

Mightybytes Public Benefit Report

Fiscal year 2016



We Are an Illinois Public Benefit Corporation

Mightybytes is a Chicago-based digital agency started in early 1998. We help nonprofits and mission-aligned companies solve problems, create change, and achieve measurable success. The company has always been guided by a strong commitment to the triple bottom line of people, planet, and prosperity. As a Public Benefit Corporation, we made this commitment legal in 2013.

This benefit report satisfies those legal requirements and explains how we worked to support a triple bottom line in 2016.

Our clients include:



Mightybytes is a Certified B Corporation

B Corps like Mightybytes use the power of business to solve social and environmental problems. We became a certified B Corporation in 2011.

We chose the B Impact Assessment (BIA) as our third-party verification because it is a rigorous audit that sets high standards in transparency and environmental and social accountability. The B Impact Assessment is used by 50,000+ companies worldwide to help them measure what matters. For Mightybytes, it provides a blueprint for us to build a better business and measure our impact over time. We use the BIA to create company benchmarks and improve our focus on community, environment, workers, governance, and customers.

Our B Corp certification score is currently 84 points. We look forward to improving upon this score in 2017. B Lab is an independent nonprofit organization with no material ties to Mightybytes.

Certified



Corporation™

Mightybytes is owned by founder and CEO Tim Frick. He is always happy to hear from people who are interested in learning more about B Corps, so drop him a line at tim@mightybytes.com.

People

Improving our workplace and community.

Our Team

Our most valuable asset is our team. We make every effort to provide employees with growth opportunities and a well-balanced life.

Team members participate in peer-to-peer education, quarterly financial performance meetings, volunteering, educational events, and strategic planning. These practices unify the company and encourage open dialogue about how to continuously improve the business.

Mightybytes provides team members with a benefits package meant to improve quality of life. Full-time staff are eligible for health, dental, vision, long- and short-term disability, and life insurance policies. They are also eligible for the company's retirement savings program and generous paid time-off.



Employee Engagement

We encourage our employees to engage with the local community and other mission-aligned organizations throughout the year.

In 2016, we volunteered speaking and mentoring services for events and organizations around Chicago that help underserved communities. We also donated our office space to nonprofit organizations for events and hosted several industry and community education workshops throughout the year.



Helping industry professionals understand the importance of aligning mission and content strategy.



Digital Marketing Makeover event for small businesses and nonprofits.

Community Engagement

In 2016, Mightybytes collaborated with other local B Corps to plan and promote the “Best for Chicago” campaign, which will address some of our city’s biggest challenges.

The program garnered support from local nonprofit organizations, community foundations, and government officials, including Chicago City Treasurer Kurt Summers.

Mightybytes is also a member of the Ravenswood Chamber of Commerce and volunteers to grow the Illinois community of B Corps using business as a force for good in the world.



Planet

Reducing our impact.

Our Office

We designed our office to be as sustainable as possible when we moved to Ravenswood. It includes a number of planet-friendly features.

These include partially recycled drywall, an energy-efficient HVAC system, Energy Star-compliant appliances, low VOC paints, LED lighting and custom-made countertops that use recycled cement.

The office also features two living plant walls, which improve both aesthetics and air quality.

To encourage better transportation options, our office is close to Chicago's CTA brown line, several major bus lines, the suburban METRA electric rail, and a Divvy bike sharing station. We have a bike room in the basement as well.



Recycling & Composting

Clear, strategic policies on waste reduction are critical for us to continuously improve the company's environmental impact.

We position recycling bins near every desk and have a central recycling station in our kitchen.

We use a local composting service that helps us reduce food waste on a larger scale. This service replaced our inadequate onsite composting in 2016.

We also use green cleaning products and either reusable towels or those made from recycled materials to keep the office clean.



