

2024
Review

IN THE MIDST OF EVOLUTION



2024 produced major shifts in politics, economics, society and technology. The speed of change, and the confluence of so many moving variables, led to widespread uncertainty. Sometimes, this manifested as fears and withdrawal. But we also saw strong leadership and courage from organizations who pressed forward in spite of an ever changing landscape.

Perhaps, it is because we had no choice. Time stops for no one. In order to endure, small businesses and nonprofits are often tackling challenges head on, doing what needs to be done to survive. Doing what is necessary to continue serving their clients.

While the air of uncertainty was thick last year, it's not the first time, and it won't be the last. Simplifying it to say there are always hurdles, does not mean they are always the same. They are often very different,

which is why good leaders continue to learn, adapt, and grow.

There are a few shifts we're paying close attention to right now. We're using our human-centered design skills alongside our early adoption and testing of tech innovation to identify shifts in human behavior, expectations, and emotions that lead to our beliefs, decisions, and actions. Why? When these factors change, best practices may no longer work, and they need to be reevaluated.

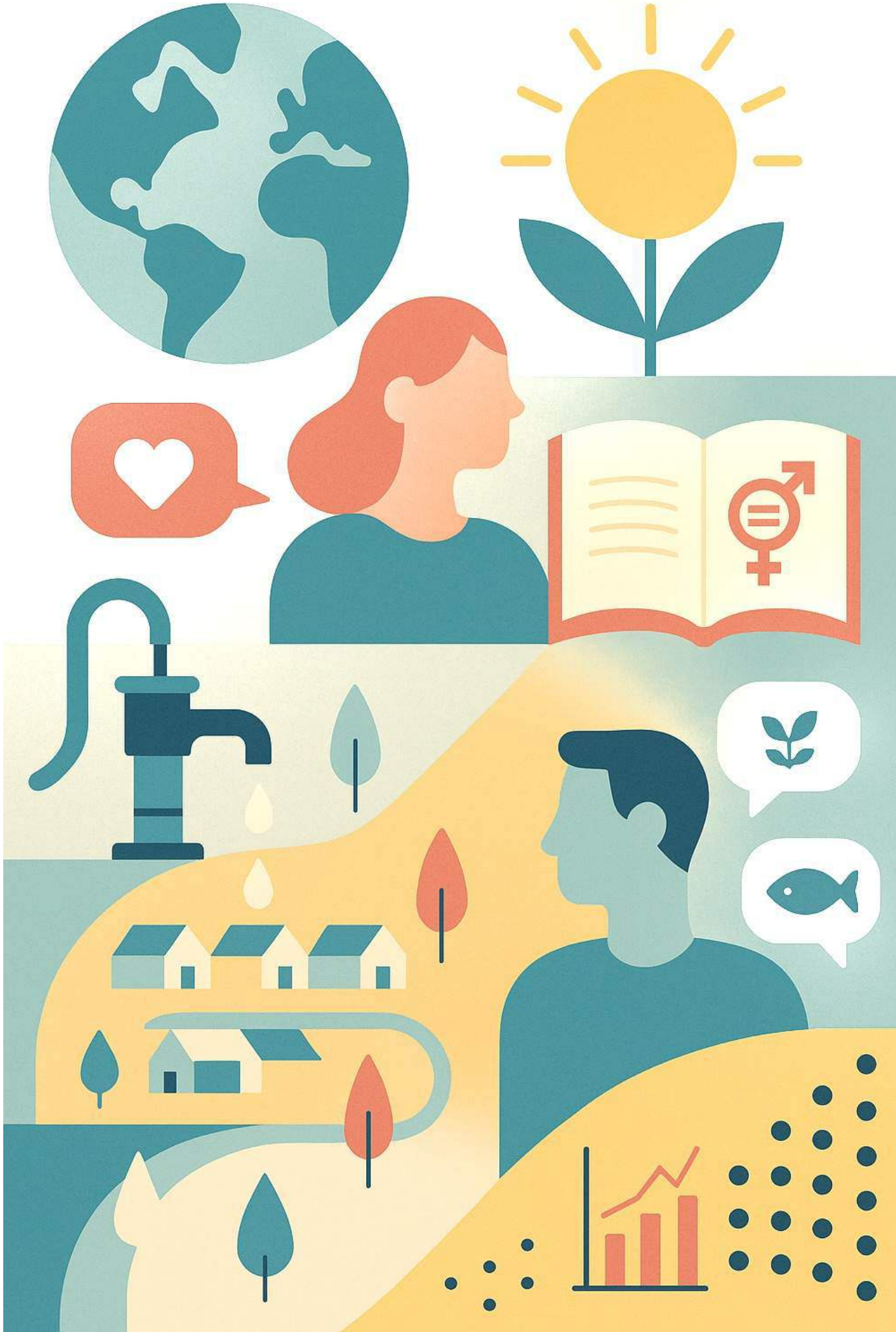
You may already be experiencing challenges as a result. Businesses build processes around what is known to work. It's hard to accept that what we know may no longer be valid. That's why we see giants like Kodak and Blockbuster falter in the midst of evolution even if they had every capability to succeed.

