

Mangrove Web Development

2018 Annual Report



An introduction from our founder

As a California Public Benefit Corporation and Certified B Corp, Mangrove Web Development is legally required to report annually on how our company creates a benefit to society. For us, this is more than a box to check off on a to-do list. It's a legitimate opportunity to pause and assess the ways in which our business is making a difference, and then recommit to continually improving our social and environmental impact.

Here are a few takeaways from 2018.

54% of our 2018 revenue came from purpose-driven organizations or from businesses owned by women or people of color. That's up from 40% in 2017.

Diversity, equity, and inclusion was a major focus of the B Corp Champions Retreat we attended in New Orleans. The B Corp community is steadily becoming more diverse and inclusive, and Mangrove's goal is to position itself toward the front of that movement as best we can. We began by writing our own **Diversity, Equity, and Inclusion Statement**, and in future Annual Reports, we will self-report on our DEI compliance.

We continue to prioritize hiring developers who are women or people of color, and we volunteer time for organizations that lift up young women who want to pursue web development. We also added a service offering to audit clients' websites for compliance with accessibility standards.

We got some press! Tahoe Quarterly wrote a profile of local B Corps featuring Mangrove. It's great to see our name in print, but more importantly, the increased interest in creating more progressive business practices in the local Tahoe-Truckee community is particularly exciting.



Maiya, Terner & Shaun overlooking Lake Tahoe, CA

Our team shone brightly. We added a new developer, Ivana, who works with Mangrove by way of Kikinda, Serbia. She is a delightfully dedicated engineering and pixel-perfecting force, an awesome addition to our crew.

Marie (our project manager and “B Keeper”) continued to work closely in support of the B Corp community, and in 2018 she was one of the key planners of the Bay Area B Corp Leadership Development Conference.

One of our long-standing developers, Taylor Monahan, not only had a baby, but launched a blockchain wallet business in the male-dominated cryptocurrency industry. She transitioned into an advisory role and remains part of the Mangrove family.

Turner took his first steps... while I was ON a team video call with the entire team watching. These all-team calls are often the highlight of our work weeks, but that one was exceptional!

In 2019 we will recertify as a B Corp under the revised certification standards, and we’ll continue to align our web development work with our environmental and social justice values.

We’re all in this together,



Maiya Holliday
Founder + CEO



Just another Tuesday morning with team Mangrove

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



Mangrove Web Development is a diverse, international team of developers and designers who make websites to amplify the power of change-making organizations. We use our design and technical expertise to empower environmentally conscious, social justice-oriented, purpose-driven businesses and nonprofits. 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 2018 building a business based on our values, and serves as our annual benefit report for the year.

Using Our Skills for Good

Years ago we decided that 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.

Here's how we did it in 2018.



54%

of our business in 2018 came from change-making organizations, including fellow B Corps, social enterprises, nonprofits, and woman- or minority-owned businesses.

Mangrove launched website projects for over 15 companies in 2018, the majority of which were purpose-driven in one way or another. Some are B Corps. Some are nonprofits. Some, like Mangrove, have a female founder and owner.

We also continued to provide strong, responsive service to the clients that keep us on retainer for their website maintenance needs.

We put our website design and development skills to work for the common good in other ways, as well:

- We created a new service that we offer to new and existing clients: website audits for compliance with ADA best practices for website accessibility.
- We volunteered our time to build the B2Bcorps.com website to encourage fellow B Corps to connect and collaborate.

Wikimedia Annual Report

 WIKIMEDIA FOUNDATION 2016-2017 Annual Report

[Impact at a glance](#) **[Stories](#)** [Financials](#) [Leadership](#) [Donors](#)

**Imagine a world
in which every single
human being can
freely share in the sum
of all knowledge.**

— the Wikimedia vision statement

WHAT WE DID

- Responsive Front-End Development
- Custom Animations

WHO WE DID IT FOR

The nonprofit behind your favorite open source content

WHAT THEY SAID

“Thank you deeply for this work. We love this site. We are excited to share it with the world. You made it stunning and engaging and original. THANK YOU.”

