Mangrove Web Development

2019 ANNUAL REPORT

We help conscious companies tell their stories in a meaningful way

mangrove

Certified B Corporation

An introduction from our founder

Another year in the life of a certified B Corp. In politics and the environment, 2019 was a pretty rough year for principled people. In a time in which the world is troubled in so many ways, I take heart in surrounding myself with committed changemakers and in leading a company with strong values at its core.

We've got to celebrate our successes: we do good work for great people, we donate our money and time, and we foster the growth and self-fulfillment of our team members. But there's always more to do, and certain doubts inevitably creep in: Is it enough? Can offsetting our small carbon emissions and writing a diversity-equity-inclusion statement really make a measurable difference to the world when it seems to be at the brink of disaster?

I know I'm not alone. Mangrove team members and the greater conscious business community have self-doubting days, too. And, I know I'm not alone in a different way—the B Corp roster keeps growing, and Mangrove continues to add more team members who seek work with a company that cares about them and about the world. Our community lifts my spirit, and I lift my head, take pride in our work, and remind myself of the front-line change-making organizations with which Mangrove shares profits and time.

On its own, Mangrove cannot convince the whole world to prioritize people and the planet over pure profit. However, we're 100% committed to this community that has made a damn good start.

A major highlight from 2019:

We completed our recertification and our B Corp score jumped from 80.7 to 91.3 when we recertified.

We're all in this together,

Maiya Holliday
Founder + CEO

While the quality of a screenshot may not be top notch, this team sure is. Our core dev and PM team shown here span 6 countries, many timezones, and a variety of skills and life experiences. Their diversity and passion is truly what makes Mangrove *great*. The team here is shown with a few of their "favorite things," just one of our many weekly conversation starters.

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

Mangrove Web is a woman-owned website design and development company with a diverse, talented team distributed around the globe. We've been building websites since 2009 that amplify the work of change-making organizations and increase the competitive power of businesses owned by historically marginalized people. As a Certified B Corp and Public Benefit Corporation, we prioritize working with businesses that share our value of balancing people, planet, purpose, and profit.

This report shares our success in 2019 building a business based on our values, and serves as our annual benefit report for the year.
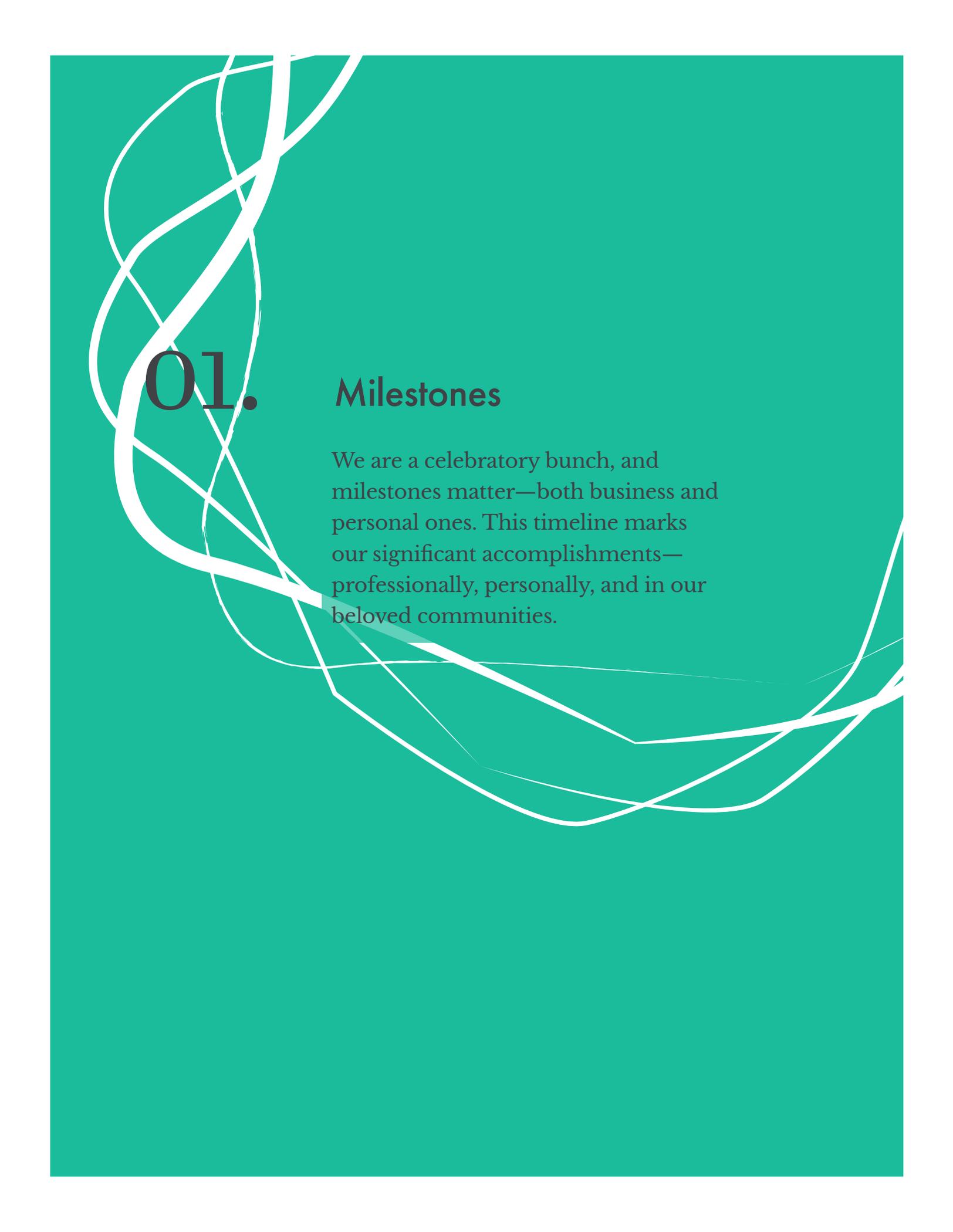
01.