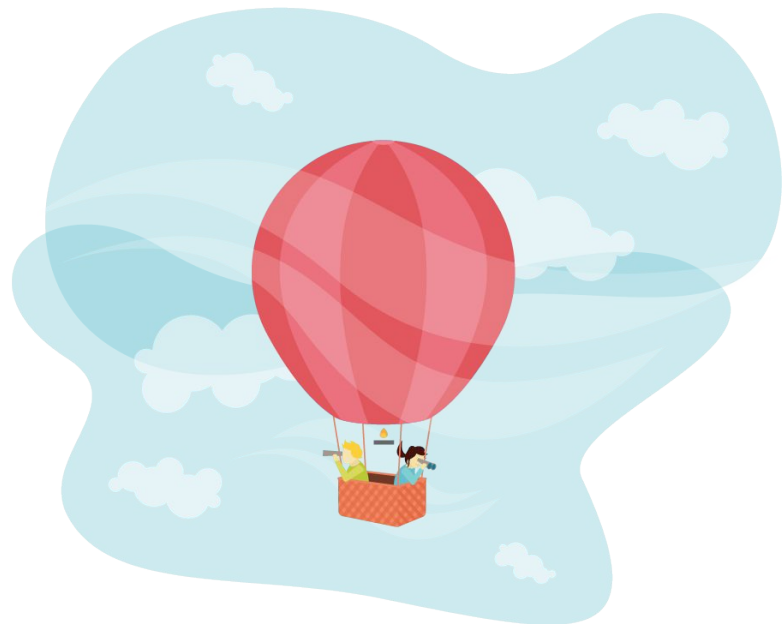
Planet-Friendly Policies

Mightybytes employs policies that encourage more sustainable practices among our team and help reduce overall environmental impact.

We have a purchasing policy that requires the use of B Corporation vendors when possible, including all our office supplies from fellow B Corp, Give Something Back.

Our green travel policy encourages employees to travel only when necessary and use greener forms of transit, like walking, biking, and public transportation, when possible.

We also offset our business travel emissions with forestry carbon offsets from fellow B Corp, 3Degrees. Carbon offsets from forestry projects are created when one metric ton of carbon dioxide is absorbed by the forest. Offsets are measured through a robust protocol of forest monitoring and scientific verification.



**Our passion for the environment extends well beyond our office.
We help clients and peers improve their digital footprints too.**

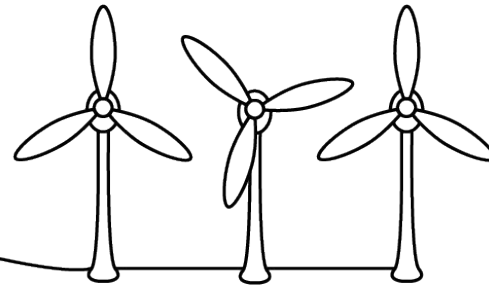
Mightybytes employs Sustainable Web Design practices and works to raise awareness about the internet's massive environmental impact. We educate our community of designers and developers about tools and tactics to create digital products that are both people- and planet-friendly.

Tim's book, *Designing for Sustainability: A Guide to Building Greener Digital Products and Services* from O'Reilly Media covers this topic in great detail.

In addition to providing resources through our blog and outreach, we continue to support Ecograder, which scores websites on these principles and offers recommendations for improvement. Hundreds of thousands of people from around the world have used Ecograder to learn more about improving efficiency and usability of digital products while also reducing environmental impact.

Green Hosting

In 2016 we began offering hosting through Google Cloud Platform so our clients' websites could be powered by a carbon-neutral company. Google has been carbon-neutral since 2007 and will run on 100% direct renewable energy (not purchased credits) in 2017.



100%

of our hosted websites were powered by renewable energy in 2016:

- 50% with partners that have a clear environmental policy which includes renewable energy credits (RECs).
- 50% with partners that power their servers directly by renewable energy.