Zachary McCune, Global Audiences, Wikimedia Foundation

annual.wikimedia.org/2017

Clean Vehicle Assistance Program



WHAT WE DID

- Responsive Front-End Development
- Custom Wordpress Development
- Graphic Design
- Identity / Branding
- Content Strategy
- ADA Compliance
- Multilingual (Spanish/English)

WHO WE DID IT FOR

A new nonprofit that helps lower-income families buy hybrid or electric vehicles

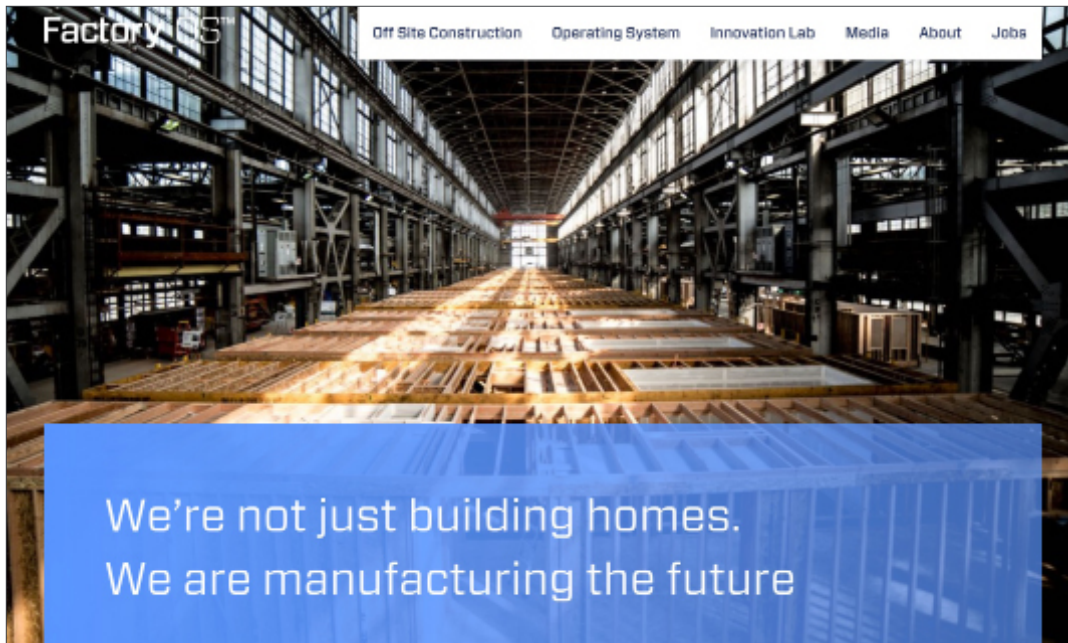
WHAT THEY SAID

“The website is our program’s most significant piece of collateral. It’s a friendly, informative, and engaging resource that fosters a positive user experience. Mangrove was flexible and adaptable. Each team member was passionate, personable, and talented. They provided holistic support and services that helped us get the program and its public presence off the ground.”

Jhana Valentine, Program Director, Beneficial State Foundation

cleanvehiclegrants.org

Factory_OS



WHAT WE DID

- Responsive Front-End Development
- Custom Wordpress Development
- Graphic Design
- Identity / Branding
- Content Strategy
- SEO

WHO WE DID IT FOR

A Bay Area startup transforming the housing industry using offsite construction techniques