Milestones

We are a celebratory bunch, and milestones matter—both business and personal ones. This timeline marks our significant accomplishments—professionally, personally, and in our beloved communities.

JAN

World-Changing Women conference: Maiya attends with hundreds of like-minded women entrepreneurs, including many fellow B Corps

Megan and Marie travel and work from Indonesia

Maiya celebrates Terner's 2nd birthday + 2yrs of "mompreneurship"

Leadership team 2019 planning retreat in CO

Senka joined **the team** as a front-end developer

Founding signatory of **wethechange.net**

Mangrove turns 10!

Valerie leaves the States for the first time (to Italy) and gets engaged!!

Our first **DEI Statement**

Megan officially became a Licensed Professional Counselor (LPC). She can now run her independent private practice in CO.

BLD 2019 Bay Area: Marie chairs the Content Committee of the B Corp Leadership Development Conference

JUL

Welcome Yara-Nee to **the team** as a front-end developer

Our first **Accessibility Statement**

Marie attends the "Write Speak Code" Conference

B Local Champions Retreat: Mangrove attends B Local Leader pre-day; B Corp Women CEO group and Dismantle Collective win Collective Action Awards

Dismantle Collective & We The Change win awards at Retreat

Impact Hub Skill Share: Marie is a speaker at a Measure Your Impact workshop

Mangrove team members attend various sessions of a **24-hour accessibility conference**

Climate Disclosure Report to survey our clients' impact: We commit to using our power to inspire change and will disclose any climate conflicts

Senka's nonprofit celebrates its 6th year and sends +3000 gifts to kids in need in Saravejo

KEY

Mangrove: How we grew and changed as a company

Team: How we grew and changed as individuals

Community: How we lived our values out in the community — leading and participating in events that align with our values and business goals

APR

Othering and Belonging: Marie attends conference established by U.C. Berkeley that advances systemic changes that support a fully inclusive "we"

AtlasGo B Local Bay Area Challenge: Marie walks-runs-bikes to raise money for New Door Ventures

Dismantling White Supremacy Unconference: Marie serves on the Marketing, Logistics/Finance Committee

Chae moves from Colombia to Argentina

Maiya signs **https://dontbanequality.com** in support of reproductive rights. NYT runs full page ad.

Bay Area B Local: Marie is a speaker at Measure Your Impact workshop with folks from Nia Capital, Future State, and Cultivating Capital

Andrzej travels to Bali

Maiya and the Truckee Roundhouse makerspace win Rising Star Award from Truckee Chamber of Commerce

Maiya shortlisted for **Truckee Entrepreneur of the Year Award.** Also **accepts award for the Truckee Roundhouse Makerspace** with fellow Board Members.