I believe we are in the middle of an evolution. Are you clinging to the past? Or are you showing up with courage and creating the future?



Sheryle Gillihan
Owner & CEO

MEASURING IMPACT - 2024

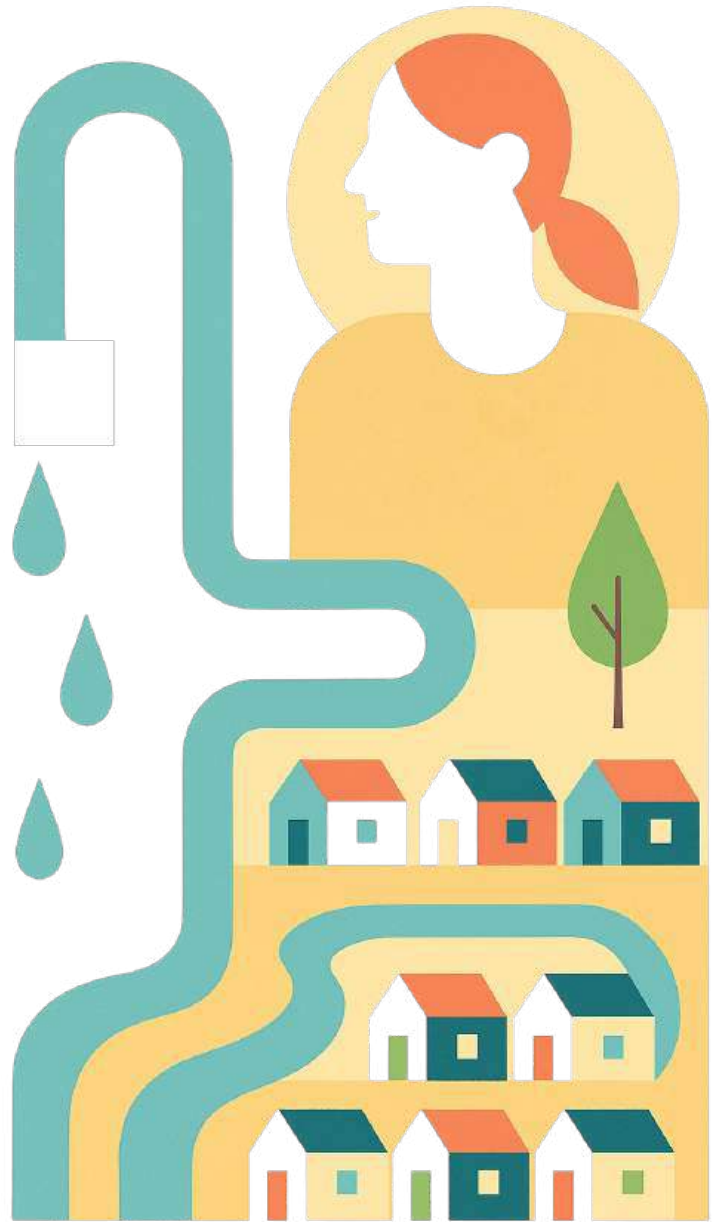


WHAT ARE THE UN SUSTAINABLE DEVELOPMENT GOALS?

The UN Sustainable Development Goals (SDGs) are the world's shared plan to end extreme poverty, reduce inequality, and protect the planet by the year 2030.

Adopted by 193 countries in 2015, the SDGs emerged from the most inclusive and comprehensive negotiations in UN history and have inspired people from across sectors, geographies, and cultures.

CauseLabs joined the UN Global Compact in 2019 when we found that we were perfectly aligned with the global goals. For over 10 years, the majority of our projects have aligned with at least one of the 17 Sustainable Development Goals. Last year, 100% of our clients aligned with one of the SDGs.



“We can’t improve what we don’t measure. Each year, CauseLabs reviews its projects to track alignment with the UN SDGs.”