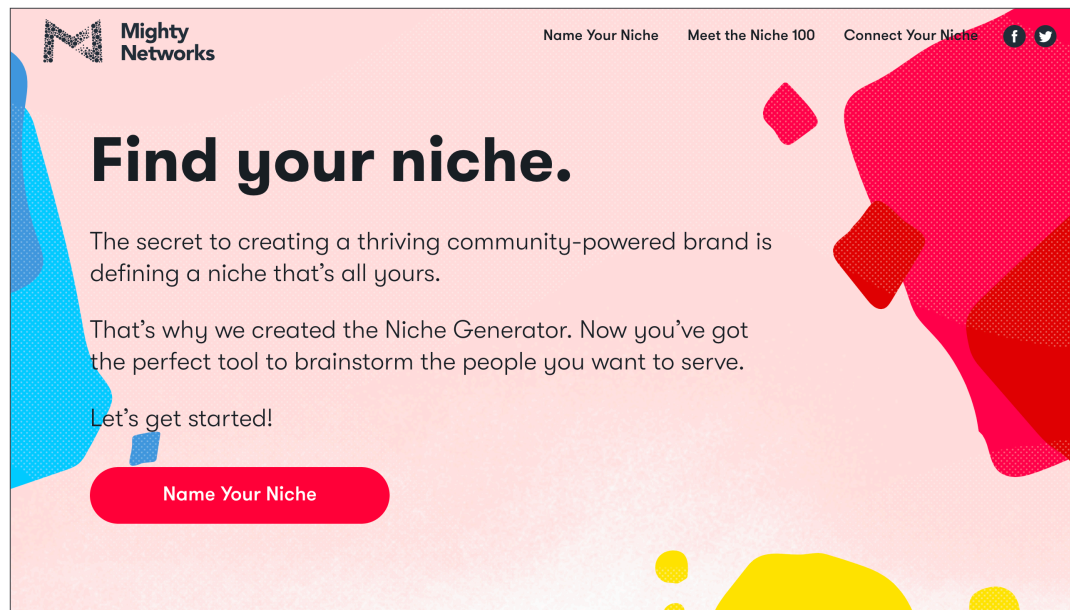
WHAT THEY SAID

"I have a biased opinion, but they nailed it."

Rick Holliday, CEO, Factory_OS

factoryos.com

Mighty Networks



WHAT WE DID

- Responsive Front-End Development
- Custom Wordpress Development
- Graphic Design
- Content Strategy

WHO WE DID IT FOR

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

WHAT THEY SAID

"Mangrove is like an extension of our marketing team. They're awesome. Their efforts have fostered increased web traffic and sales. The team brings an energetic mindset to the development process, and their optimism is infectious. Future clients can anticipate an organized and talented development partner."

Gina Bianchini, CEO, Mighty Networks

mightynetworks.com/name-generator

More Partnerships We're Proud of



a digital lending
platform to increase
accessibility to loans



nonprofit, site activation
projects and programming



childcare manage-
ment software



woman-owned, a cannabis
lifestyle brand curating
cannabis-related content



B Corp, home loans
for lower-income
communities in Texas



energy-efficient
architectural engineers



international online
training platform



woman-owned, a personal
development consultancy



B Corp dairy
company



B Corp commercial solar
power company



genetic screening support
for women and families



B Corp
branding agency



construction contractor
support services

Living Our Values

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.



Partnerships are a source of positive energy & continued learning. Genuine connection at events or 1-1s are an important part of our success... Go find some people we love and get a beer.

MANGROVE MANIFESTO

Collaborate Often

Collaboration with other B Corps to grow B2BCorps culture

Established 10+ new partnerships with fellow B Corps to share knowledge and trade best practices

Monthly B2BCorps calls

Volunteered our time to create the B2Bcorps.com website, helped grow the community to over 200 members and counting

Volunteered at the 2018 Bay Area B Corp Leadership Development event

Collaboration with our local communities

Truckee Roundhouse Community Makerspace, joined the board (Maiya)

BLocal Bay Area, joined the board (Marie)

Collaboration with women in development and women business owners

Continued participation in the BCorp Women CEO group

Sponsored the “Girl Empire” conference in Reno, NV that encourages young women to “play big” in leadership and entrepreneurship

Design with Purpose, then Beautify

Released over 15 new or revamped websites in 2018

Added a new service offering website audits for compliance with ADA best practices for website accessibility

Began implementing the principles of sustainable/green web design, and educated our design partners on the importance of website design that minimizes carbon footprint

Kept high performance standards at the center of our work, refactoring several sites with significant performance improvements

Always learn new things, within tech and beyond. It's good for us and good for your brain. Browse what's new and absorb what's out there so we have a pulse on what's happening.

