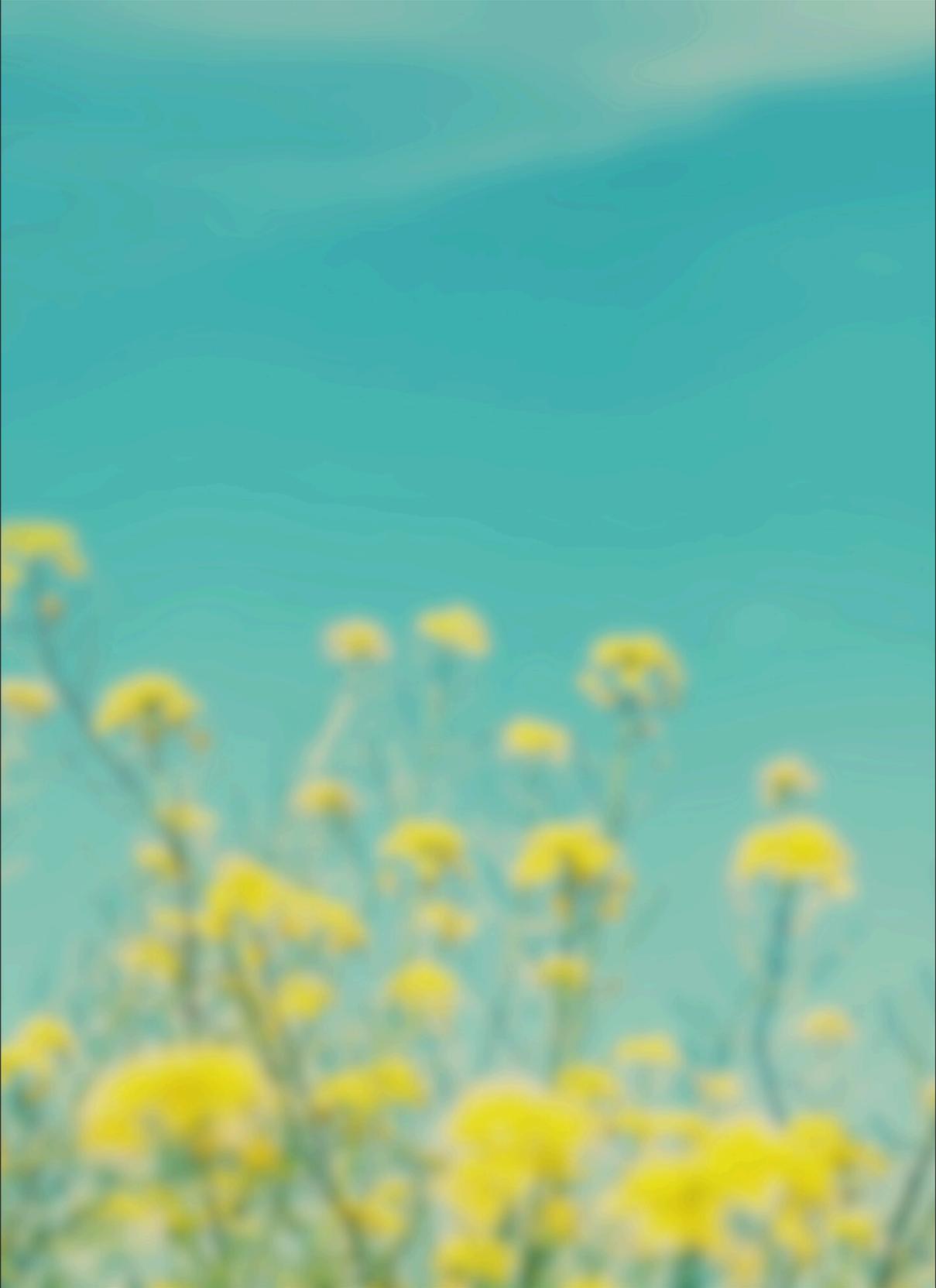


PRESENTATION

# Impact Report

2024

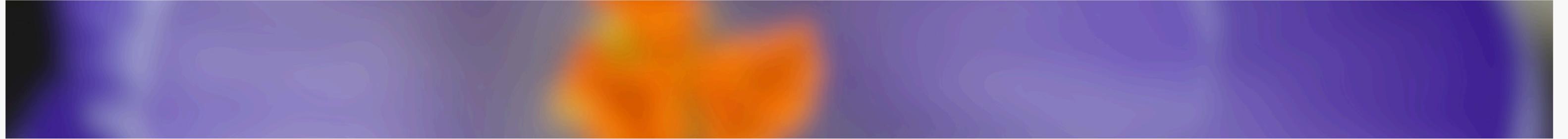


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# Dear Community,

Reflecting on our second year as a certified B Corp, I'm both proud and energized by the journey we're on. What started as a mission to "do business differently" has grown into a living, breathing culture of ethical action, continuous improvement, and human-centered innovation.

2024 wasn't simple—it stretched us in new ways. From the deepening climate crisis to an unpredictable economy, we navigated headwinds that tested our resolve. And yet, they made our values shine even brighter. In the face of complexity, we doubled down on clarity. We leaned into listening, into doing less—but doing it better.

**At The Colibrily  
Crew, we've  
doubled down on  
what we believe in:  
staying human in  
a digital world,  
staying true to our  
values, and  
staying in motion,  
always evolving.**

# Reflections on Our Past Year

Every step we took this year aligned us closer to the kind of company we set out to build.