Our 2024 Client and Project Alignment with the SDGs



No Poverty: **1** Client
 Good Health: **7** Clients
 Quality Education: **4** Clients
 Gender Equality: **3** Clients



Decent Work: **2** Clients
 Industry, Innovation: **5** Clients
 Reduce Inequality: **11** Clients
 Sustainable Cities: **3** Clients



Responsible Consumption: **1** Client
 Climate Action: **3** Clients
 Partners for the Goals: **5** Clients

The SDG Action Manager Scorecard is an impact management solution developed by B Lab and the United Nations Global Compact. It enables businesses of all sizes to set goals, track progress, and stay motivated on their actions toward the SDGs. CauseLabs measures our impact against all 17 SDGs. We are scored out of 100 based on various targets defined by B Lab and the UNGC for corporations.



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

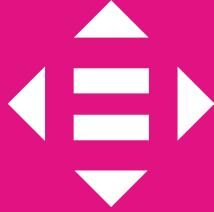
CauseLabs **35.5%**



USA (Company Average)



10 REDUCED INEQUALITIES



Reduce inequality within and among countries.

CauseLabs **60.8%**



USA (Company Average)



11 SUSTAINABLE CITIES AND COMMUNITIES



Make cities and human settlements inclusive, safe, resilient and sustainable.

CauseLabs **18.1%**



USA (Company Average)



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns.

CauseLabs **71.5%**



USA (Company Average)



13 CLIMATE ACTION



Take urgent action to combat climate change and its impacts.

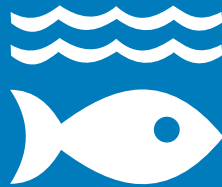
CauseLabs **51.7%**



USA (Company Average)



14 LIFE BELOW WATER



Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

CauseLabs **20.5%**



USA (Company Average)



15 LIFE ON LAND



Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification and halt and reverse land degradation and halt biodiversity loss.

CauseLabs **5.1%**



USA (Company Average)



16 PEACE, JUSTICE AND STRONG INSTITUTIONS

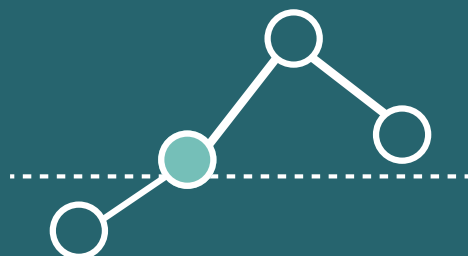


Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

CauseLabs **28.1%**



USA (Company Average)



Baseline Score
65.4%



**CORE
VALUES**

in action

WE SUPPORT



United Nations Global Compact

We joined the UN Global Compact in 2019 because we are committed to aligning our company and culture with the Ten Principles of the UN Global Compact to help transform the world through business. We want to inspire others to join us as we Make Global Goals Local Business to create the world we want.

Certified



Certified B Corporation

10+ years of proven impact. We have been a certified B Corporation since 2014. We love being a part of this growing movement to use business as a force for good. The impact assessment and SDG Action Manager allow us to measure our impact against the highest standards of overall social and environmental performance, transparency, and accountability.



Make Time to Vote

We're one of more than 700 businesses contributing to the culture shift needed to increase voter participation in the U.S. elections by giving our employees Time to Vote. Learn more about the movement [here](#).

What does Doing Work That Matters Look Like at CauseLabs?

- * Use technology as a force for good to make the world better.
- * Work with a grateful humble heart so that your work can better serve others.
- * Find joy and meaning in your work.
- * Solve problems worth solving.
- * Be a catalyst for the life-changing benefits of technology.



2020 Best Place for Working Parents

Small Business designation from Best Places 4 Kids and the City of Fort Worth. This is in recognition for our commitment to supporting working parents through our family-friendly policies and practices.



Adoption-Friendly Workplace

It's always an honor to be recognized as an Adoption Friendly workplace by the Dave Thomas Foundation for Adoption (DTFA). CauseLabs has been a leader in Small Businesses offering Adoption and Foster Benefits for the past 10 years.



Net Zero 2030

CauseLabs joins over 500 B Corps that are publicly committed to a net zero future by ensuring we will have Net Zero Carbon Emission by 2030.

**What does
Committing to
Excellence Look
Like at CauseLabs?**

- * Be better than great.
- * Build trust through transparency and communication.
- * Be tenacious, never stop learning. Fail fast and grow smarter.
- * Work at the intersection where compassion meets innovation.
- * Grow with our partners, scaling and accelerating impact through our work.

CERTIFIED B CORP (2014-2024)



Current Impact Score: 113.8

Certified B Corporations are leading a global movement of people using business as a force for good.