MANGROVE MANIFESTO

Put Our People First

Introduced employee 401(k) plans

Increased reimbursements for health care costs to cover the full cost of employees' health insurance

Provided various small stipends for all team members in the categories of "Home Office Beautification" and "Do something you enjoy that's far away from a computer screen"

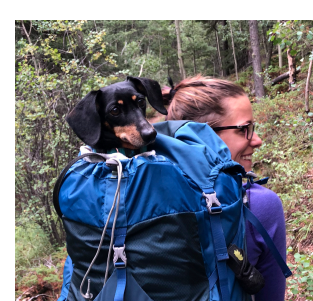
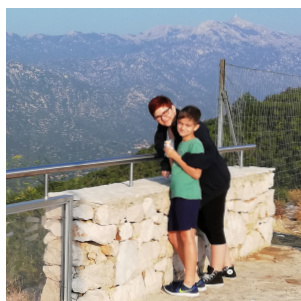
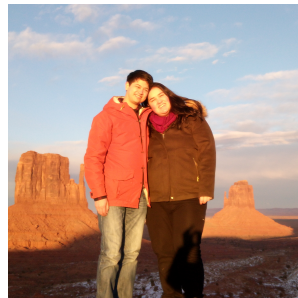
Conducted one-on-one reviews with each team member, including regular compensation reviews

Encouraged team members to utilize their Professional Development Stipend for continued learning and growth

Provided charitable donation funds for Mangrove team members to direct to the organizations of their choice

Ensure the team is supported. Workload OK for everyone? Info relayed between team and clients? Take care of your body & mind. Move. Exercise. Even a 5 min walk or stretch, make it happen.

MANGROVE MANIFESTO



#mangroveoutofoffice

Empower the Client

21

client training sessions on website
maintenance and updates

16

unique client manuals on website
maintenance and updates

2,613

service tickets answered

Blog posts on various website design and development topics, including:

WordPress 5.0 (aka “The Gutenberg Situation”)

WordPress security best practices

Accessibility and inclusivity on the web

Choosing a website hosting service provider

Data privacy policies per the GDPR

Website design and development process

Enhanced our retainer services to include:

Instant messaging direct to the Mangrove team

Customized development and project management
workflows to suit each client’s internal structure

Engagement directly with in-house marketing
and engineering teams

Dev ops analysis and management for more
complex workflows

*Make sure we are always doing good
quality work. Are we putting out work
that meets our standards and client expect-
ations? How can we improve our process
to keep it this way?*

MANGROVE MANIFESTO

Transparency Always

Open Book Policy

In 2018, we saw the benefits of the open books policy we adopted in 2017. With employee access to Mangrove's financial information, we are able to make decisions as equals about the trajectory of Mangrove's growth. Because we have a realistic and clear view of our finances, we can plan as a team how to maintain the optimal wellbeing of our organization as well as each individual team member.

Diversity, Equity, and Inclusion (DEI) Statement

We wrote and released Mangrove's first **DEI statement** with guidance from **The Avarna Group**. One of our most significant DEI areas of focus continues to be on offering steady work opportunities to developers from marginalized backgrounds and facilitating the entry of more women and people of color into coding jobs.

*Maintain financial stability and growth.
The more successful we are as a business,
the more we can "use business as a force
for good."*

MANGROVE MANIFESTO

Sharing Our Profit & Our Time

When we compiled the data for this section, we realized that we are actually overachieving.