**One of the standout moments this year was our on-site in Malta. 🇲🇹 We used that time to ask big questions, reflect honestly, and dream a little bigger.**

Whether it was gathering the team in Malta to strengthen our culture, deepening our impact through volunteerism and equitable hiring, or refining how we support clients with more intentional, ethical digital marketing.





**Throwback to  
Malta Vibes**

## Implementing Personal Development Programs:

We've continued to invest in learning and development, supporting everything from soft skills to technical training.

# Achievements and Milestones

INTRODUCING A  
MIND-BODY  
STIPEND FOR THE  
WHOLE TEAM:

One of the most meaningful additions in 2024 was our Mind-Body Stipend—a benefit designed to support our team's mental, emotional, and physical well-being.

It was developed in response to a simple truth: when people feel good, they do great work.

The impact has been profound. Team members have used the stipend for everything from kickboxing classes to mindfulness apps, and the feedback has been heartening.

**Lou** 🇬🇧



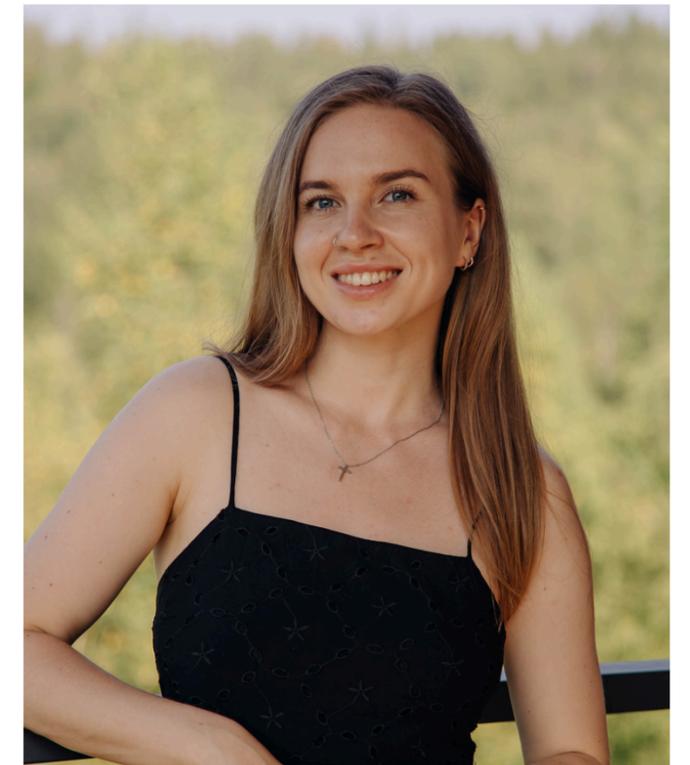
“As a part-timer, having access to this kind of benefit is rare. It’s made a huge difference in my overall happiness and productivity.”

**Karina** 🇺🇦



“When a company pays for your pilates, isn’t it the best company in the world?”