Prosperity

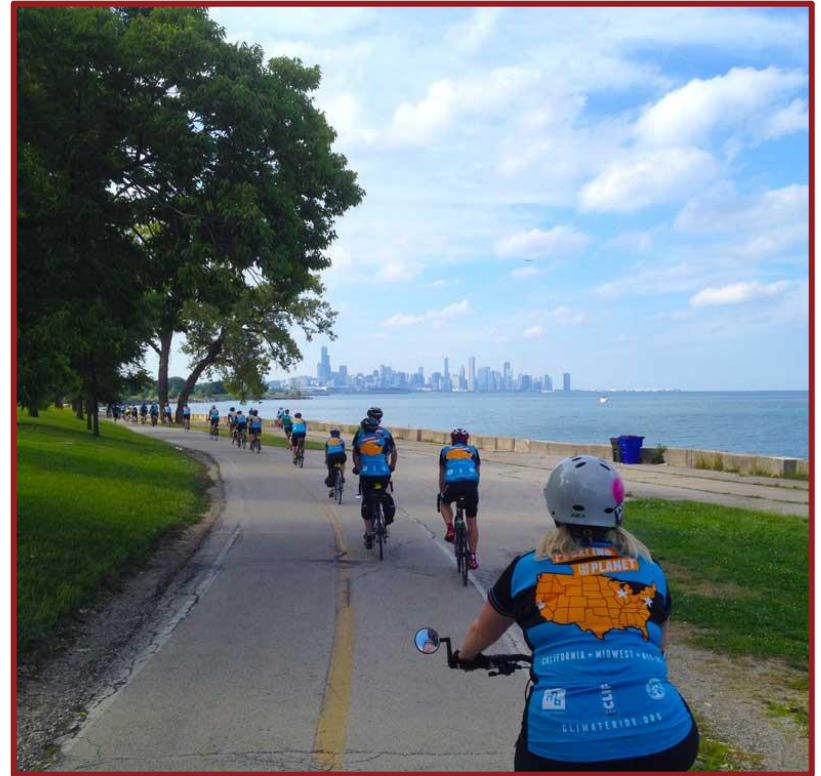
Reaching our goals while helping clients reach theirs.

Create Collective Impact

We encourage our clients and partners to join us in our mission to help people and planet.

We offer a 10% discount on projects over \$20,000 to mission-aligned nonprofit organizations, certified B Corporations, and Public Benefit Corporations.

In 2016, Mightybytes continued its ongoing relationship with Climate Ride, a nonprofit organization that produces charity endurance events to raise money for sustainability, education, conservation, and active transportation.



CEO Tim Frick was Climate Ride Board President in 2014-16 and served on the board since 2011. Mightybytes has also provided paid volunteer time and pro bono services to support the organization's growth and prosperity during that time. In turn, Climate Ride has been a key client referral source, introducing us to great organizations like Rails-to-Trails Conservancy, Bike & Build, Alliance for the Great Lakes, and others.

Barriers to Impact

The lack of an Illinois state budget in 2016 adversely impacted many of our clients, which in turn had a negative financial impact on Mightybytes and other local B Corps.

We lost 20% of our annual revenue in 2016. Unfortunately, this constrained our ability to meet many impact-driven goals, but we continue to look for new ways to create positive social change.

To compensate for this unexpected dip in revenue, Mightybytes is diversifying its client-base and focusing on more strategic long-term partnerships.



Looking Ahead

After 2016's tough lessons, we reinforced our commitment to key core values while also clearly and continuously communicating the importance of aligning company purpose with profit. The company is primed for prosperity in 2017.

With that in mind, we have set some impact-related goals for the coming year:

- Strive for more diversity and inclusion in our workforce.
- Find more clients that can support both our mission and profit margins.
- Create an apprenticeship program with 50+% participation from people within underserved communities.
- Strengthen our commitment to digital accessibility practices.
- Embrace B Corp values and continue focusing on a shared and durable prosperity for all of society.

How Can We Improve?

We always strive to be a better company and find new ways to support the triple bottom line.

If you have specific suggestions or ideas to help us improve our social and environmental impact, please [contact us via our website](#) with your ideas. Thank you.



Thank you!

Thank you for reading our 2016 Benefit Report. We look forward to improving our social and environmental impact into 2017 and beyond. **B the Change.**

Being a Public Benefit Corporation and certified B Corp helps us live triple bottom line values every day and fulfill the mission of pursuing both profit and purpose. To that end, we helped dozens of mission-driven organizations find success in 2016. When they find success, we do too, and people and planet benefit from these efforts.

Sincerely,
The Mightybytes Team

It is my opinion that Mightybytes has acted in accordance with its general public benefit purpose under the Illinois Benefit Corporation Act and that the directors and officers of Mightybytes have complied with their duties under Sections 4.01(a) and 4.10(a) of the Act, respectively. I have received no compensation for Benefit Director tasks. The board's powers or discretion have not been restricted or dispensed with in any way.

Jeff Yurkanin, Benefits Director & Officer
Mightybytes, 4001 N. Ravenswood, Suite 404, Chicago, IL 60613

the change

Thanks!



*“Better digital solutions
for people and planet.”*

Certified



Corporation

Mightybytes.com

Ecograder.com

SustainableWebDesign.org