



BHL Media and Marketing, Inc./Buffalo Healthy Living Magazine

2016 BENEFIT REPORT

SELF-REPORTED & UNVERIFIED*

Created from the 2016 B Impact Assessment on the version designed for:
Wholesale/Retail companies, 0 employees, Developed Markets - U.S.



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Thank you for your interest in BHL Media and Marketing, Inc./Buffalo Healthy Living Magazine's 2016 Benefit Report.

BHL Media and Marketing, Inc./Buffalo Healthy Living Magazine is a legally-incorporated benefit corporation in the state of NY¹. A benefit corporation is a corporation that has voluntarily met the highest standards of corporate purpose, accountability, and transparency. Benefit corporations have a corporate purpose to create a material positive impact on society and the environment, have expanded the fiduciary duty of their directors to include consideration of stakeholder interests, and are required to report on their overall social and environmental performance.

In this report you will find:

- **B Impact Report:** a quantitative summary of this company's overall social and environmental performance assessed against the third party standard B Impact Assessment (BIA) in relation to each key stakeholder group and as compared to certain benchmarks
- **Benefit Report Narrative:** a set of narrative responses to questions required by the benefit corporation statute, including a discussion of why this benefit corporation chose the BIA as their reporting and impact management tool
- **B Impact Assessment:** answers to each BIA question assessing the company's positive impact on its workers, community, customers, and the environment

If you have any questions about benefit reports or benefit corporations generally, please visit benefitcorp.net or email thelab@bcorporation.net.

¹Benefit corporations (or benefit LLCs) are different from Certified B Corporations (aka B Corps). The most important difference from the perspective of a reader of this report is that benefit corporations, unlike Certified B Corporations, are not required to have their performance validated or certified by a third party.

BHL Media and Marketing, Inc./Buffalo Healthy Living Magazine

2016 B Impact Report



	Company's Points UNVERIFIED	Ordinary Businesses** UNVERIFIED	B Corps*** CERTIFIED
Overall B Impact Score	189 pts	51 pts****	97 pts****
Governance	20	6	14
Corporate Accountability	14	3	10
Transparency	6	3	4
Workers	0	20	26
Compensation, Benefits & Training	0	15	17
Worker Ownership	N/A	1	3
Work Environment	0	4	5
Community	153	15	44
Community Practices	153	10	20
Suppliers & Distributors	14	2	4
Local Involvement	15	3	6
Diversity	6	1	3
Job Creation	0	1	2
Civic Engagement & Giving	7	2	5
Customers	110	5	18
Consumer Products & Services	110	5	18
Serving Those In Need	0	N/A	N/A
Products or Services	65	N/A	N/A
Environment	16	6	13
Environmental Products & Services	N/A	2	8
Environmental Practices	16	N/A	N/A
Land, Office, Plant	4	3	5
Inputs	5	1	3
Outputs	2	1	1
Suppliers & Transportation	6	0	3

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** Median score of Ordinary Businesses that have completed the B Impact Assessment (BIA).

*** Median scores of all Certified B Corporations that have received a minimum certified score of 80 on the BIA.

**** For Ordinary Businesses and Certified B Corps, Total B Impact Scores will not equal the sum of the sub-scores since each reflects a median score.

Benefit Report Narrative

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Benefit corporation statutes require a benefit report to include narrative responses to a specific set of questions. Below are our responses to those statutory questions.

BHL Media and Marketing, Inc./Buffalo Healthy Living Magazine selected the B Impact Assessment (BIA) as the third party standard to prepare this benefit report because it is the most widely-used impact measurement and management tool in the world. It is used by more than 30,000 businesses to measure, compare, and improve their overall social and environmental performance, as well as by an increasing number of investors, business associations, and government entities serious about understanding and benchmarking the impact of the companies in which they invest and with which they do business. The BIA is governed by the nonprofit B Lab and meets the statutory requirement that a third party standard must be comprehensive, credible, transparent, and independent. More information about the BIA and B Lab is available at bimpactassessment.net.