OCT

Earned 91.3 points in our **B Corp Recertification**

Megan and Marie each complete 16 hours of training to certify as Scrum Masters as Mangrove moves toward agile

Offset 100% of greenhouse gas emissions and balanced more than 100% of 2018 water use

SOCAP 2019 (Social Capital Markets): Maiya and Marie attend Design-Thinking workshop & World-Changing Women event

Certified

B

Corporation®

We remain committed to the B Corp mission as a reflection of our company ethos and to challenge ourselves to continually prioritize our communities and planet as we grow.

2019 Impact Assessment

Mangrove Score (Median Score)

Score: 91.3 (55)

12.1 (7)

Environment

- Offset 100% of greenhouse gas emissions and balanced more than 100% of 2018 water use, through Bonneville Environmental Foundation

22.2 (18)

Workers

- Converted 2 subcontractors to Full Time Employees
- Created an employee handbook
- Added 401(k)
- Established policies for PTO, parental leave, breastfeeding
- Created a new healthcare stipend for team members

12.7 (N/A)

Customers

- Revenue from purpose-driven organizations or businesses owned and operated by women and people of color: increased from 54% to 67%

28.2 (7)

Community

- Contributed $11,250 as an in-kind donation to local nonprofit
- Logged 125 employee volunteer hours, or 2.69% of working hours
- Over 50% of Mangrove's significant suppliers are majority-owned by women or individuals from underrepresented populations, up from 20-25% in 2016 when we first certified

15.9 (6)

Governance

- Updated our mission statement to include a commitment to social and environmental responsibility:

"Mangrove Web Development is a woman-owned website design and development company, and a certified B Corp. Our mission is to build websites that amplify the work of change-making organizations and increase the competitive power of businesses owned by historically marginalized people. Within our own organization, our mission is to expand tech career opportunities for women and people of color."

- Updated the way we measure various KPIs in order to determine if we are achieving our social and environmental objectives
- Created and updated internal organizational documentation and updated various company policies to be more transparent and progressive
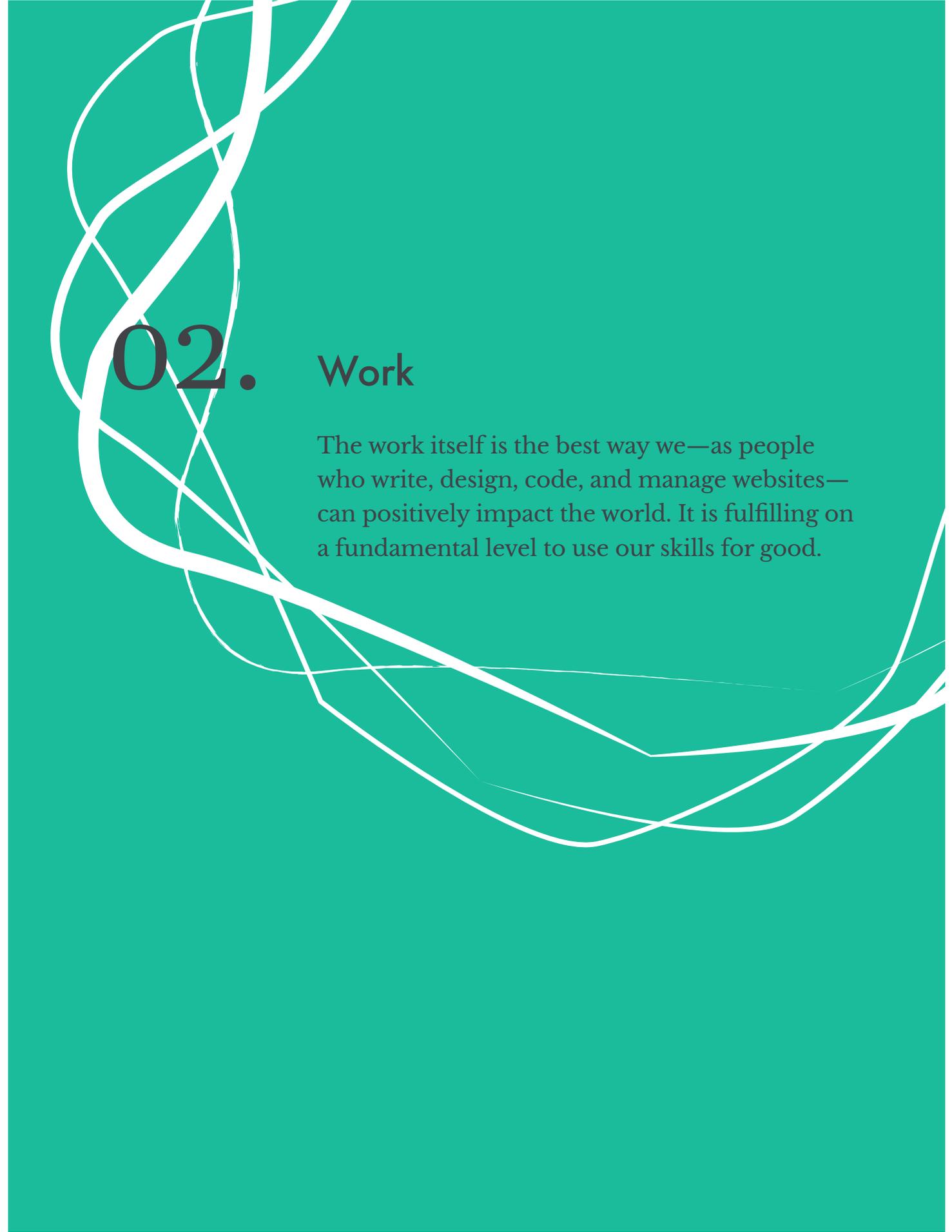
02.

