



2022 Impact Report



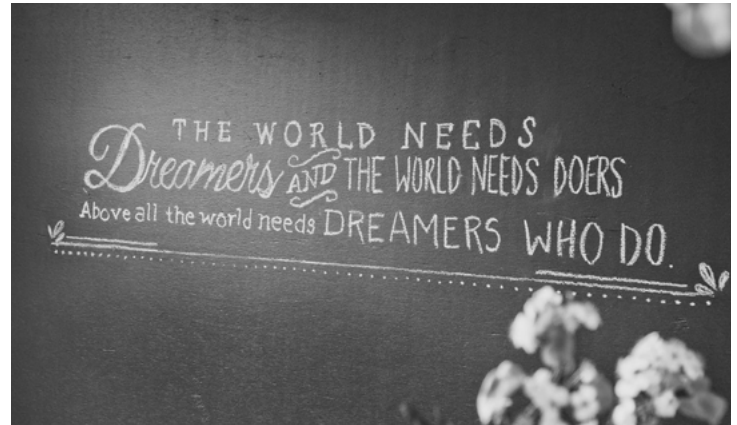
Commitment to Impact

Blackbird's Mission

Blackbird was built from the ground up with two primary goals:

1. Build a socially conscious consultancy supporting the growth and success of mission-driven businesses.

2. Generate a healthy revenue stream to create a thriving workplace, and give more to underrepresented communities around us.



We believe in leveraging our privilege to support those who are most marginalized, by giving our time, resources and money to causes that deserve it.

We have a commitment to purchase services (at least 50% of expenses) from independent suppliers local to where the company operates.

We set a minimum of 8 hours per employee each quarter, for volunteering in support of organizations working toward racial justice and equity, supporting those experiencing (or transitioning out of) houselessness, as well as environmental preservation – because people living in underserved communities are hit hardest by the impact of climate change. We commit to giving 5% of our revenue to these same types of organizations.

Committed to Our Values

We treat our social and environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

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®
Women Business Enterprise
Emerging Business Enterprise

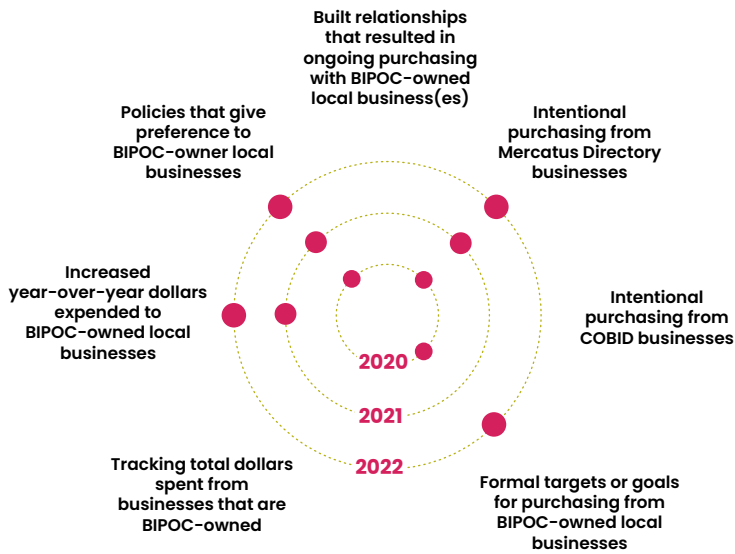


We're Committed to Real Change

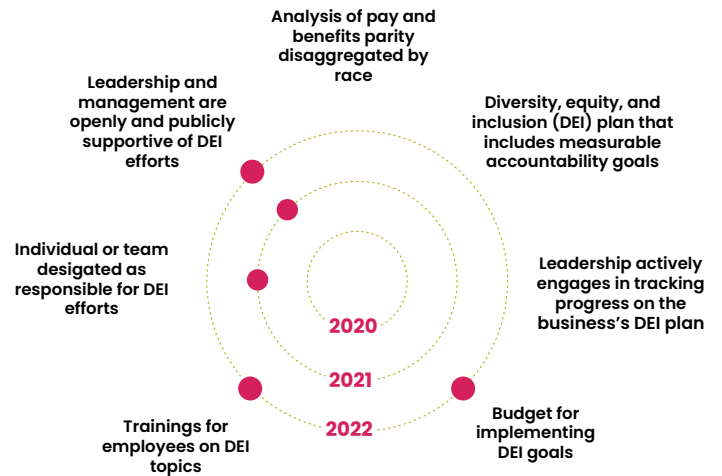


Portland Means Progress is a city-wide initiative that began with early adopter businesses in March 2019, providing connections for businesses to hire local underrepresented students and young professionals of color, purchase from businesses owned by people of color and create diverse and vibrant workforce and company cultures. The goal is to connect businesses to existing programming that supports social impact, creating a pipeline for private-sector engagement. **They help us with accountability by tracking our commitments and progress, including:**

Intentional Purchasing



Culture Change



Intentional Purchasing

We aim to support small businesses owned by people of color through purchasing of goods and service. We use [Mercatus](#), an online directory for Portland's business owners of color, as the first step when seeking suppliers.