Describe the ways in which the benefit corporation pursued general public benefit during the year and the extent to which general public benefit was created.

We pursued general public benefit through using the content in Buffalo Healthy Living Magazine to disseminate evidence-based information to educate thousands of people throughout our region and beyond to help them improve their lives and decisions to improve their overall health, fitness and nutrition decisions to help them lead healthier lives. We also use social media extensively and make it a point to distribute the magazines and provide them free at health fairs and other public events.

If applicable, describe the ways in which the benefit corporation pursued a specific public benefit that the articles of incorporation state it is the purpose of the benefit corporation to create and the extent the specific public benefit was created.

We pursued general public benefit through disseminating evidence-based information through the magazine, social media and at events to help people improve their overall health, fitness and nutrition decisions to help them lead healthier lives in accordance with our stated mission.

Describe any circumstances that have hindered the creation by the benefit corporation of general public benefit or specific public benefit this period.

The only challenge we have to widely disseminating information is our ability to have enough money to increase our distribution without the money being tied to advertising dollars.

Describe the process and rationale for selecting the third party standard used to prepare the benefit report

We want to be recognized based on applicable standards of adherence to our mission to improve people's lives by providing them with information that will help them make better decisions concerning their health. We also want to hold ourselves to a standard to meet our goals of providing the highest quality information possible.

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If applicable, provide an explanation for changing the third-party standard used to prepare the benefit report.

If applicable, provide a statement of any connection between the organization that established the third-party standard, or its directors, officers or material owners, and the benefit corporation or its directors, officers or material shareholders, including any financial or governance relationship which might materially affect the credibility of the use of the third-party standard.

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In this benefit report, was assessment of the overall social and environmental performance of the benefit corporation against a third-party standard applied consistently with any application of that standard in prior benefit reports?

- NA- This is the company's first benefit report
- No
- Yes

If a difference exists in the application of the standard from prior benefit reports, provide an explanation of the reasons for it.

Provide the name of the benefit director and the benefit officer, if any, and the addresses to which correspondence to each of them may be directed. Note: some states do not mandate that a Benefit Director or Benefit Officer exist, so this question may not apply. You can find more information about the requirements of individual states here: <http://benefitcorp.net/sites/default/files/Benefit%20Corporations%20Chart.pdf>

Benefit Director: Name	Annette L. Pinder
Benefit Director: Address	304 Bramblewood Lane, East Amherst, NY 14051
Benefit Officer: Name	Annette L. Pinder, President
Benefit Officer: Address	304 Bramblewood Lane, East Amherst, NY 14051

If applicable, provide a statement from the benefit director or the board of directors as to whether the benefit corporation acted in accordance with its general, and any named specific, public benefit purpose, and whether directors complied with their duty to consider the impact of decisions on stakeholders, and if in the opinion of the benefit director or board of directors they did not, a description of the ways in which they did not comply.

If applicable, provide additional information or explanations required by your state's specific benefit corporation statute.

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Instructions

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Does your company have a corporate mission statement, and does it include any of the following?

- No written statement
- A written corporate mission statement that does not include a social or environmental commitment
- A general commitment to social and/or environmental responsibility and stewardship
- A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)
- A commitment to a specific positive environmental impact (e.g. reducing waste to landfill with upcycled products)
- A commitment to serve a target beneficiary group in need (e.g. low income customers, smallholder farmers)

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Ownership Matters

What % of the company is owned by the following groups?

0%	1-9%	10-24%	25-49%	50%+	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Women and/or individuals from underrepresented populations, including low-income communities
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Individuals that qualify as non-accredited investors

What % of your Significant Suppliers are majority owned by women or individuals from underrepresented populations?

0%
 1-9%
 10-19%
 20-29%
 30%+
 Don't Know

Is the company considering a transition to broad-based employee ownership?

