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The Colibrily Crew

# 2023 IMPACT REPORT



Certified



Corporation

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[INTRODUCTION](#)

# Dear Community,

Reflecting on our first B Corp-certified year, I am filled with immense pride and gratitude for the collective efforts that have brought us to where we are today.

This year has been both testing and transformative as we navigated a complex global landscape marked by economic uncertainties, a climate emergency, and ongoing social justice issues.

Despite these challenges, our commitment to making a positive impact on people and the planet has remained steadfast.

# REFLECTIONS ON OUR PAST YEAR

Globally, businesses have faced unprecedented disruptions and much uncertainty.

The lingering effects of the pandemic and geopolitical crises, coupled with economic volatility and the urgent need for climate action, have reshaped the way we operate.

INTRODUCTION



**At The Colibrily Crew,  
we have embraced these  
challenges as opportunities to  
innovate and strengthen our  
resolve to drive positive  
change.**

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# ACHIEVEMENTS AND MILESTONES

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## Defining and Redefining Our Core Values:

This year, we embarked on a collaborative process to revisit and redefine our core values. Through workshops and brainstorming sessions, we gathered meaningful input from our team and aligned our values with our strategic goals.

This process has not only strengthened our organizational culture but also provided a clear direction for our future endeavors, ensuring that our values resonate with every member of our team.

## Enhancing Communication and Active Listening:

One of our significant achievements this year has been the enhancement of our communication strategies. We introduced new communication channels and tools, ensuring every team member remains informed and engaged.

Regular client scorecards, enhanced internal communication, and interactive sessions with clients have facilitated open and transparent dialogue.

Additionally, we had our first on-site, company-wide session in Madrid, Spain. This event was a significant opportunity for our team to collaborate, share insights, and build stronger bonds. The session played a crucial role in aligning our strategic objectives and fostering a deeper sense of unity and cooperation within the team.



## Providing More Meaningful Change through Volunteering:

Our commitment to community service has never been stronger. We've expanded our volunteering programs, including partnering with Tech To The Rescue and local organizations.

Employees have been encouraged to participate in volunteer activities, supported by the company through paid volunteer days, and coordinated group efforts. These initiatives both benefit our community and foster a sense of purpose and fulfillment among our team members.

VOLUNTEERING



# REFLECTIONS ON OUR **B IMPACT** ASSESSMENT JOURNEY

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Our B Impact Assessment journey has been both enlightening and constructive in its first year.

The assessment provided a comprehensive framework for evaluating our impact across various domains, from governance to community engagement.

On the positive side, we have excelled in areas such as employee well-being, community involvement, and ethical governance.

These scores reflect our ongoing efforts to create a supportive workplace and actively contribute to social equity and local economic development.

The assessment also revealed room for improvements in career development, cross-training, and life skill support.

**Achieving a high score – nearly 100 points in our first go – is a testament to our dedication, but it also highlighted areas where we can improve.**

# 2024

## Looking ahead, we are more committed than ever to drive positive change.

### GOALS

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Our goals for the next year include raising our environmental score through better waste management practices, increasing our community involvement by expanding pro bono initiatives, and further supporting our team's well-being with new health and wellness programs.

### KEEP GOING

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Our journey as a B Corp is the ultimate Kaizen – aka continuous improvement – and I am excited about the opportunities that lie ahead. Together, we will continue pushing boundaries, challenging norms, and creating a lasting, positive impact on people and the planet.



**Thank you for your  
unwavering support  
and commitment to  
our mission.**

*Dave Hoch*

**CEO, The Colibrily Crew**

# JOURNEY TO CERTIFICATION

The Colibrily Crew's journey to B Corp certification began in 2011 when Dave discovered B-Labs and their incredible work with many similar organizations in the Pacific Northwest of the United States.

When The Colibrily Crew was founded, it was clear that becoming B Corp certified was a priority. We received our first certification in March 2023 because we wanted to "walk the talk."

JOURNEY



**Sharing our decision-making process highlights our dedication and engages our stakeholders in our journey, reminding them of where we began and how far we've come.**

## WHY WE DECIDED TO BECOME A B CORP

At The Colibrily Crew, our commitment to sustainability, social responsibility, and ethical business practices drove us to become a B Corp. We recognized that B Corp certification would validate our efforts and provide a structured framework for improving our impact on people and the planet.

Additionally, we knew it would enhance our business for our staff and align us to work with like-minded clients who share our values.

Alignment with Business Strategy and Culture:

Our core values of **integrity, inclusivity, and innovation** are at the heart of our business strategy.

Becoming a B Corp lines up perfectly with our strategic direction and organizational culture. The certification process encouraged us to engage in meaningful conversations about our impact, and involve our entire team in our sustainability efforts.

This alignment has strengthened our culture, and reinforced our commitment to being a force for good.

The impact of becoming a B Corp has been profound.  
It has enhanced our **reputation and credibility**,  
differentiating us from competitors and attracting  
like-minded clients, partners, and employees.