**Irene** 🇺🇦

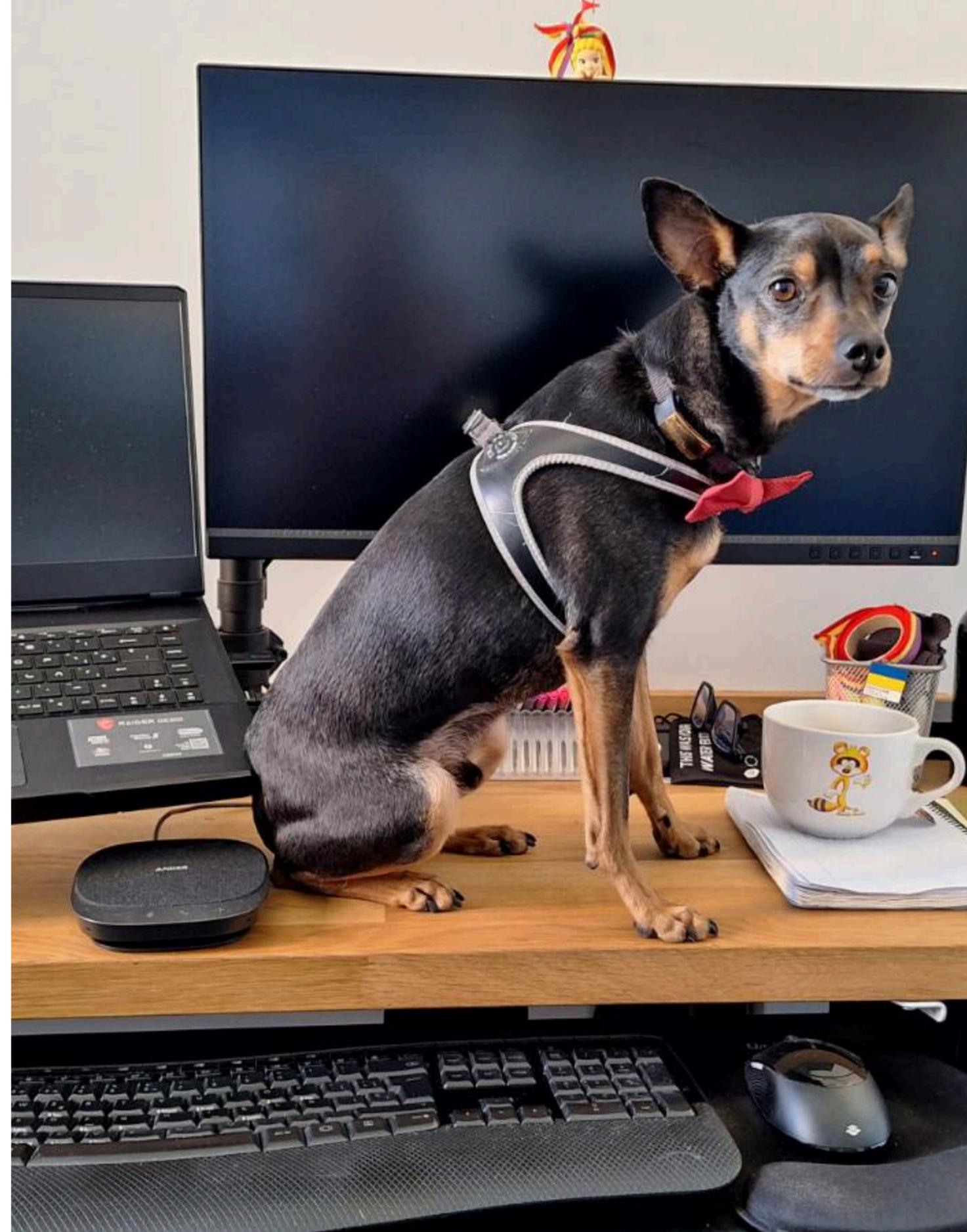


“These classes have given me a sense of normalcy and personal growth during challenging times — and helped me bring more jokes to the team.”

# Refreshing Our Team's Home Offices

As a fully remote team, we wanted to make sure that all team members have a home office set up that encourages a healthy work-life balance.