- Not presently under consideration
- Beginning to consider or plan this transition
- Transition expected in 2- 5 years
- Transition expected in 5-10 years

Relationships Matter

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Does your business collaborate with other local businesses in your community? If so, which of the following best describes your collaboration (check all that apply):

- We work directly with other businesses to address pressing problems in your neighborhood or community
- We procure goods and services in bulk from other local businesses (e.g. bulk raw materials purchases)
- We share expenses with other local businesses (e.g. rent for production facilities, shared accounting or HR services)
- We cross-promote other locally owned businesses in our community
- We provide technical assistance to other businesses in our community beyond the norms of our industry (e.g. local restaurant teaching others food businesses how to organize a successful composting program)
- We mentor or coach other business leaders in our community either individually or as a part of a formal peer group (e.g. provide leadership coaching to a neighboring business owner)

Does your community have a “Buy Local” campaign aimed at engaging local consumers? If so, which of the following best describes your participation this campaign:

- We are one of the organizers/key supporters of this campaign
- We offer specific promotions related to our “Buy Local” campaign
- We market our “Buy Local” participation heavily
- We are listed in the campaign, but do not promote it
- We do not participate (yet)
- Our community does not have a campaign like this

How does your business measure or support well-being among stakeholders? Check all that apply. Note: Click the Best Practices icon for links to resources on the topic

- Our core products and/or services are explicitly designed to promote well-being.
- We provide information, programming, training or activities related to well-being occasionally or on an ad-hoc basis.
- We provide information, programming, training or activities related to well-being regularly and on a sustained basis.
- We formally assess or measure well-being of stakeholders.
- Other: (Please describe any of your initiatives below.)

To what extent do you agree or disagree with the following statements? Owning, operating and/or working in a local, independently owned business contributes to my sense of:

Not Sure	Disagree	Agree	
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Lead a purposeful and meaningful life
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Be optimistic about my personal future
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Appreciate or feel the accomplishment of my work
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Feel positive in general
<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	Feeling a sense of control over my life and my time

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To what extent do you agree or disagree with the following statements? Being associated with our local business network helps our business:

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Not Sure Disagree Agree

- | | | | |
|-----------------------|-----------------------|----------------------------------|---|
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Procure more products and services from other local businesses |
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Collaborate more with other local businesses |
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Improve the social or environmental practices of our business |
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Collaborate with others in the community to solve our community's pressing problems |
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Connect more with my community |
| <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | Connect to a larger movement of community-minded businesses |

Which business or civic associations does your company actively participate that encourage collaboration with other businesses? Please check all that apply.

- N/A- Company does not actively participate in any business associations
- BALLE Network (e.g. LOCO BC or a Local First organization)
- Neighborhood Business Improvement Association
- Chamber of Commerce
- Industry/Trade Association

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Place Matters

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Is the majority of your company's banking services provided by an institution with any of the following characteristics?

- A certified CDFI or national equivalent social investment organization
- A Certified B Corporation
- A member of the Global Alliance for Banking on Values
- A cooperative bank or credit union
- A local bank committed to serving the community
- An independently owned bank
- None of the above

What % of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant production facilities?

- <20%
- 20-39%
- 40-59%
- 60%+
- Don't know

Approximately what % of the company's product line (by sales volume) was partly manufactured or processed in the province/state of your company's main operations ?

- N/A - we largely deal with perishable items that have to be processed locally.
- Don't know.
- 0-24%
- 25-49%
- 50-74%
- 75%+

Approximately what % of the company's input materials or inventory (by dollar value) were grown, manufactured, or processed in the province/state of your company's main operations?

- N/A - we largely deal with perishable items that have to be processed locally.
- Don't know.
- 0-24%
- 25-49%
- 50-74%
- 75%+

What was the % of per capita worker volunteer, community service, or pro bono time donated in the reporting period?

