

2021 Impact Report



Commitment to Impact

Blackbird's Mission

Blackbird was born from a desire to break the mold of the corporate benefits industry, and create an Employee Benefits agency focused 100% on serving clients with heart and compassion.

We are proud to be woman-owned, mission-driven, and committed to using our business as a force for good.



Committed to Our Values

We celebrate the people who believe in better. Blackbird Benefits Collective is committed to partnering with organizations that are catalysts for positive impact. **Equity, inclusion, and environmental advocacy are causes close to our hearts and deeply rooted in our principles.** We will never place profit over integrity.

Standing Up for What We Believe

As an organization, we stand against anti-Black racism and all forms of oppression including transphobia, classism, sexism, and xenophobia. We commit to focused and sustained action to dismantle racist systems, policies, practices, and ideologies within ourselves and our networks.

As we continue to learn about injustice, we embrace radical reorientation of our consciousness and will listen to the voices of Black, Brown, Indigenous and marginalized peoples to catalyze equitable outcomes for all.

We are **continuously seeking to learn and unlearn** how systems of White Supremacy and Anti-Blackness are rooted in society, how we benefit from them daily, and what we need to do to dismantle them to create stronger, safer communities where Black Americans and all people of color can finally experience and celebrate true freedom.

We also recognize we are living in a time of extreme wealth inequality. We believe in a world where wealth, land, and power are equitably shared, and we are working towards that end by redistributing our money to help sustain grassroots social justice organizations.

Impact Reporting

Blackbird was built with a mission of supporting our community in a real way – especially marginalized communities around us. With two formal impact reports going back to 2020 and 2021, Blackbird provides transparent information about our social and environmental initiatives and what our small but mighty team has been able to accomplish.

Values-Aligned Partners

We're committed to partnering with people and companies that are **values-aligned and have an inclusive and anti-racist approach** to their work. We're proud to work with nonprofit Sasquatch HR to support our clients, and to bank with B Corp certified Beneficial State Bank.

Transparency

Blackbird discloses all financial information (except salary information) to 100% of the company on a quarterly basis.

Low-Impact Business Practices

We work remotely from home offices that are 99% paperless. We've invested in tools that help support clients with online enrollment methods and paperless processes.

Environmental Impact

In February of 2021, we joined [Ridwell](#). Ridwell has such a cool story – they began as a father and son trying to do the right thing with dead batteries and seeing how hard it was. On nights and weekends, they offered pickups to their neighbors to help those around them waste less.

This turned into Ridwell, a thriving company that makes it easy to sustainably reuse and recycle your stuff.

Ridwell audits and tracks the material they collect to ensure things go exactly where they should be.

- 97.5% of material Ridwell collects gets reused or recycled
- To date, 5 million Total pounds saved from landfills

You can learn more about their metrics [here](#).

Since February of 2021, Blackbird has recycled 100% of our batteries, light bulbs, plastic film, and styrofoam through Ridwell's services.



Our Certifications:

- Certified B Corporation®
- Certificated by the Office for Business Inclusion and Diversity (COBID)
- Women Business Enterprise
- Emerging Business Enterprise





B Corporation® Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials. In order to achieve certification, a company must:

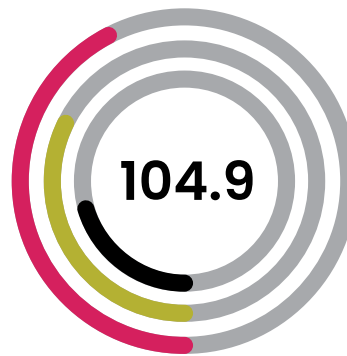
- Demonstrate **high social and environmental performance** by achieving a B Impact Assessment score of 80 or above and passing our risk review.
- Make a **legal commitment** by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction.
- Exhibit **transparency** by allowing information about their performance measured against B Lab’s standards to be publicly available on their B Corp profile on B Lab’s website.

A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

The B Corp certification process evaluated our company practices and outputs across five categories: **governance, workers, community, the environment, and customers.**

Overall B Impact Score

The median score for ordinary businesses who complete the assessment is currently 50.9. Based on the B Impact assessment, Blackbird Benefits Collective, LLC earned an overall score of 104.9—and we are incredibly proud of it!



- 104.9 Blackbird’s Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Some key components of our score for which we are particularly proud:

Customers:
25.6 points

Customers evaluates a company’s stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Community:
59.5 points

Community evaluates a company’s engagement and impact on the communities in which it operates. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.



Growth and Sustainability



Culture of Connection and Support

Our goals for business growth are driven by the idea that our financial success allows us to invest in the best resources for our awesome clients, and give more to under-served communities.

Our Clients

B Corp / Pending B Corp	28%
Nonprofits	44%
Women Business Enterprise	22%
Minority-Led	22%

72% of these clients are Mission-Driven, and living out loud in their purpose!

Year	Year-over-Year Growth
2019	157%
2020	130%
2021	38%



4 years!

Of serving our clients with values-driven benefits

We celebrated our 3rd birthday in September 2021 and are proud of our organic growth and strong client relationships.



100%

Of clients are ongoing partners

Our ongoing, long-term partners speak to a commitment to relationships. **We've maintained a 100% retention rate since our launch!**

31

Clients served in 2021
21 served in 2020

38%

Growth over 2020

Diverse, Progressive & Purpose-Driven Clients

72% of our clients are B Corps, women and BIPOC-owned businesses, purpose-driven, social impact-related or nonprofit organizations who serve diverse customer bases and communities. We intentionally seek out client partners who align with our values as a company and as a Certified B Corporation®.