Each team member got an upgrade to accommodate their needs better, ranging from second screens for enhanced focus to standing desks that encourage movement.



# Publishing Our Ethical Digital Marketing Policy

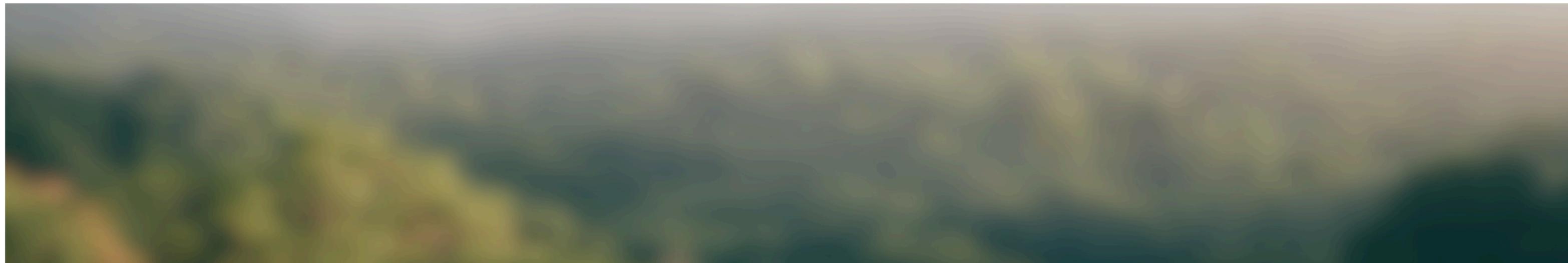
[Read our Ethical Digital  
Marketing Policy Here](#)

**We took a bold step in codifying our values externally with the creation and publication of our Ethical Marketing Policy.**

**Our public commitment to doing marketing differently.**

It outlines the standards we hold ourselves to and the kinds of clients, campaigns, and practices we choose to support.

It's an invitation to the industry to think more critically about the impact of marketing—and to build better, together.



# Enriching Our Communities Through Continued Volunteering And Support

Our volunteering efforts have continued to expand, with crew members supporting initiatives close to their hearts using their time and skills.

We are also a proud 1% for the Planet member, and we have contributed over \$10,298 to date!



# Reflections on Our B Impact Assessment



Thank you for  
believing in this  
vision with us.

Let's keep  
rewriting the  
rules, together.

Through it all, our B Impact Assessment has remained a powerful tool.

Not just to measure where we're doing well, but to highlight the areas we still want to grow.

**It keeps us honest, focused, and motivated to continue building something better.**

# 2025 Outlook

**Our focus is on growing with intention—as a team, as a business, and as a B Corp.**

As we plan for the year ahead, we're excited to keep pushing ourselves.

The journey we're on is not linear, and we know there's still a lot to learn.

But we're committed to improving every year, to sharing what works (and what doesn't), and to showing up in ways that matter.



**We don't take your support for granted—it's what makes this work meaningful. Thank you for being part of the Crew.**

*Dave Hoch*

CEO, The Colibrily Crew

# Journey to Certification



Our B Corp journey began in 2011, when Dave first discovered B Lab while working with purpose-led businesses in the Pacific Northwest.

Their mission resonated deeply, and the idea of building a business as a force for good never left.

When the Colibrily Crew was founded, becoming B Corp certified was a clear priority.

**We made it official in March 2023— not for the label, but to hold ourselves accountable and stay aligned with the values we talk about every day.**

Sharing our certification journey is about more than just milestones.

**It's about transparency, trust, and inviting our community to grow with us.**

# Why We Became a B Corp

From the start, we've been committed to doing business differently: with care for people, the planet, and the way marketing shapes the world.

The B Corp certification gave us a meaningful framework to assess and improve how we do that, not just once, but continuously.



It's helped us attract clients who care about the *how* as much as the *what*, and strengthened how we work as a team.