- 0%
- 0.1-0.5% of time
- 0.6-1% of time
- 1.1-2% of time
- >2% of time
- Don't know / not monitored

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How frequently does your business advocate for public policies and/or neighborhood planning that support locally owned businesses:



- Frequently
- Occasionally
- Rarely
- Never

How frequently does your business advocate for public policies and/or neighborhood planning that promote community sustainability?

- Frequently
- Occasionally
- Rarely
- Never

What is the social and environmental screen that is used for a majority of your company's Significant Suppliers:

- No formal screening process in place
- Screened for negative practices or regulatory non-compliance (e.g. no child labor)
- Screened for positive practices beyond what is required by regulations (environmentally-friendly manufacturing process; excellent labor practices, etc.)

Please describe your or your company's local advocacy efforts:

Our company advocates and supports local efforts in the support of fostering the health, fitness and nutrition for all Western New York residents. We provide and distribute magazines into underserved areas. We write about initiatives to improve health.

What % of the following was spent with suppliers located within 200 miles (or 322 km) of where the end product was used during the last fiscal year?

- | 0% | 1-9% | 10-19% | 20-29% | 30%+ | Don't know | |
|-----------------------|-----------------------|-----------------------|-----------------------|----------------------------------|-----------------------|--|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Raw materials (in currency terms) grown or harvested |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/> | Cost of Goods Sold (excluding labor) |



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Opportunity Matters

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What % of total full-time, part-time, and temporary workers (excluding interns) employed in company facilities are paid a living wage or above?

- <75%
- 75-89%
- 90-99%
- 100%
- N/A

What multiple is the highest compensated individual paid (inclusive of bonus) as compared to the lowest paid full-time worker?

- >20x
- 16-20x
- 11-15x
- 6-10x
- 1-5x

What percent of your employees are 'Satisfied' or 'Engaged'?

- N/A
- <65%
- 65-80%
- 81-90%
- >90%

Is there a formal consistent process for providing performance feedback to all tenured employees which includes any of the following?

- Is conducted on at least an annual basis
- Includes peer and subordinate input
- Provides written guidance for career development
- Includes social and environmental goals
- Clearly identifies achievable goals
- Follows a 360-degree feedback process
- None of the above

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Nature Matters

What % of company facilities (by area, both owned by company or leased) are certified to meet the requirements of an accredited green building program?

- <20%
- 20-49%
- 50-79%
- 80%+
- N/A - Company has virtual office

For which of the following systems have you used energy conservation/ efficiency measures for your corporate facilities in the past year?

- Equipment: Energy Star Appliances / Automatic Sleep Modes / After-Hour Timers / etc.
 - Lighting: Natural Light / CF Bulbs / Occupancy Sensors / Daylight Dimmers / Task Lighting / etc.
 - HVAC: Programmable Thermostat / Timers / Occupancy Sensors / Shade Sun-Exposed Walls / Double-Paneled Windows / etc.
 - Other (please specify)
 - None of the above
 - N/A - We utilize virtual office
- Other: virtual office

What % of materials or products purchased have third party social or environmental certification or approval, or are from Significant Suppliers that are purpose driven or have third party company level certification or approval?

- 0
- 1-19%
- 20-39%
- 40-60%
- 60%+
- Don't know

Please select the option that best describe how you monitor and record the following emissions:

Company does not currently monitor and record emissions	Company monitors and records emissions (no reduction targets)	Company monitors emissions and has specific reduction targets	Company monitors emissions and has met specific reduction targets during the reporting period	Eliminated emissions of this by-product entirely	N/A
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
					Scopes 1 and 2 greenhouse gas (GHG) emissions

Is the company focusing on any specific environmental initiatives this year, beyond those captured above? If so, please describe:

use email and electronic sources of information in addition to paper - also use 100% recyclable paper



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What % of Scopes 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?

- 0% 1-4% 5-9% 10-14% 15-20% >20% Don't Know

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What % of Scopes 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?

- 0% 1-4% 5-9% 10-14% 15-20% >20% Don't Know

What % of energy use is produced from low-impact renewable sources?