Collective Impact

Board and Community Leadership

Blackbird CEO Kristen Cooper serves on the board for **Business for a Better Portland**. Blackbird has also joined 32,000+ businesses committed to anti-racism work and providing opportunities to BIPOC youth through **Portland Means Progress**.



Where We Give...

Monthly Donations – And Why They Matter



Recurring donations help create financial stability and allows for easier planning for orgs we care about. **We give ongoing support to Equitable Giving Circle and Street Roots.** EGC is a Black-led nonprofit that empowers the BIPOC community by leveraging funds from communities of privilege as a step towards economic equity. Street Roots is a weekly social justice newspaper sold by people experiencing homelessness and poverty to earn an income.

**DO YOUR LITTLE
BIT OF GOOD
WHERE YOU ARE.
IT'S THOSE LITTLE
BITS OF GOOD PUT
TOGETHER THAT
OVERWHELM
THE WORLD.**

DESMOND TUTU

15% of Net Income

Distributed to:

**Transition Projects
Street Roots
Anti-Racism Daily
Brown Hope
JOIN
Human Rights Campaign
Equitable Giving Circle
28 Days of Black History
Western States Center**

Blackbird is an active member of:

**Business for a Better Portland
Portland Means Progress
The Urban League of Portland
B Local PDX
Civic Alliance
City Club of Portland**



Blackbird's model for giving back is centered around action and community

We engage in initiatives and volunteer alongside our friends, allies, and clients. Activating our network creates a path for folks to give back, and expands our impact.

In Service to Our Community

Blackbird's focus on serving our community is at the forefront of everything we do – second only to providing service to our wonderful clients. We understand the disproportionate effect White Supremist systems have on marginalized communities amongst us, and we center our intention on providing as much support as we can to community organizations serving our neighbors experiencing houselessness and trauma.

While we give to many organizations, there are two that we place a special focus on: Transition Projects and JOIN.



**2021
Totals:**

144
volunteer hours

960
individual meals
provided

Transition Projects is the largest provider of shelter and services to adults experiencing homelessness in the Portland Metropolitan area. They shelter over 700 people each day and help over 10,000 people each year.

Transition Projects relies on volunteers to help provide a nightly meal for residents of its shelters. These meals are crucial to the success of the shelter residents, who are working with Transitions Projects to overcome their barriers to housing; it ensures that they have easy access to a healthy, wholesome meal, and have one less thing to worry about or procure for themselves each day.

When the pandemic struck in March of 2020, Transition Projects lost the ability to have volunteers come on site to prepare meals, and were left in a difficult situation.

If you know Blackbird, then you know KC is an avid cook who will feed anyone, anytime, so we rallied our friends and neighbors and signed up to prepare meals to be delivered to the shelter. And since we started, we haven't stopped! We've had masked meal prep sessions in our kitchen, or families cooking together at home to bake cookies or bread to be part of the dinner service.

Special thanks to our collective of volunteers who have given their time and resources to help us make this possible: Christy McCrory, Colin Powers, Ina Doerr, Jason Dryden, Julie Roberts, Nicole Hannah Moore, and Uma Kleppinger.





JOIN exists to support the efforts of individuals and families experiencing homelessness to transition into permanent housing. Their efforts are directed at individuals sleeping outside or in their car in the Portland Metro area. Their service provision is not dependent on age, gender, race, ethnicity, faith, culture, language, sexual identity, specific diagnosis, or identifiable issue.

JOIN BELIEVES THAT EVERYONE DESERVES A PLACE TO CALL HOME.

JOIN has helped over 14,00 adults and children make successful transitions out of homelessness and into permanent housing. When you give to JOIN, you are investing in the strength, hard work, and resiliency of your neighbors.

JOIN's Santapalooza

This is one of our favorite events each year. Santapalooza is a wonderful way to bring some joy to families in need during the Holiday season. These are families that have either recently moved into a home with JOIN's support, or are currently homeless and working towards a transition into housing. We run this like a giving tree, and our community comes to together to shop for gifts on the wish lists and wrap everything up for delivery.

2021 was our biggest year yet, as we were able to adopt 4 families and fulfill their lists. It was amazing, and we look forward to increasing this number for 2022.



Even Sophia pitched in!

In 2021 JOIN helped
1,840
individuals transition
into permanent
housing and keep
their housing

**2021
Totals:**

4

**Family Christmas
Lists Fulfilled**

53

**Gifts Lovingly
Wrapped**

Countless

Happy Hearts!

Endless gratitude to the Blackbird community that helped make this year such a success: Alex Gillett, Dani Gillett, Felix Gillett and Archer Gillett, Beth Loewen, Cheryl Lisowski, Chloë Miller and Spencer Groshong, Christy McCrory, Deidre Christensen, Eric Ward & Jessica Acee, Johnny Clay, Julie Roberts, Maja Reynolds, Meghann Gilligan & Joe Koehn, Rebekkah Pawlik, Sandy Church, Sharon Vieregg-Guyette and David Guyette

Blackbird is also an annual sponsor of JOIN's Hullabaloo, their largest yearly fundraiser, and raised an additional \$782 through team fundraising.



**Thanks for taking the time to
learn more about Blackbird!**

Connect with us:

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blackbirdbenefits.org