Work

The work itself is the best way we—as people who write, design, code, and manage websites—can positively impact the world. It is fulfilling on a fundamental level to use our skills for good.

Mangrove's Revenue Trends

67%

of our revenue in 2019 came from purpose-driven organizations, including fellow B Corps, social enterprises, non-profits, and woman- or minority-owned businesses.

12

new sites launched + various small project improvements for existing clients.

5

retainer clients who we support ongoing.

Revenue from Orgs that are Purpose-driven or Owned by Women or People of Color

2015	2016	2017	2018	2019
38.91%	31.99%	49.98%	54%	67%
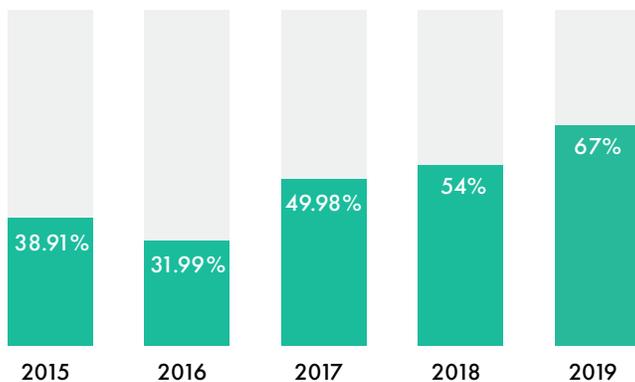
Mighty Networks: Your Brand Here

An effective online demo tool to display clear product value for a dynamic woman-owned business.
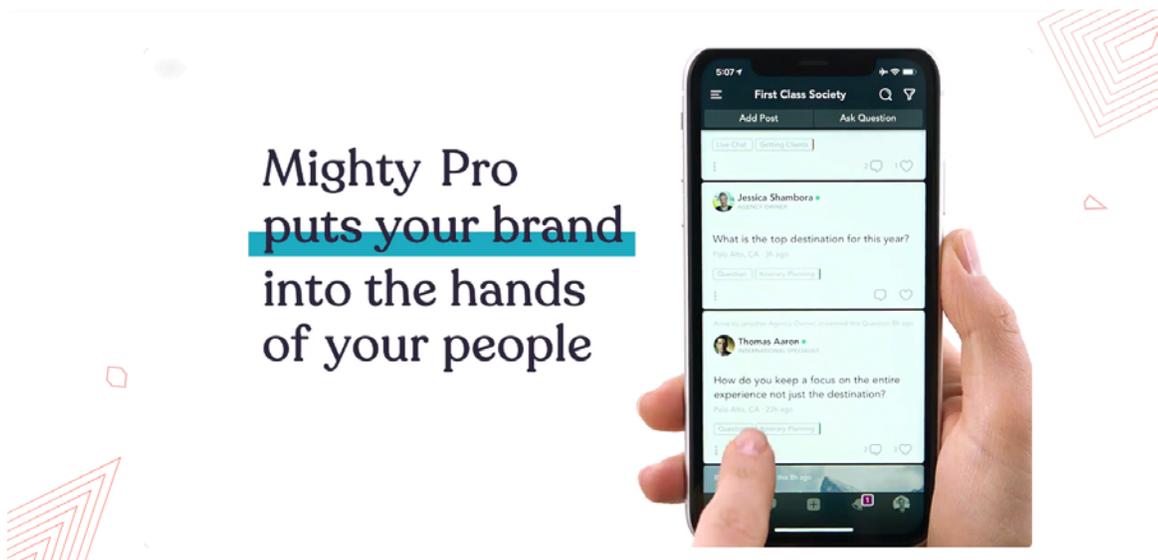
WHAT WE DID

We created a web app for Mighty Networks to quickly and effectively demo their product to potential clients. Mighty uses YBH as a selling tool to generate a comprehensive view of the features and value of their digital community platform. With the tool we built, Mighty can spin up demos within minutes. They can also share this tool directly with potential users who can upload their own assets and see their brand come to life in real time.