- 0% 1-24% 25-49% 50-74% 75-99% 100% Don't know

During the last fiscal year, what % of energy used by your company came from low-impact renewable sources?

- 0% 1-9% 10-24% 25-49% 50%+

What % of energy use in your corporate facilities or agroprocessing facilities is produced from renewable sources?

- 0%
 1-24%
 25-49%
 50-74%
 75-99%
 100%
 Don't know
 N/A

Which of the following water conservation methods have been implemented at the majority of your corporate offices:

- Low-flow faucets/taps, toilets/urinals, showerheads
 Grey-water usage for irrigation
 Low-volume irrigation
 Harvest rainwater
 Other (please describe)
 None
 N/A: My company has a virtual office

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Impact Business Models

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Was your company created with an intentional business model designed to address a social or environmental issue? If so, do any of the following goals fit the intent of your business model?

- Our product or service addresses specific social problems, such as access to basic services, health care, education, economic opportunity, capital and knowledge.
- Our production practices are designed to conserve the environment across the company's entire operations
- Our company is owned by our workers or suppliers.
- Our company focuses on alleviating poverty through its supply chain or its distribution networks.
- Our business model is designed to raise money for charitable causes.
- Our product or service targets underserved individuals directly or through other businesses or nonprofits.
- Our business model is designed to rebuild our local community.
- Our product or service itself conserves the environment.
- Our company hires and trains people with chronic barriers to employment.
- Our business isn't designed for these purposes
- Other:

Separate from a mission statement, has your company done any of the following to legally ensure that its social or environmental mission will be maintained over time, regardless of company ownership?

- Signed a contract or board resolution to amend or adopt a legal form that requires consideration of employees, community, and the environment (i.e. Signed B Corp Term sheet but have not yet adopted stakeholder consideration)
- Amended corporate governing documents to require the consideration of employees, community and the environment (e.g. Amended Articles of Incorporation)
- Has a specific legal entity/governance structure that preserves mission (i.e. cooperative)
- Legal entity/governance structure preserves mission and requires stakeholder consideration (i.e. Benefit Corp or cooperative that has amended governing documents to include stakeholder consideration)
- Other - Please describe
- None of the above

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Other Metrics

Number of full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.

Last 12 months: 3.00

Number of net full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.

Last 12 months: 3.00

Approximately what % of corporate taxes are paid in the jurisdiction of the company's head office or primary operating facility?

- Don't know
- 0-24%
- 25-49%
- 50-74%
- 75%+

B Impact Assessment

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Governance

Governance: Mission & Engagement

GV1.1 **Select the description that best describes your business.** [Not Weighted]

- Positive social/environmental impact is desirable but not a particular focus for our business.
- Social and environmental impact is frequently considered but it isn't a high priority.
- We consider social and environmental impact in some aspects of our business but infrequently.
- We consistently incorporate social and environmental impact into decision-making because we consider it important to the success and profitability of our business.
- We treat our social/environmental impact as a primary measure of success for our business and prioritize it even in cases where it may not drive profitability.

GV1.2 **Does your company have a corporate mission statement, and does it include any of the following?** [Less Weighted]

- No written statement
- A written corporate mission statement that does not include a social or environmental commitment
- A general commitment to social and/or environmental responsibility and stewardship
- A commitment to a specific positive social impact (e.g. poverty alleviation, sustainable economic development)
- A commitment to a specific positive environmental impact (e.g. reducing waste to landfill with upcycled products)
- A commitment to serve a target beneficiary group in need (e.g. low income customers, smallholder farmers)

GV1.3 **Please type or paste your mission statement here.** [Not Weighted]

Buffalo Healthy Living is dedicated to promoting the health, fitness and nutrition of all Western New Yorkers through providing evidence-based information in both print and digital form distributed throughout our region to help them improve their lives and their health.