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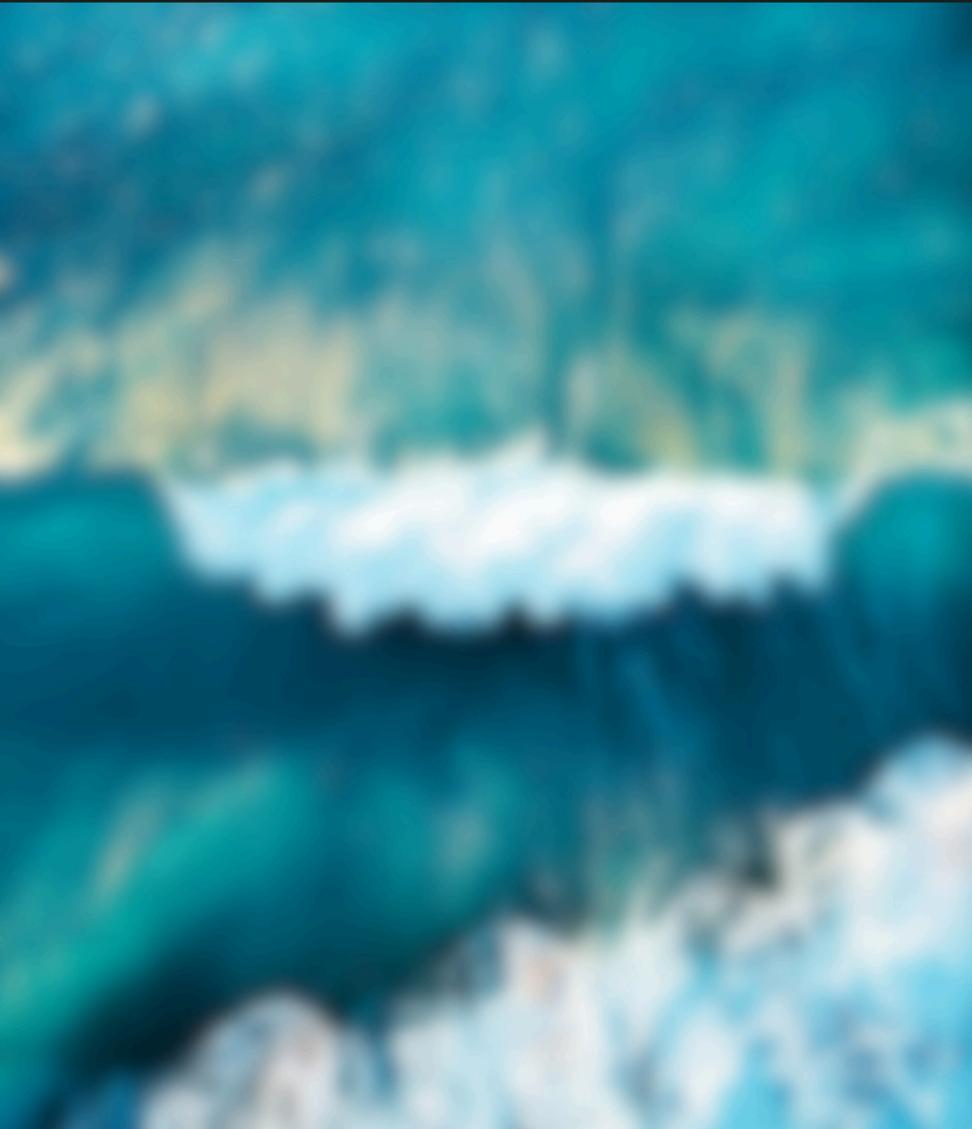
# What's been most powerful about the B Corp process is how naturally it fits into our culture.



It encouraged the kind of conversations we want to be having—about impact, equity, governance, and growth—and gave our entire team a voice in shaping what that looks like.

That alignment has reinforced our belief that integrity, inclusivity, and innovation should define a strategy.

B Corp has helped us sharpen how we lead, measure progress, and keep moving forward with purpose.



## 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.

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# 2026 Recertification Goals

At The Colibrily Crew, growth isn't just about numbers. It's about alignment—between our work and our values, between our clients and our community.

As we look to 2025, we're not only aiming higher—we're aiming deeper.