- Responsive front-end development
- Custom WordPress development
- UX/UI design
- Graphic design

WHO WE DID IT FOR

A woman-owned business that is a leading online platform for building businesses and networks.

See it live.

Beneficial State Foundation

Making a strong visual impact for a local Bay Area progressive community leader

WHAT WE DID

We designed and developed a website that would position Beneficial State Foundation as a thought leader and resource, while also encouraging visitors to use social media to help advocate for change. Considering the breadth of BSF's work, we knew the biggest challenge would be telling their story and driving action without an overwhelming amount of content. Diverge Labs, our content strategy partner, teamed up with our designer and developers to make it happen, and the result exceeded expectations.

- Content strategy
- Responsive front-end development
- Custom WordPress development
- Graphic design

WHO WE DID IT FOR

An influential financial justice nonprofit on a mission to "change the banking system for good." BSF is also the owner of local B Corp Beneficial State Bank.

See it live.

Fresh Ideas

Development-only, in partnership with a local design firm, for a purpose-driven fresh foods management company.
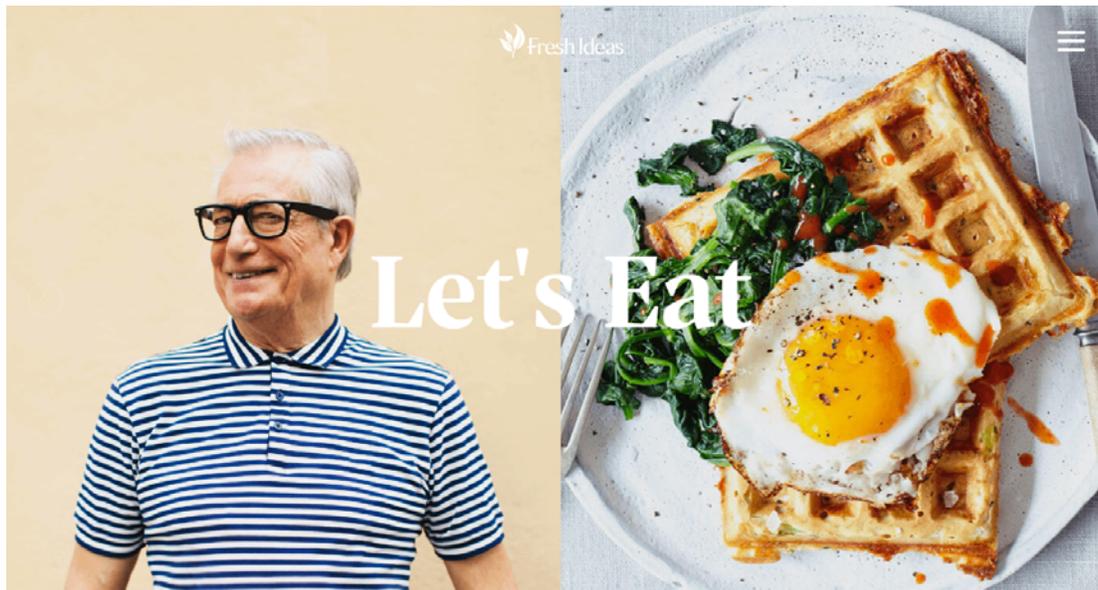
WHAT WE DID

Our development role for this project was to build a website that would work seamlessly within an existing WordPress Multisite. While we worked to implement the beautiful look and feel created by Hybrid Design, our developers concurrently prioritized keeping the other sites intact. Our team also created specific launch protocol for the Fresh Ideas website to avoid technical challenges when it was ready to go live.

• Responsive front-end development
• Custom WordPress development

WHO WE DID IT FOR

A purpose-driven food service management company who services schools, corporations, and senior living communities with high-quality fresh foods and expert nutrition education.

See it live.

