

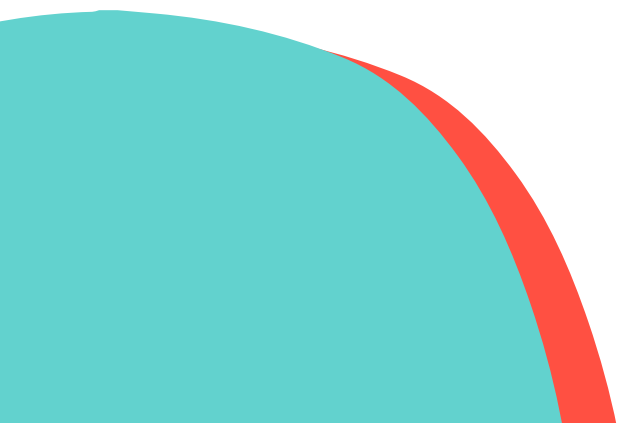


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Annual **B Impact Report** 2023

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BEN CASH CEO

2023: An impactful year at Reason One

2023 was a successful year for Reason One and allowed us to lean into our B Corp mandate through investments in **employee equity, community service, environmental impact, and service-driven clientele.**

Our quarterly and annual planning is driven by a desire for continuous improvement and our people are at the heart of decision making. **70% of our team is from underrepresented groups** and we optimize our salary bands annually to ensure **pay equity**. We fine tune our processes and metrics to **foster work life balance** and we continue to **invest in training** for team members both personally and professionally.

With a full year as a B Corp under our belt, **using our business as a force for good is becoming part of our DNA.** I'm proud of our team for a continued commitment to address systemic barriers for black youth in our industry through our **mentorship and scholarship program**. We significantly grew our client base across **nonprofits and healthcare** for a greater societal impact, including in-kind services to organizations like the **Sustainability Institute**. And our team continued to support causes and organizations like **SickKids Hospital** with a goal of achieving **100% participation** in our paid time-off volunteer program.

Lastly, we honored the **triple bottom line** and our **impact to the planet** in three ways: ① our fully remote status with carbon offsets for limited travel, ② our sustainable web design practices to reduce the energy consumption of the sites we build, and ③ our plan for a collective impact through the reduction of employees' home office carbon footprint.

In 2024, we look forward to building on our successes and increasing employee engagement in our B Corp stewardship. **Our B Keepers are our future!**

Ben Cash,
CEO & B Corp Believer, Reason One

JOURNEY TO CERTIFICATION

[Becoming a B Corp](#) was one of our goals when we first started our company. Since day one, Reason One has been [working to use](#) our business as a force for good. [Becoming B Corp certified](#) makes that commitment official and solidifies our mission to serve clients who are making a difference while also making a positive impact ourselves—both professionally and personally in our communities.

As with any new movement, [we are on a journey](#). This is an exciting chapter as we continue to help those who do good, do better. We learn, adapt, and challenge ourselves each day to better support our communities and clients. We are thrilled to be a part of the global B Corp movement and look forward to having more friends on the journey with us!



B CORP SCORE AND GOALS FOR RECERTIFICATION



As a fully-distributed digital agency, we naturally have a light footprint: we don't produce products, need shipping, or require physical space to operate. Yet, since those aspects of business don't apply to us, we can't report on them, which means we must lean harder into parts of the business that do: governance, workers, community, and customers.

Our goals for 2024 are to:

- › Maintain and increase equity among our team
- › Increase service to our communities
- › Continue monitoring and mitigating our environmental impact
- › Seek out and serve clients that share our values

These are **critical**, whether you're building websites or widgets, and we're up for the challenge.



Where we are now

Commitment to our mission

We were founded in 2018 by merging two digital agencies already committed to working with clients that shared our values. Coming together formally, we made this a core tenet of our new, shared mission: **helping those who do good, do better.**

We recommit to this mission with each client we take on (and equally, those we do not), with every hire, and with every investment in our business and community. Additionally, we utilize EOS — the Entrepreneur Operating System — which requires that we re-evaluate our one- and three-year goals annually, providing another layer of accountability, examination, and commitment to our shared mission and values.