The B Corp framework has provided valuable insights and benchmarks for measuring our impact, helping us identify areas for improvement and implement targeted initiatives.

**This has led to better employee wellness programs, expanded community engagement, and more sustainable practices.**

Moreover, the certification has created a sense of pride and purpose within our team. Being part of a global movement of businesses committed to making a positive impact has fostered fulfillment and motivation among our employees. It has also strengthened our bonds with the community and stakeholders, who appreciate our dedication to transparency and continuous improvement.

# Overall B Impact Score – 97.5

The median score for businesses who complete the assessment is currently 50.9.

80 is the minimal score required for B Corp Certification.

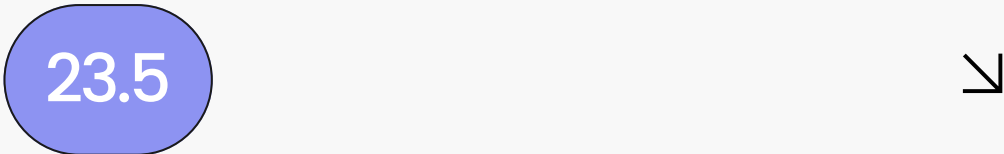
IMPACT SCORE



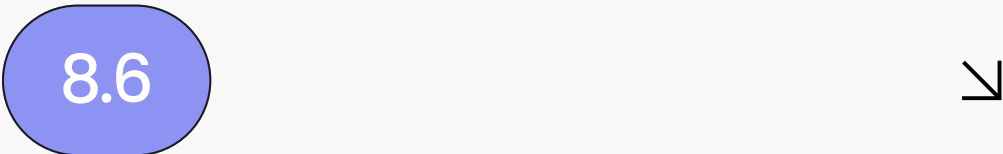
Governance



Workers



Community



Environment



Customers



Total

# **2025 RECERTIFICATION GOALS:**



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In the name of continuous improvement, we intend to focus on the Workers Impact area in our 2025 recertification.

Specifically, we'll improve career development, cross-training, and life skill support initiatives along with enhancing employee wellness programs to create more opportunities for professional and personal growth.

# GOVERNANCE

## WHAT WE SAID WE'D DO

A – Create a formal mission statement to focus on social, environmental, and target beneficiary groups.

B – Develop a written code of ethics.

C – Develop a written whistleblower policy.

D – Have The Colibrily Crew finances reviewed by an independent 3rd party.

## WHAT WE DID

A – We overhauled our mission statement to be more inclusive of all our targeted groups.

B – A code of ethics and a marketers' code of ethics were developed and implemented.

C – A whistleblower policy was implemented and shared amongst the staff.

D – A 3rd party independent entity reviewed The Colibrily Crew finances

# WORKERS

## WHAT WE SAID WE'D DO

A – Pay a family living wage to all staff members.

B – Hire staff that typically have barriers to employment.

C – Offer formal training to staff.

D – Develop a parental paid time off program.

## WHAT WE DID

A – Continued to offer family living wages, additional salary increases, and localized inflation matching to 100% of staff.

B – Made a conscious effort to hire staff who are chronically facing employment barriers.

C – 100% of staff received formal, apprentice, and technical training.

D – Implemented and approved our first parental paid time off program.

# COMMUNITY

## WHAT WE SAID WE'D DO

A – More than 50% of non-managerial workers identify as women.

B – Have a workforce that identifies as being from a racial or ethnic minority.

C – Participate in 1% for the Planet charitable donations.

D – Offer paid time off for community services.

## WHAT WE DID

A – 100% of our non-managerial workers identify as women.

B – More than 30% of our staff meet this criteria.

C – Over 1% of our revenues were donated to staff-chosen NGOs.

D – Our staff have volunteered at various organizations, including a Tech To The Rescue partnership.

# ENVIRONMENT

## WHAT WE SAID WE'D DO

A – Develop an environmental stewardship model for home offices.

B – Offset 100% to 1000% of our carbon emissions. Go big or go home.

C – Develop an e-waste-safe disposal plan for home offices.

## WHAT WE DID

A – A policy was created, implemented, and distributed.

B – We partnered with Carbon Credit Capital to purchase certified carbon credits to offset 100% of our Scope 1 and 2 GHG emissions.

C – A policy for safely disposing of e-waste was implemented and distributed.

# CUSTOMERS

## WHAT WE SAID WE'D DO

A – Develop a comprehensive customer feedback form.

B – Develop an ethical and advertising written policy.

C – Develop a formal data and privacy policy.

## WHAT WE DID

A – We updated and distributed a new customer scorecard survey.

B – We developed and distributed an ethical marketing code of conduct policy.