More Partnerships
We're Proud of

2019 Clients

2019 Partnerships
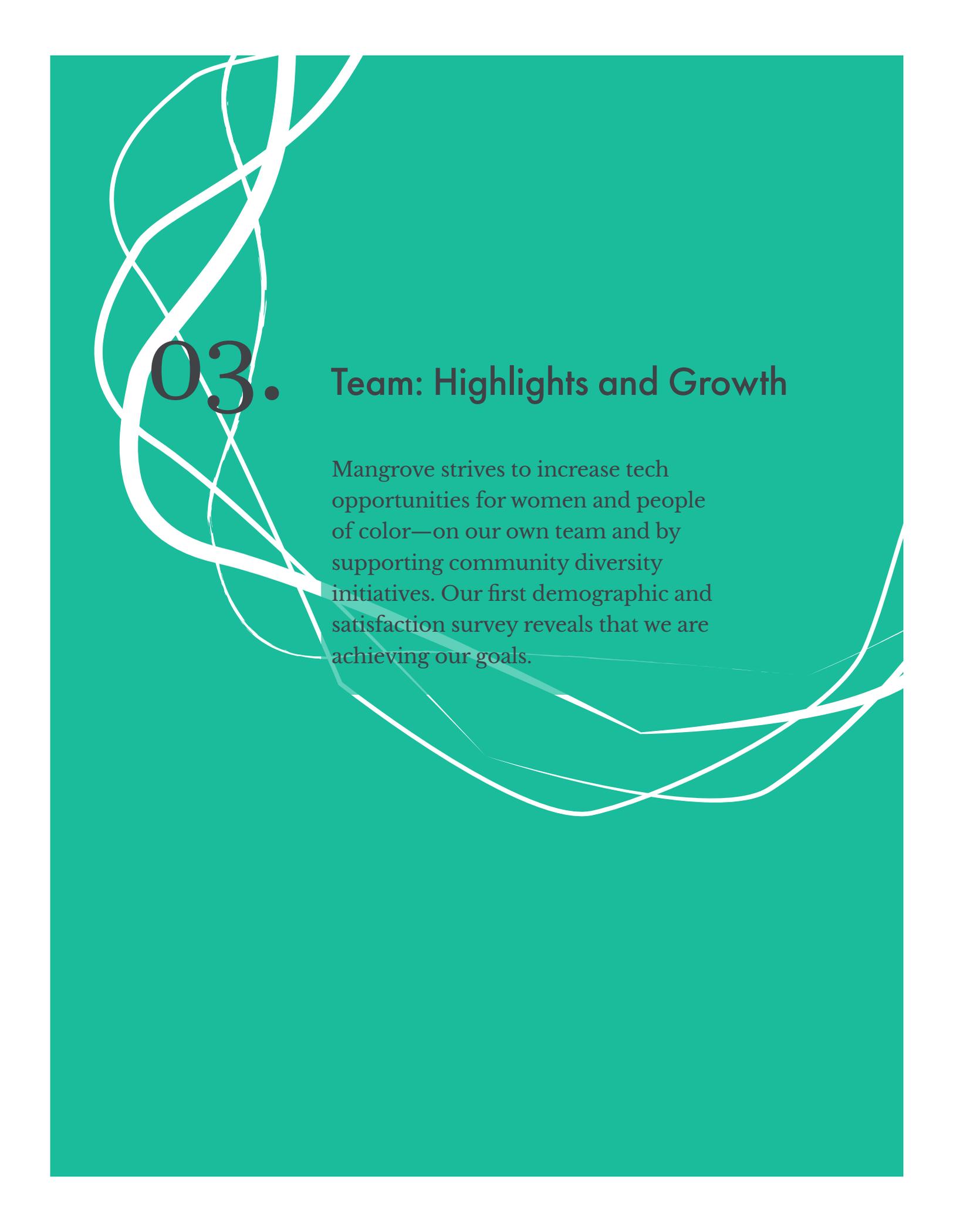
03.

Team: Highlights and Growth

Mangrove strives to increase tech opportunities for women and people of color—on our own team and by supporting community diversity initiatives. Our first demographic and satisfaction survey reveals that we are achieving our goals.

Results of Mangrove's First Demographic Study

Over 75%

of core team* identify as female or non-binary.

Over 50%

of tech team identify as female or non-binary.

Over 30%

of core team identify as people of color.

100%

of leadership team identify as female or non-binary.

*"core team" defined as team members who routinely work more than 15 hours/week. Data captured in 2019.

