

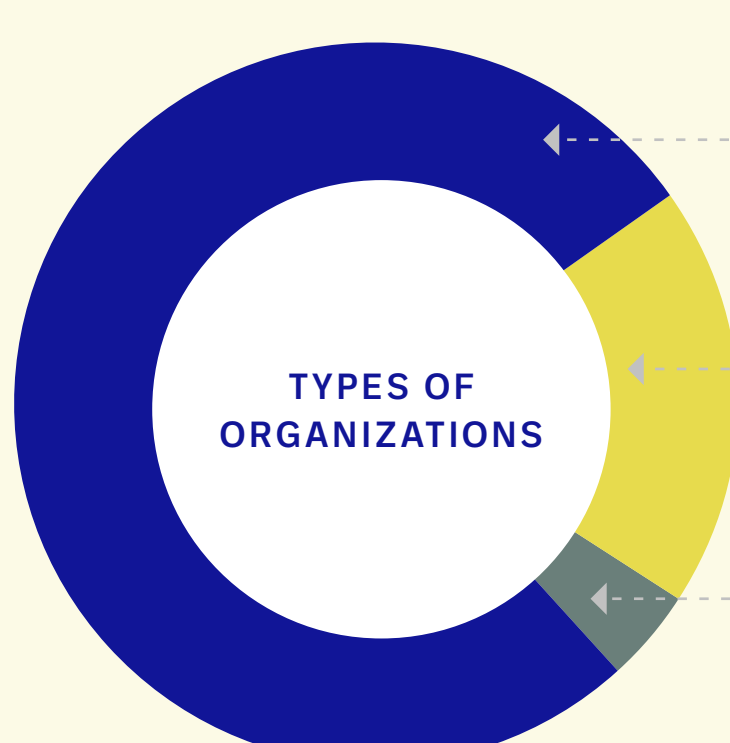


2023 Impact Survey Results

Who took the survey?

545
Respondents

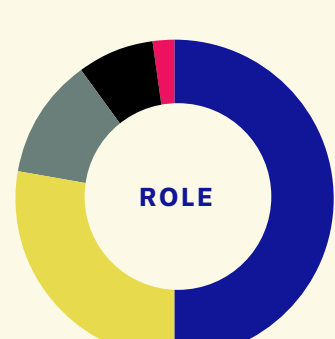
100%
Based in North America



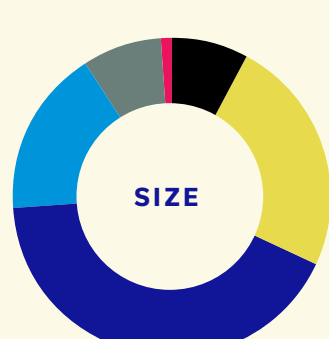
77% Mission-Driven Organizations

19% Traditional Business

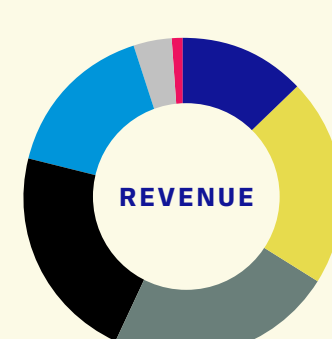
4% Nonprofits



● Founders/Executives **50%**
● Employees **28%**
● Board member **12%**
● Investor **8%**
● Others **2%**



● 1-10 **8%**
● 11-50 **24%**
● 51-200 **42%**
● 201-500 **17%**
● 501-1000 **8%**
● 1000+ **1%**



● < \$500,000 **13%**
● \$500,000 - \$2M **21%**
● \$2M - \$5M **23%**
● \$5M - \$15M **22%**
● \$15M - \$50M **16%**
● \$50M + **4%**
● Unsure **1%**

Mission-driven organizations are comprised of

39%
Certified B Corps

32%
Cooperatives

29%
Public Benefit Corporations

9% are both B Corps and Public Benefit Corps

What is being tracked?

#1

Energy Use

13%

#2

Carbon Emissions

12%

#3

Recycling

11%

#4

Water Use

10%

#5

Volunteer Hours

9%

#6

Donations

8%

3 Most Important Facets of Social Responsibility*

* To the survey respondents

#1

Worker Satisfaction

#2

Diversity, Equity, Inclusion

#3

Community Enrichment and Involvement

Primary responsibility for impact reporting

Sustainability department

31%

Marketing department

28%

Executive team

26%

Human Resources

13%

Other

1%

What tools do you use to track and measure your impact?



64%
Task-Specific Software



19%
Spreadsheets



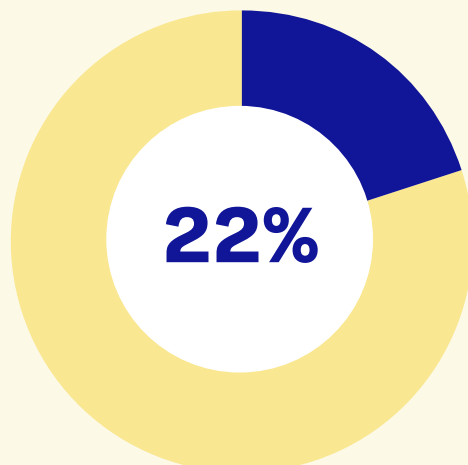
17%
B Impact Assessment

71% of organizations have produced an annual impact report

How do you use your impact report?

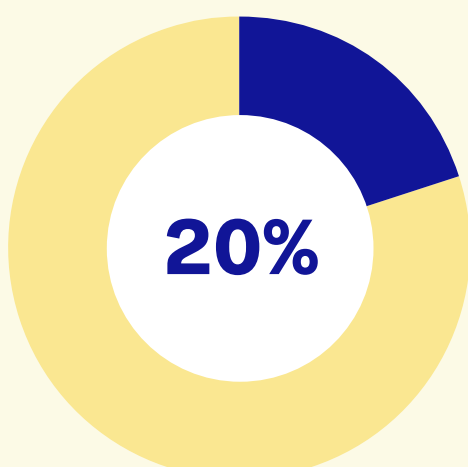
#1

Employee Training



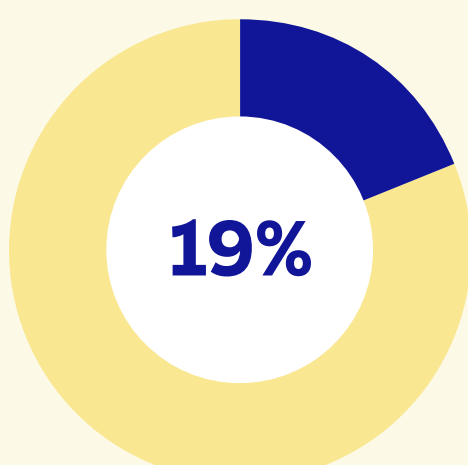
#2

Recruitment



#3

Board and Investor Comms



What are the top challenges?

#2

Data Analysis and Collection

#3

Planning

#1

Budget Constraints

#1

Establishing and living our corporate values

#2

Annual Impact Report Development

#3

Strategic Corporate Giving

77%

of companies interested in learning more about tools and resources created for social enterprises.

?

Which tools and resources would be most beneficial to your organization?