Social issues training

Along with the skills training we provide to our team, we also invest in training around social issues, including anti-racism and bias training. These trainings are available and required for all team members, and result in lively discussion, deep reflection, and changed attitudes as we all learn together.

Future state

Continued social & environmental training

The training we currently offer for social issues is a good start, and we recognize the importance of expanding this to also include training on environmental issues, in particular, climate change. We recognize that these go hand-in-hand and are most impactful when presented together.



Where we are now

Team member engagement

Providing a positive, supportive, and engaging workplace is essential for us—especially as a fully-remote, international team. We conduct weekly surveys that help us take the pulse of our folks, which aids in maintaining a healthy culture. Our overall employee engagement score in 2023 was 8.1/10 and our eNPS was 22 for 2023*.

Training & education

Continued development is important to our company and our team. Every team member gets a \$800 stipend and professional development hours to pursue both technical and soft skill training that is relevant to their career path. In 2023, our team took part in technical training on platforms such as Contentful, Storyblok, Kyruus, Yext, and other platforms, in addition to presentation, communication, and public speaking skills workshops.



**Collectively, our
team took part in
OVER 300 HOURS
OF TRAINING
in 2023.**

**source OfficeVibe Pulse survey*

Future state

Training & education

Beginning in 2024, everyone will have a documented learning plan for the year, based on their career path and company needs.



Life skills education

Why didn't they teach us this stuff in school? Finances, taxes, retirement; Reason One will invest in training and education to increase the overall financial literacy of our team members so they can plan for whatever life has in store.

IMPACT AREA 3 – CUSTOMERS

Where we are now

Serving those who serve

Our major market verticals—healthcare, nonprofit, and associations—allow us to make an impact on the lives of patients, advocates, and our communities at large. In 2023 we increased our purpose driven client list by 45%. Working with clients like these expands our impact to their communities, as we build products that help people connect with the care they need.

In addition, we provided in-kind services to The Sustainability Institute, a nonprofit dedicated to sustainable construction and development while protecting the ecosystem of the Lowcountry in South Carolina.



Future state

Refining our ideal client definition

Though we currently have broad criteria that we examine when vetting new clients, we would like to refine this further to better understand how our work impacts our global community. Asking questions about their supply chain, ethics, funding, hiring practices, etc., will help ensure that we're indeed helping those who do good, do better.

Working with underserved populations

Pro-bono work is rewarding for us as a company and our teammates. We recognize B-Lab's commitment to supporting underserved communities, and with that in mind, we will actively seek and discount fees for clients that directly affect the underserved.



Where we are now

Climate responsibility

As a fully-remote agency, our carbon footprint is pretty small, but we do still occasionally have to fly the friendly skies. For that, we use carbon offsets when we travel for things like conferences, client trips, and our annual retreat. In 2023, we offset a total of 14.9 tonnes of carbon emissions. Speaking in terms of other things that weigh a ton, that's 15 ocean sunfish!



Future state

Sustainable web design

Although what web agencies produce isn't a physical product, we still contribute to carbon emissions via data centers. Learning from our friends at Whole Grain Digital, we are on a continuous path of improvement to lower the carbon footprint of the digital properties we build, which has other benefits (like faster load times!) as well.

Carbon footprint of the office

We're fully remote, which on one hand means we have both less or more of a carbon footprint, depending how you look at it. We plan to roll out a checklist of ways each employee can lower their individual carbon footprint in their home offices, to make a collective impact.

Where we are now

Volunteer hours

Everyone at Reason One gets **16 hours (or two business days)** of volunteer time to use as they wish to serve organizations that are meaningful to them. In 2023, Reason One teammates volunteered a total of **121 hours (that's 16.5 days!)** to schools, environmental causes, children's hospitals, and other community organizations.

Reason One Mentorship & Scholarship Program

Since 2021, Reason One has committed to helping close the gap in Black tech employment by offering an annual scholarship of \$5,000 plus one year of mentorship to a select few Black students in Ontario and South Carolina.

To date, we have given
\$65,000
in scholarship funds and
OVER 150
STAFF HOURS
in mentorship.

Future state

100% volunteerism

For the coming year, we have an audacious goal that 100% of our team members utilize their volunteer hours to dedicate their time and talent to causes they care about.





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