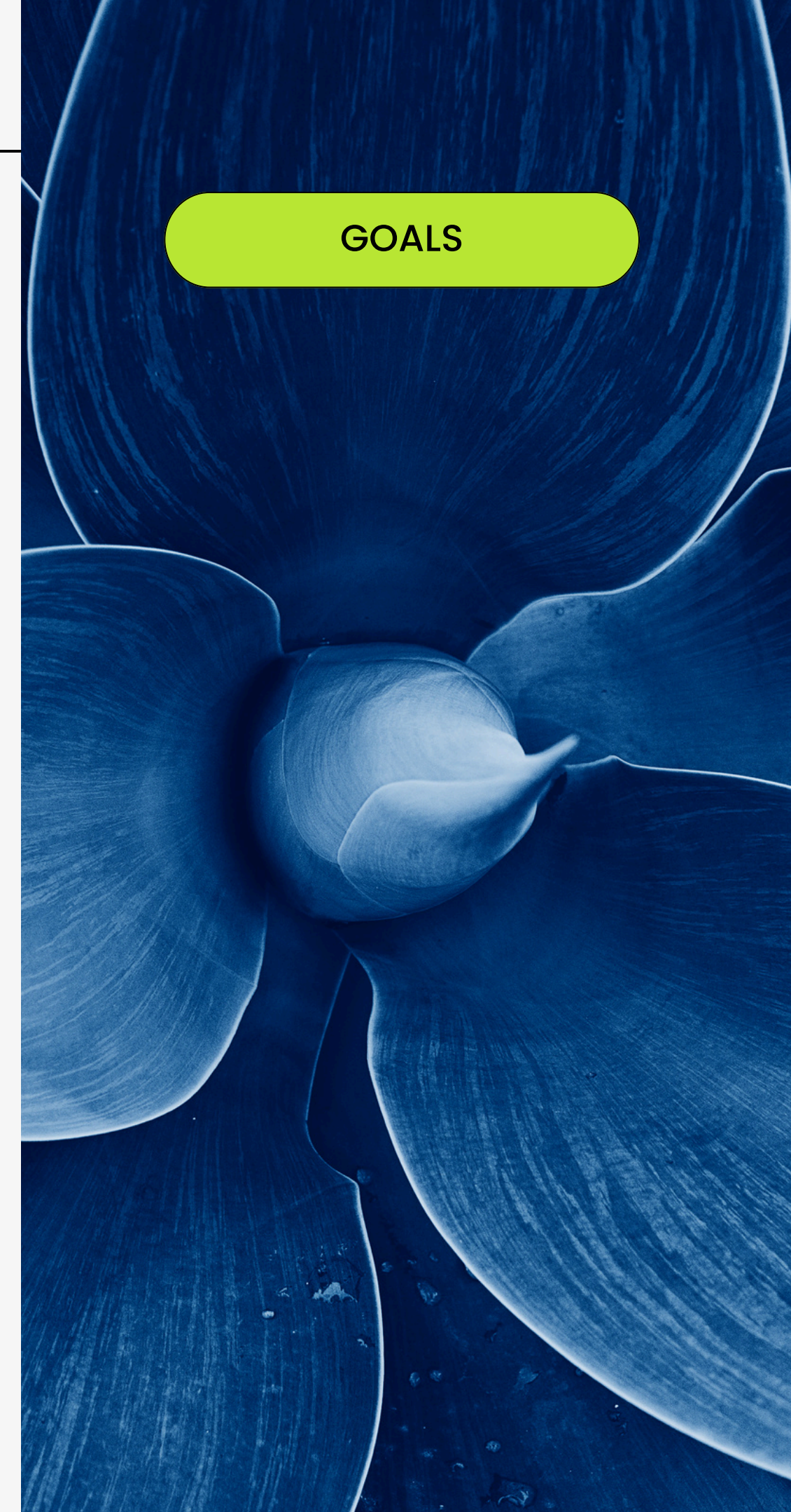
C – We updated our privacy policy and made it public on our website.

# PLANS FOR THE NEXT 12 MONTHS:

1. Review the feasibility of an ethics-focused risk assessment, which will provide us with valuable feedback and a North Star for ways to continue to improve.
2. Implement internal financial control mechanisms to fight corruption and mitigate risk.
3. Evaluate corporate registers to provide transparency regarding beneficial owners.
4. Develop and publicly share our social and environmental performance annually.
5. Develop Personal Development Plans (PDPs) for all staff members.
6. Launch staff engagement and satisfaction surveys.
7. Benchmark our workforce development program to track success and engagement.



8. Calculate our internal staff satisfaction compared to industry standards.
9. Increase our overall workforce that identifies as part of another underrepresented social group (such as LGBTQI+, individuals with disabilities, neurodivergent, etc.).
10. Migrate our banking services to a financial institution that supports impact organizations.
11. Provide staff with time or financial support to develop or advocate for policy changes to improve social and environmental outcomes.
12. Research opportunities for monitoring and recording energy and water usage.
13. Set science-based targets necessary for achieving global goals to address climate change.
14. Share our customer scorecard publicly on all channels.
15. Develop specific targets for client satisfaction.



# CHARITIES we donated to...



Wild Forest and Fauna



Alexandra Rose Charity



Dutch Civil Action



Raising The Village



Sea Shepherd  
Conservation Society



Falklands Conservation

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# CONTACT US

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LET'S CONNECT ON LINKEDIN



CHECK OUT OUR WEBSITE



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