Mangrove's First
Satisfaction Survey

Over 90%

Mangrove team members rated their level of
satisfaction at an average of 9/10.

Goals to Keep
Mangrove Diverse

1. Maintain or increase diversity on team
   (employees+workforce) to remain at 33% or
   above of members who identify as non-white.

2. Maintain gender diversity on team
   (employees+workforce) to remain at 60% or
   above of members who identify as female or
   non-binary.
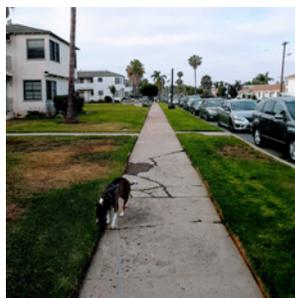
#mangroveoutofoffice

04.

Sharing our Profit and Time

This is at the center of our B Corp value system. Through charitable donations and volunteer work, we keep our promise to prioritize the "triple bottom line" of people, planet, and profit.

Charitable Contributions

1% of revenue

We changed our philanthropic commitment from 2-3% of annual net profits to 1% of annual revenue —a significant increase for Mangrove. You can read more about why we made the change in this blog post, Mangrove Gives Back.

$11,250

in-kind donations

125

hours volunteered by employees

75

pro-bono development hours for local non-profit

2.69%

of employee working hours spent volunteering
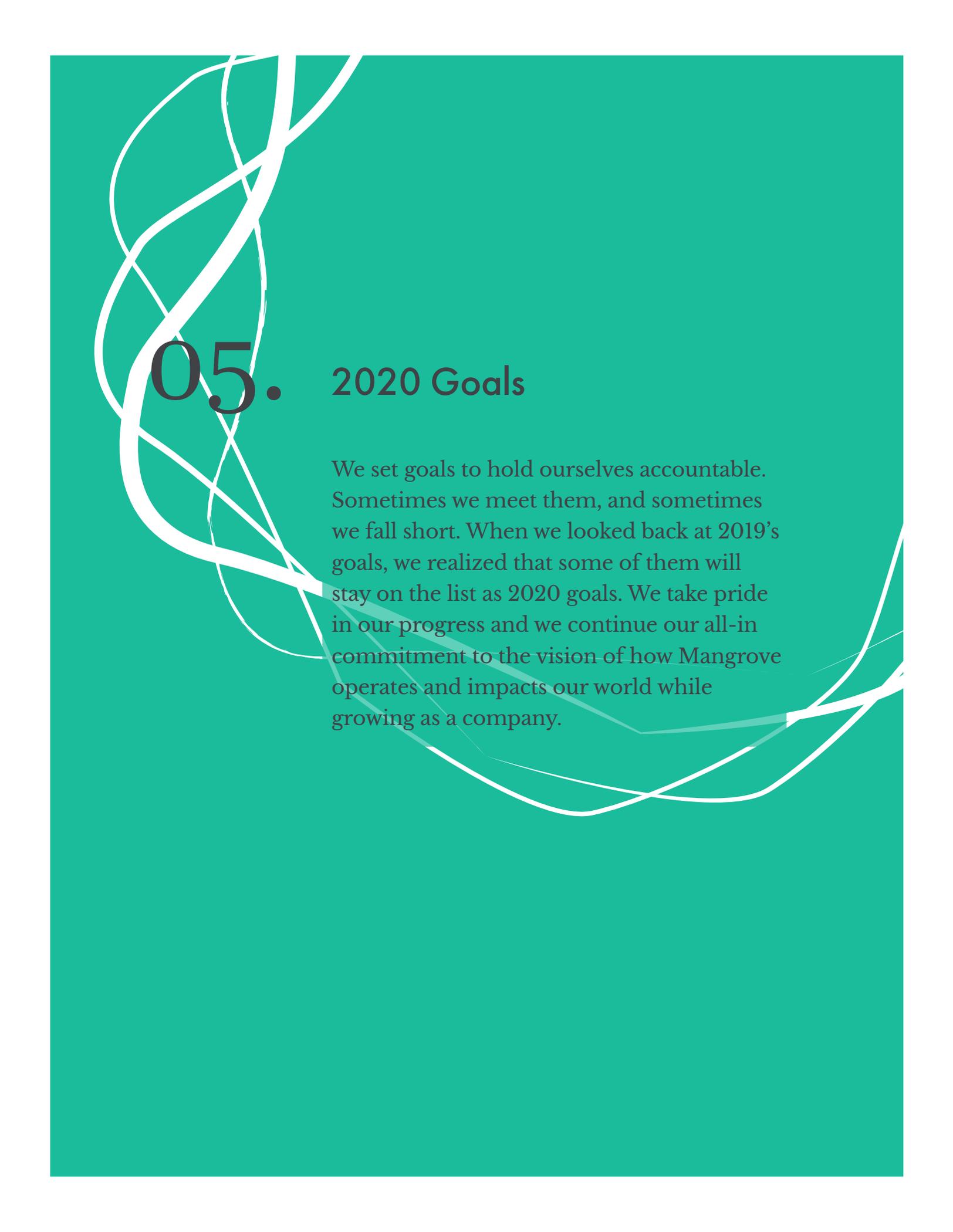
05.