**We're scaling thoughtfully, anchoring our strategy in sustainability, and committing to 100% team participation in impact initiatives.**



16.0 ↘

**Governance**

45.8 ↘

**Workers**

23.5 ↘

**Community**

8.6 ↘

**Environment**

3.4 ↘

**Customers**

97.5 ↘

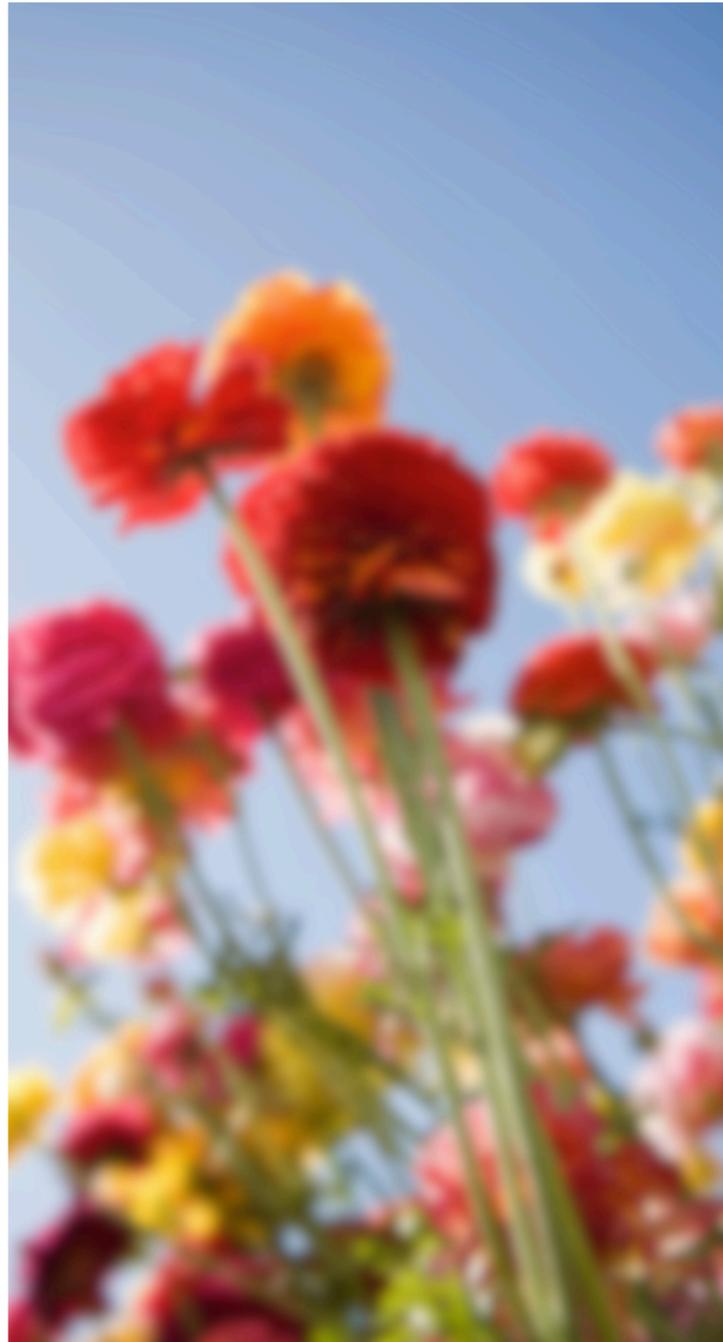
**Total**

## What we said we'd do

- A** Migrate our banking services to a financial institution that supports impact organizations.
- B** Evaluate corporate registers to provide transparency regarding beneficial owners.
- C** Review the feasibility of an ethics-focused risk assessment.
- D** Implement internal financial control mechanisms to fight corruption and mitigate risk.

## What we did

- A** Migrated financial services and banking to a B Corp institution (Beneficial State Bank).
- B** Implemented Beneficial Ownership Information (BOI) in the USA.
- C D** We set ambitious goals for the year, which helped push our progress forward. While we didn't fully implement an ethics-focused risk assessment or internal financial control mechanisms this time, these remain priorities we're excited to revisit in 2025.