When price and quality are equal, preference will also be given to independent, woman, or minority-owned suppliers physically located within 150 miles of Blackbird's location in Portland, OR.

We have a commitment to purchase goods and services (50% of total expenditure) from Independent, woman, or minority-owned Businesses.

How We Did!	
Materials & Supplies	58%
Contract Labor & Suppliers	100% (72% female)
Legal & Professional Services	100%

Proud to be a Certified B Corp



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 2022 B Impact Score*

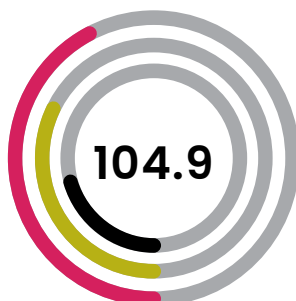
The median score for ordinary businesses who complete the assessment is currently 50.9. Based on the B Impact assessment, Blackbird Benefits Collective earned an overall score of **121.9**—and we are incredibly proud of it!



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

**We re-certified in 2023, using data from 2022*

Up 17 points (!) from our first certification score in 2020:



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

A Closer Look At Our Impact Score:

Community



68.8

OUR SCORE

AVERAGE: 28

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. 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.

Customers



3.5

OUR SCORE

AVERAGE: 2

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.

Environment



9.1

OUR SCORE

AVERAGE: 4

Environment evaluates a company's overall environmental management practices as well as its impact on the air, climate, water, land, and biodiversity. This includes the direct impact of a company's operations and, when applicable its supply chain and distribution channels. This section also recognizes companies with environmentally innovative production processes and those that sell products or services that have a positive environmental impact. Some examples might include products and services that create renewable energy, reduce consumption or waste, conserve land or wildlife, provide less toxic alternatives to the market, or educate people about environmental problems.

Governance



17.3

OUR SCORE

AVERAGE: 8

Governance evaluates a company's overall mission, engagement around its social/ environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

*Do your little bit of good where you are:
it's those little bits of good put together that
overwhelm the world.*

Desmond Tutu

Volunteerism

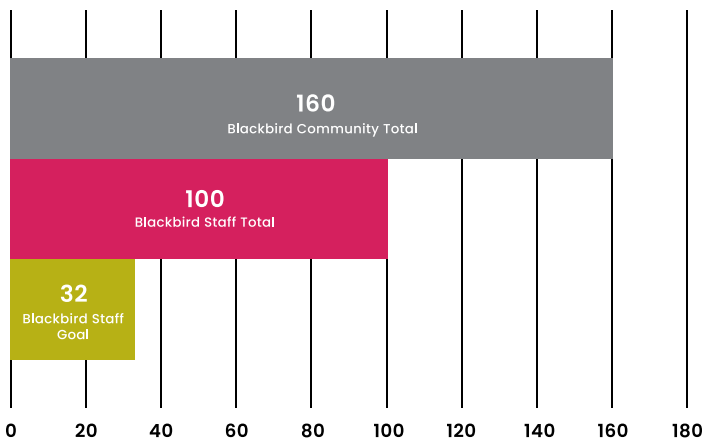
Blackbird’s focus on serving our community is at the forefront of everything we do – second only to providing service to our wonderful clients. We understand the disproportionate effect White Supremacist systems have on marginalized communities amongst us, and we center our intention on providing as 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.

JOIN exists to support the efforts of individuals and families experiencing homelessness to transition into permanent housing. Their efforts are directed at people sleeping outside or in their cars. 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 14,000 adults and children make successful transitions out of homelessness and into permanent housing.

We support JOIN as a sponsor of their annual Hullabaloo fundraiser, as well gathering our community to come together in support of their Santapalooza holiday program, providing gifts and home supplies to families who have recently transitioned out of houselessness, and are having their first holiday together in a safe place.

Target v. Actual Volunteer Hours



132 Hours volunteered to Transition Projects **1200** # of Meals Provided



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.

Total Volunteer Hours for Blackbird Collective in 2022: 160

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 access to a healthy, wholesome meal, and have one less thing to worry about or procure for themselves each day.

