, purpose-driven clients and enable their businesses to grow, take on the competition and thrive.**

**At Mangrove, we understand that we're all in this together. It's a communal responsibility to help solve the problems we face today and beyond, for our benefit and that of future generations.**

# Websites that make it easier for **good people** to do **great work.**

We are an international creative team that designs and develops customized websites. Our websites are developed to evolve as our clients' businesses grow, allowing them to focus on their own work. We stand behind our clients' projects—from green energy and sustainable design, to groundbreaking product engineering—making it easier for organizations to share their stories. Founded by an avid traveler, our crew is sprinkled around the globe, just like the trees that inspired our name. From San Francisco to Europe to New Zealand, we work together and remotely, building custom websites for organizations that make an impact.

We love what we do and care about how we do it. **Our values** are the glue that binds our team, partners, and clients. This is what makes our team shine.

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## Transparency always

Our clients are our partners. We make sure we understand their expectations, and we keep them informed throughout the process of building their site.

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## Design with Purpose, then Beautify

Based on the project goals, we begin with only the necessary components and add on from there. We're not into adding extra fluff just because it's trendy.

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## Anticipate and Adapt

One inevitable truth about business is that over time, things shift. We create tools that are forward-thinking and flexible, so as our clients evolve so do their sites.

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## Keep Learning, Stay Creative

Mastering the latest technologies can feel like herding cats some days, but we're constantly discovering new toolsets or approaches that didn't exist before, allowing us to innovate in unexpected ways for our clients.

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## Collaborate Often

Not trying to brag, but we've got some talented friends. If a project needs a skillset we don't offer, we'll either refer our client to a trusted partner or bring on the appropriate support.

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## Empower the Client

Our ultimate goal is that our clients feel complete ownership of their site. A website is a tool, and we train our clients to get efficient use out of it.

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## Get Outside

We love an adventure and exploring new places. Turns out, a few of our best ideas were born beyond the computer screen, which helps us keep our energy up and minds engaged.

Our clients use their websites to access a variety of audiences to inspire action, and increase awareness. **Our nonprofit and purpose-driven work** provides online access to essential services like legal assistance to immigrants, mental health care and counseling, scholarships, educational tools, and parenting classes.

## Using our Profits for Good

We donate 2% of our annual net profit to charities that support our local community and social justice. This year our community voted to donate to the following charities: Girls Who Code, ACLU, and Planned Parenthood.

2% of our annual net profit this year went to:

Girls Who Code



ACLU



Planned Parenthood



### Mangrove Action Project

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

We offer a discounted hourly rate for nonprofits and prioritize working with purpose-driven organizations and female or minority owned businesses.

Some of our nonprofit clients include:

**Family Paths, World Trust, Grassroots Change, Orphan Opportunity, Ethnographic Edge, Forest Climate Connect, Avoided Deforestation, Friends of China Camp, Irene Scully Family Foundation, New Media Ventures, Publishing Professionals Network**

# B Corp Certification

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. With such a high density of B Corps in the Bay Area, we were eager to join the B Corp family and learn from other companies using business as a force for good.



## 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](http://bimpactassessment.net)

### Mangrove B Impact Report

Certified Since November 2016

	Company Score	Median Score
Environment	15	7
Workers	0	18
Customers	12	-
Community	46	17
Governance	8	6
<b>Overall B Score</b>	<b>81</b>	<b>55</b>

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 recertified with updated data in 2018.

Summary snapshot of score from [bcorporation.net/community/mangrove-web-development](http://bcorporation.net/community/mangrove-web-development)

# Impact Assessment

## Our Score Median Score

### Environment 15 7

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.

### Workers 0 18

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.

### Customers 12 N/A

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.

### Community 46 7

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

### Governance 8 6

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.

# Looking Ahead



In early 2017 we became a legal [Benefit Corporation](#) which will solidify our mission and accountability over the long term. Being a legal Benefit Corporation will protect our mission in the case of any leadership changes or financial restructuring of the company.

We plan to continue working with clients who are purpose-driven, women or minority-owned, or nonprofits as much as possible. Our goal is to maintain that our revenue from these clients remains over 30%.

Our team members are our most valuable asset, and we will continue to make sure they are happy, challenged, motivated and fairly compensated for their work. We plan to offer employment to a few of our more permanent subcontractors who have requested this shift. We also plan to offer a healthcare stipend to our employees and subcontractors who have been with us for over a year (working a minimum of 60 hrs/mo).

We will continue to explore ways in which we can improve our B Corp score and make a greater impact on our community and environment.

# Thanks for reading!

To learn more, find us at [mangrove-web.com](http://mangrove-web.com)  
or contact us at [hello@mangrove-web.com](mailto:hello@mangrove-web.com)