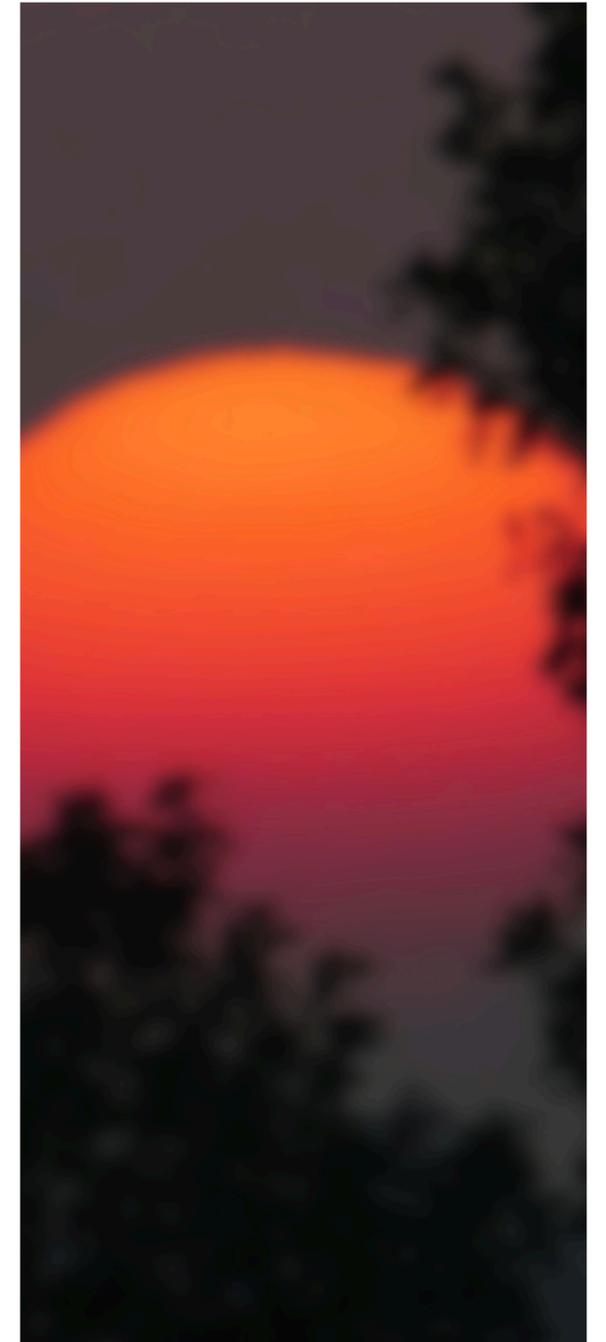


## What we said we'd do

- A** Develop Personal Development Plans (PDPs) for all staff members.
- B** Launch staff engagement and satisfaction surveys.
- C** Benchmark our workforce development program to track success and engagement.
- D** Calculate our internal staff satisfaction compared to industry standards.

## What we did

- A** All team members created PDPs for 2024, but implementation was challenging because of limited time due to prior project commitments, and this insight will help us improve PDPs for 2025.
- B** Created and distributed anonymous surveys to all team members. During our on-site, we held creative ideation sessions, empowerment opportunities, and a democratic benefit selection process to build on this feedback.
- C** Implemented a continuing education program to offer team members access to ongoing Q&A sessions. The next step is to introduce progress tracking.
- D** We didn't do this, but with more insight from internal surveys, we may revisit this.