Since 2020, Blackbird has gathered our friends and neighbors to prepare dinner for 80+ shelter residents each month. Extra Special thanks to Ina Doerr and Colin Powers who have stepped in as our “resident cookie bakers” since 2021, providing dozens of beautiful treats to make each month’s dinner just a little sweeter.





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	26%
Nonprofits	33%
Women/Minority/Queer Led	55%

Business Year	Total Clients	Year-over-Year Growth
Founded 2018	5	n/a
2019	11	120%
2020	22	100%
2021	32	45%
2022	42	31%



5 years!

Of serving our clients with values-driven benefits

We celebrated our 4th birthday in September 2022 and are proud of our organic growth and strong client relationships.



98%

Of clients are ongoing partners

Our ongoing, long-term partners speak to our commitment to service and client relationships. **We've maintained a 98% retention rate since our launch!**

42

Clients served in 2022
32 served in 2021

113%

Year-over-year growth in 2022

Diverse, Progressive & Purpose-Driven Clients

81% 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**.

We don't accomplish anything in this world alone... and whatever happens is the result of the whole tapestry of one's life and all the weavings of individual threads form one to another that creates something.

Sandra Day O'Connor

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.

15%

of our net revenue is distributed to:

JOIN's Annual Hullabaloo
Urban League of Portland
Coalition for Communities of Color
OPAL Environmental Justice
Earth Day Oregon
Business for a Better Portland

Blackbird is a member of:

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



Civic Engagement & Giving

16.5
OUR SCORE

AVERAGE: 4

We're especially proud of how community service is reflected in our B Impact Score.



Inclusive Care for All

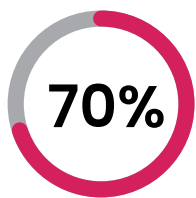
We are helping companies think about their benefits in a way that conveys a message to ALL employees that they are valued, their human rights are honored, and their well-being is part of the overall strategy and success of the business.

We help clients evaluate benefit programs through that lens, because **no one facing health concerns should also have to worry about receiving inequitable or substandard care because of their LGBTQ+ status.** We go way beyond spreadsheets of financial analyses in our recommendations. We utilize the Human Rights Campaign | Healthcare Equality Index Report to help evaluate benefit programs and provider access, as well as care centers that will best meet the needs of your LGBTQ+ team members. It also helps us understand the challenges members of this community can face in

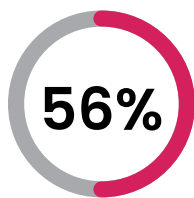
simply trying to access care, so we can advocate with compassion and empathy. The Healthcare Equality Index was developed to meet a deep and urgent need on the part of lesbian, gay, bisexual, transgender and queer Americans: the need for equitable, knowledgeable, sensitive and welcoming healthcare, free from discrimination.

Now in its 15th year, the Healthcare Equality Index (HEI) is the national LGBTQ+ benchmarking tool that evaluates healthcare facilities' policies and practices related to the equity and inclusion of their LGBTQ+ patients, visitors and employees. The HEI 2022 evaluates more than 2,200 healthcare facilities nationwide.

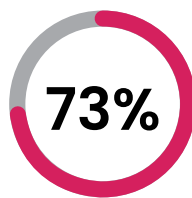
A record 906 healthcare facilities actively participated in the HEI 2022 survey.



70% of transgender or gender non-conforming patients surveyed have experienced some type of discrimination in healthcare



56% of lesbian, gay, or bisexual patients surveyed have experienced some type of discrimination in healthcare



73% of transgender respondents reported that they believed they would be treated differently by medical personnel because of their LGBTQ+ status

“In the last year, members of the LGBTQ+ community in the United States have endured an onslaught of political attacks, many of which have specifically targeted LGBTQ+ healthcare. This is why it is truly heartening to know that the Healthcare Equality Index (HEI) has seen record participation this year. **More facilities than ever have joined the HEI to make it clear that they stand on the side of fairness and are committed to providing inclusive care to their LGBTQ+ patients.**”

—JONI MADISON
(She/Her/Hers),
HRC INTERIM PRESIDENT



Personal Support for Culturally Specific Care

We seek to continually understand the barriers marginalized communities can face in accessing care (and the traumas that can surround that), so that we can advocate with compassion and empathy. **We also understand that decades of discrimination, systems of White Supremacy, Anti-Blackness, and a history of flat-out abuse create fear and mistrust for LGBTQ communities and communities of color.**



We do everything possible to help your employees get connected with culturally specific healthcare providers so they can receive care in a safe space. We cross reference community care resources and prepare custom provider listings based on search criteria that is not currently available through the health insurer provider search. The bottom line is you can trust us to be respectful and compassionate in our interactions with every one of your employees.



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

Connect with us:

hello@blackbirdbenefits.org

blackbirdbenefits.org