As a company, Mangrove exceeded its charitable contributions goal. As individuals, we collectively spent about a month's worth of working time volunteering for organizations near and dear to our hearts.



Charitable Contributions

5%+

We donated over 5% of our 2018 net profit to charities that support our local community, the environment, and social justice.

In 2018 we donated to:

Woman-owned microbusinesses via Kiva

in the United States, Peru, Tanzania, Bolivia, Jordan, Paraguay, Myanmar, and Pakistan

Social justice organizations

ACLU
Industries of the Blind
American Immigration Council
Diocesan Migrant & Refugee Services
Community First Foundation
Flyte Foundation for Learning
NVCF.org (Camp Fire Relief)
Las Americas

Industry + womens' empowerment organizations

Girl Made
Girls for a Change
Electronic Frontier Foundation
Startup Weekend
Tahoe Silicon Mountain

Our local community organizations

Truckee Trails
Humane Society of Truckee
Truckee Roundhouse Makerspace

Environmental protection groups

Mangrove Action Project
Union of Concerned Scientists
American Rivers
The Eden Projects
The Wilderness Society
Trust for Public Land
Environmental Defense Fund
Sierra Club
NRDC

7

Charitable donations selected by Mangrove employees and independent contractors

Truckee Trails Foundation, California, U.S.A. MAIYA	Women’s Wilderness, Colorado, U.S.A. MEGAN	Innocence Project, U.S.A. MARIE
Fondacija SOS Dečija sela Srbija [SOS Children’s Villages], Serbia IVANA	Foundation for Leadership and Youth Travel Education Texas, U.S.A., CHAE	Electronic Frontier Foundation JONATHAN
Sierra Club, U.S.A. VALERIE		

4

Sponsorships

- Girl Empire conference in Reno by Girl Made
- BLD Bay Area 2018
- Tahoe Silicon Mountain
- Startup Weekend Tahoe

Volunteer Work

159

Hours volunteered

- Campowerment
- B Corp Leadership Development (BLD) Conference
- B Local
- Truckee Roundhouse
- B2Bcorps.com website
- Denver Postmodern Therapists Group
- Front Range Nature Therapists

3.4%

% of employee working hours spent volunteering

2

New board seats

- Truckee Roundhouse Makerspace
- BLocal Bay Area



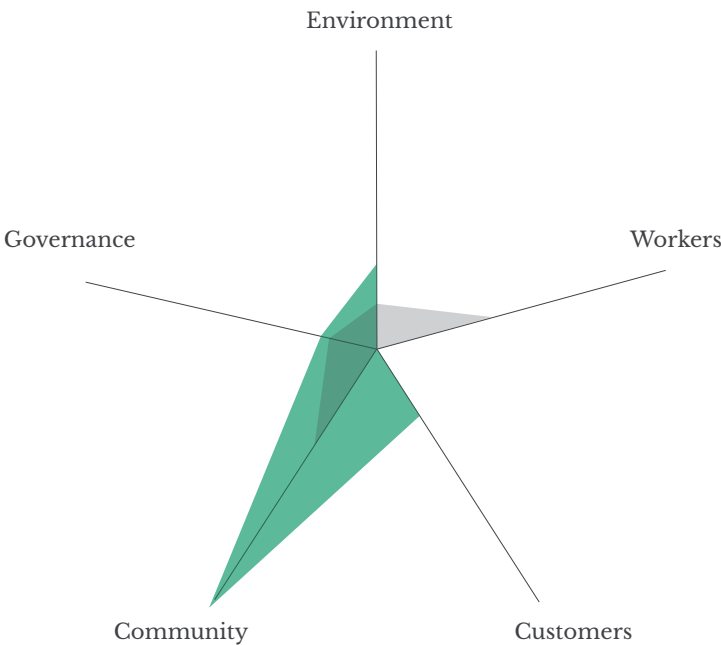
We remain committed to the B Corp mission as a reflection of our company ethos and a challenge to prioritize our communities and planet as we grow.