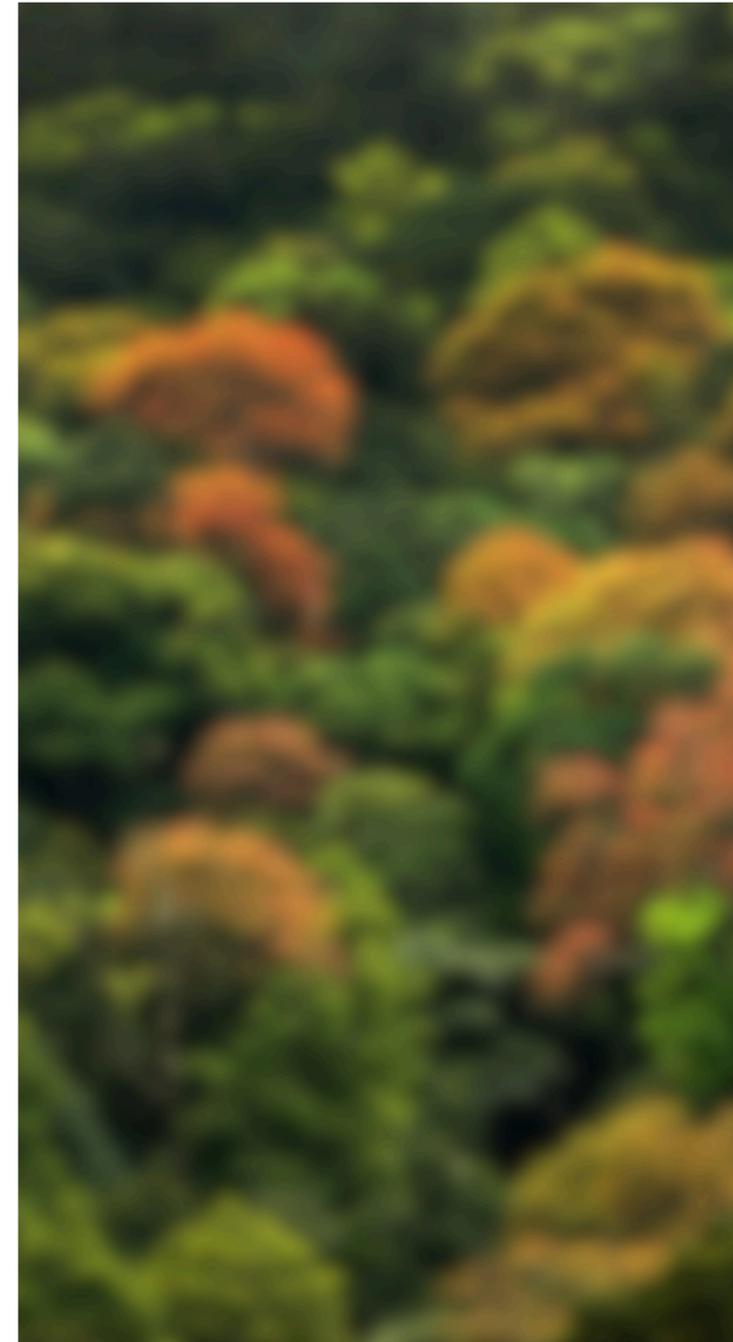
## What we said we'd do

- A** Provide staff with time or financial support to develop or advocate for policy changes to improve social and environmental outcomes.
- B** Increase our overall workforce that identifies as part of another underrepresented social group (such as LGBTQI+, individuals with disabilities, neurodivergent, etc.).

## What we did

- A** We didn't action this in 2024, but it is a big priority for 2025 with the current geopolitical climate.
- B** We welcomed new team members who identify as part of an underrepresented social group.





## What we said we'd do

- A** Develop and publicly share our social and environmental performance annually.
- B** Research opportunities for monitoring and recording energy and water usage.
- C** Set science-based targets necessary for achieving global goals to address climate change.

## What we did

- A** We shared our very first Impact Report across all of our platforms.
- B C** As a 100% remote organization with global team members, we found this difficult to execute and have put it on hold for the time being. We hope that by increasing our social and environmental advocacy in 2025, we will find alternative solutions.

## What we said we'd do

- A** Develop specific targets for client satisfaction.
- B** Share our client scorecard publicly on all channels.

## What we did

- A** Updated how we measure and track success for clients based on their unique business goals in collaboration with different stakeholders across their organization.
- B** We shared the results of our client scorecard across all of our channels.  
[See the full post here!](#)



# Plans for the Next 12 Months

1. B Corp Recertification for 2025/2026.

2. Publish an Ethical AI policy.

3. Trial a financial advice support model for staff members.

4. Trial a counseling support model for staff members.

5. Test the feasibility of a loan program for internal staff.

6. Achieve 100% volunteering support.

7. Meet a 100% personal development plan achievement rate.

8. Implement our empowerment model, kaizen.

9. Increase collaborations with other B Corps.

10. Calculate our GHG emissions increase as it relates to AI usage.

# Charities we Donated to



WINGS Guatemala



Every Shelter



Raising The Village



Working Dogs for Conservation



Wild Forest and Fauna

# THANK YOU

Stay in touch with us on LinkedIn 

[www.colibrily.com](http://www.colibrily.com) 