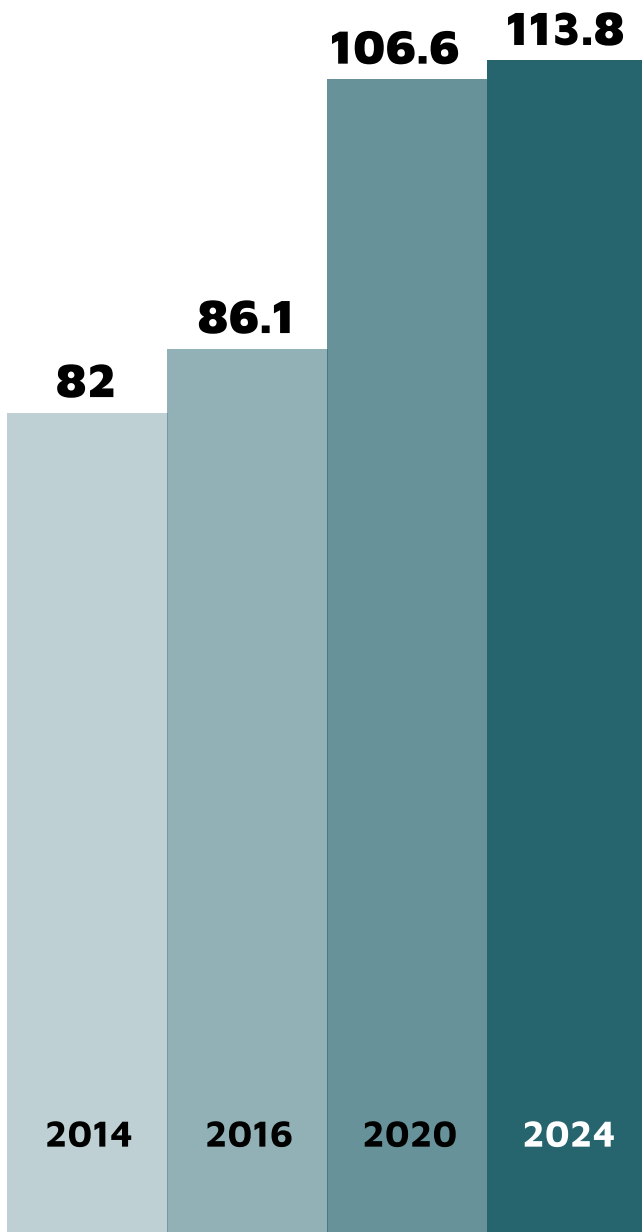
As a B Corp, we strive to meet the highest standards of overall social and environmental performance, transparency, and accountability and aspire to use the power of business to solve social and environmental problems.

In 2014 we became a certified B Corporation and received an impact score of 82. We've re-certified several times and now have a score of 113.8.

The dramatic increase in our score reflects our participation in the Inclusive Economy Challenge (IEC). This challenge is a call to action for the community of Certified B Corps to improve our collective impact towards an inclusive economy.

In 2018, we went from maintaining our impact to utilizing the Inclusive Economy Challenge to propel us in growing our positive impact. That trend continues each year even without the challenge imposed by B Lab and the B Corp community though it has slowed since the things we'd need to improve at this point are things we do not get points for as a distributed services company without any manufacturing or direct impact on the environment.

[View Our B Corp Profile](#)



2024 FINANCES

87% of our revenue went directly to employee compensation, benefits & contractor wages.

100%



Paid a living wage

We believe that our employees are the most valuable aspect of our company, and we follow that belief with action. Our decisions around salaries and benefits such as flexible time off stem from our values of Radical Respect and Embrace Possibility. As interest rates, inflation, and taxes rise, we are committed to paying our team above a living wage. Our salary bands are comparable to or above average for our industry for each role in our sector, market, and region.

100%



Healthcare Coverage

As U.S. Army veterans, Michael and Sheryle set a goal to cover 100% of the healthcare premiums for employees and their families. As a leadership team we recognized that health issues are the most unpredictable and disruptive factor in our business. Whether it's our own health or a family member's, we all needed support.

It was a challenging goal. Insurance premiums keep growing making the sustainability of the program an important factor in how we manage our company finances long term. On 2020, when many companies were cutting benefits, we decided we needed to take action and make this goal a reality. We're proud that we've upheld this commitment since its inception and are helping our team and their families thrive.

“At the end of a project, those who benefit from the results are amazed, and it seems as though it was easy because few witness the journey of innovation; the trek that requires teamwork, dedication, expertise, painstaking resilience, and one step at a time. Remember to thank the team who stepped forward in the dark, even when paths were not marked. Thank those who endured the storms when the end was not clear. And appreciate their wisdom to backtrack as it is likely to lead to a better path long term.”

CAUSELABS, PBC