2020 Goals

We set goals to hold ourselves accountable. Sometimes we meet them, and sometimes we fall short. When we looked back at 2019's goals, we realized that some of them will stay on the list as 2020 goals. We take pride in our progress and we continue our all-in commitment to the vision of how Mangrove operates and impacts our world while growing as a company.

2019 Review

Complete

- Recertify as a B Corp. Add 10+ points to score, from 80.7 to 91.3.

- Create a method for monitoring Scope 1, 2, 3 greenhouse gas emissions, through Bonneville Environmental Foundation.

- Offset GHG emissions by 75-99%. We offset 100% of 2018 GHG and more than 100% of our 2018 water use.

- Have written policies around equity, diversity and inclusion. Read EDI statement here. Read accessibility statement here.

- Monitor DEI language in marketing materials.

- Donate portion of profit to charitable organizations. We met this goal and also changed our philanthropic strategy to increase donations in 2020.

- Maintain a minimum of 50% of our business from purpose-driven or woman- or minority-owned organizations. In 2019, we reached 67%.

- Become more active in mentoring other website developers, especially women and people from disadvantaged or marginalized backgrounds. Involved with Tech By Choice and Hack the Hood. Created intern positions for junior developers from historically marginalized backgrounds.

- Invite team members to participate in direct charitable giving to organizations of their choice.

- At least one pro-bono project or a minimum of 75 pro-bono hours for the year.

- Serve as a B Corp resource.

- Create a 401(k) matching program.

- Establish a paid parental leave policy.

- Offer paid volunteer time.

- Develop custom client dashboards.

- Revise and improve our levels of maintenance services.

- Create key performance indicators to track compliance with our DEI statement. We conducted a detailed demographic survey and we created our KPIs. (1) Maintain or increase diversity on team (employees+workforce) to remain at 33% or above of members who identify as non-white. (2) Maintain gender diversity on team (employees+workforce) to remain at 60% or above of members who identify as female or non-binary.

- Release our 2019 Annual Report by March 2020.*

  *Well, April 2020. We're giving ourselves this win, in light of the COVID-19 global pandemic disruptions.

2020 Goals

Annual Committments

- Monitor DEI language in marketing materials.

- Maintain a minimum of 50% of our business from purpose-driven or woman- or minority-owned organizations.

- Mentor other website developers, especially women and people from disadvantaged or marginalized backgrounds.

- Donate 1% of total revenue to charitable organizations, per new philanthropic strategy.

- Invite team members to direct charitable giving to organizations of their choice.

- Commit to at least one pro-bono project or a minimum of 75 pro-bono hours per year.

- Offset GHG emissions by 75-99%.

- Be a B Corp reference for our peers.

New

- Survey our employees, contractors, clients, and vendors on a wide variety of demographic data, to get a clear picture of who is represented. This paves the way for a 5-Year DEI Statement.

- Create a knowledge base for our clients and partners.

- Continue to educate ourselves and our clients about accessibility and sustainability on the web, so that we can be a resource for others.

- Complete the SDG Action Manager.

From 2019

- Create an external feedback loop for the accessibility of our products.

- Extend DEI training to subcontractors in addition to employees.

- Redesign and build our own website to achieve level "A" or "AA" WCAG Website Accessibility compliance standard.

Conclusion

We're proud of our 2019 accomplishments. We hope that we add a little light to counteract the darkness when we live and work according to our values. The process of putting together this annual report always uncovers areas where Mangrove can continue to improve and grow stronger, which is what we look forward to second-most in 2020. Our first priority? Creating websites that help good people do great work. Always.

Thanks for being a part of this, whether as a client, partner, ally, friend or inspiration —and thanks for reading!

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