Mangrove will recertify as a B Corp in 2019.

We originally planned to recertify in 2018, but when the recertification requirements changed from two years to three years we decided to wait to recertify under the updated standards. We have included a copy of our original Impact Assessment (from 2016) in this Annual Report.

Our original Impact Assessment (2016)

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
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 2019.

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

2016 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.

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 2019 assessment will reflect our progress here as we have changed our company employment structure.

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.

46 (7)

Community

We are proud to have scored strongly in the community section due to various factors including: donations of our time and revenue, screening processes of our supply chain, banking with a local B Corp bank, etc.

8 (6)

Governance

Some of our socially responsible business practices have grown organically out of our company culture. 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.

2019 Goals

B-Corp Recertification

In 2019 Mangrove will recertify as a B Corp via the newly updated B Impact Assessment (BIA) standards with the 2nd Edition of the B Corp Handbook in hand.

We are aiming to increase our score by at least 10 points.

Inclusive Economy Challenge Metrics for 2019

MONITORING GREENHOUSE GAS EMISSIONS

Create a method for monitoring Scope 1, 2, 3 emissions

% GHG EMISSIONS OFFSET

Target is to offset GHG emissions by 75-99%

PRODUCT MARKETING AND INCLUSION ACCESSIBILITY

Have written policies around EDI, monitor language in marketing materials, create an external feedback loop for the accessibility of our products

DIVERSITY, EQUITY AND INCLUSION (DEI) TRAINING

Extend DEI training to subcontractors in addition to employees

INCLUSIVE BUSINESS MODEL

Our company has a charitable giving business model focused on donating at least 2% of our revenues to socially and environmentally conscious organizations.

ACCESSIBILITY

Refactor Mangrove-Web.com to achieve level "A" or "AA" ADA compliance standards.

2019 Goals continued

Using Our Skills for Good

- Continue to meet our goal of achieving a minimum of 50% of our business from purpose-driven or woman- or minority-owned organizations.
- Become more active in mentoring other website developers, especially women and people from disadvantaged or marginalized backgrounds.

Sharing Our Profit & Time

- Continue to donate at minimum of 2% of revenue to environmental and social justice organizations.
- Mangrove team members will continue to be invited 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 in which we can offer our collective design and development skills to make a real impact
- Make ourselves available as a resource to anyone looking to become a B Corp or wanting direction in adopting better business practices, especially in our local communities

Living Our Values

COLLABORATE OFTEN

- See each other and our clients face-to-face more often
- Plan a company-wide retreat

DESIGN WITH PURPOSE THEN BEAUTIFY

- Build the framework for our own ADA-compliant website
- Stay up to date on best practices in design and development with performance, security, and usability in mind

EMPLOYEE AND CONTRACTOR WELLBEING

- Begin a 401(k) matching program
- Consider a paid parental leave policy
- Consider paid volunteer time

EMPOWER THE CLIENT

- Develop custom client dashboards so clients can have a clearer view of project progress and the development process
- Revise and improve our levels of maintenance services

TRANSPARENCY ALWAYS

- Create key performance indicators to track compliance with our DEI statement
- Release our 2019 Annual Report by March 2020!

Conclusion

Looking ahead, 2019 will mark **10 years of Mangrove**. In this 10th year, we are looking forward to recertifying under the newly updated B Impact Assessment (BIA) standards. In our initial BIA we squeaked past the certification mark with 81 points. This was no small feat, but leaves a lot to explore and improve upon. We celebrated our accomplishment and got back to work, understanding that making the commitment is just the first step. We have ample room to keep growing our business in line with our values, and a clear framework on how to do so. In practice, this means supporting our team to live healthy and satisfying lives, serving clients with high-quality websites that amplify their good work in the world, giving back to our communities and creating a positive impact in the world.

Running a business in this way isn't always easy, but it's the only way that makes sense to us.

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