GV1.5a **Does the Board of Directors or equivalent governing body review the company's social or environmental performance on at least an annual basis?** [Equally Weighted]

- Yes No N/A - No Board of Directors or equivalent governing body

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GV1.8a **In the last year, how did the company solicit specific feedback from its external stakeholders (excluding employees and investors) regarding the company's social and environmental performance?** [Less Weighted]

- No formal stakeholder engagement
- Annual stakeholder meeting
- Online stakeholder forum to provide/report social or environmental concerns or feedback
- Meetings or other engagement mechanisms with local community members
- Meetings or other engagement mechanisms with social or environmental advocacy groups
- Community/environmental representation on an advisory board.
- Third party or anonymous surveys about social/environmental performance
- Other (please describe)

GV1.10 **Are there key performance indicators (KPIs) or metrics that your company tracks at least annually to determine if you are meeting your social or environmental objectives?** [Equally Weighted]

- We don't track key social or environmental performance indicators
- We measure KPIs/metrics or outputs that we have identified and defined in order to determine if we are achieving our social and environmental objectives
- We measure social and environmental outcomes over time (examples: 3rd-party impact assessments, progress out of poverty indexing, beneficiary outcome surveys, etc.)

Governance: Corporate Accountability

GV2.1a **What is the company's highest level of corporate oversight?** [Less Weighted]

- Owner/Manager only
- Non-Fiduciary Advisory Board
- Board of Directors or Equivalent

GV2.2b **Which of the following apply to your company's Board of Directors or equivalent governing body?** [Equally Weighted]

- Meets at least twice annually
- Includes at least 1 independent member
- Oversees executive compensation
- Company is a co-op and elects Board from membership
- None of the Above
- N/A - no Board of Directors or equivalent

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GV2.3a **Which of the following stakeholder groups or relevant independent experts have voting seats on the Board of Directors or equivalent governing body?** [Less Weighted]

- Executive employee representative
- Non-executive employee representative
- Community expertise (e.g. local university representative)
- Environmental expertise (e.g. environmental nonprofits)
- Customers
- None of the above
- N/A - no Board of Directors or other governing body

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Governance: Transparency

GV4.1b **Does the company produce financials that are reviewed by the Board, other formal governing body, or independent third party?** [Equally Weighted]

- Yes No

GV4.5b **Does the company publicly share information on its social and/or environmental performance? If so, how?** [Equally Weighted]

- No public reporting on social or environmental performance
- Specific quantifiable social and/or environmental indicators or outcomes are made public
- Company sets public targets and shares progress to those targets
- Information is shared/updated annually
- Information is presented in a formal report that allows comparison to previous time periods
- Information adheres to a comprehensive third party standard (ex. GRI or B Impact Assessment)
- A third party has validated the information shared
- Impact reporting is integrated with financial reporting

GV4.6 **Is your product or service covered by a written consumer warranty or client protection policy?** [Less Weighted]

- Yes No

GV4.7 **Is there a publicly-known mechanism through which customers can provide product feedback, ask questions, or file complaints?** [Less Weighted]

- No
- Yes, there is a mechanism for feedback to be sent only privately to company
- Yes, there is a mechanism where feedback is made transparent to the public

Governance: Governance Metrics

GV5.1 **On what date did your last fiscal year end?** [Not Weighted]

12/31/2015

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GV5.2 **Reporting currency** [Not Weighted]

 US Dollar - USD



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Community

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Community: Job Creation

CM2.1 **Number of net full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.**

Last 12 months: 3.00

CM2.1 **Number of full-time and part-time jobs that have been added to your company's payroll. Enter 0 if none or if your company has no workers.**

Last 12 months: 3.00

Community: Diversity & Inclusion

CM3.2 **What % of the company is owned by the following groups?**

0%	1-9%	10-24%	25-49%	50%+	Don't know	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Women and/or individuals from underrepresented populations, including low-income communities
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nonprofit organization(s)
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Individuals that qualify as non-accredited investors

CM3.3 **Optional unweighted metrics: Approximately what % of your company's ownership is held by individuals from the following groups?**

Women	100%
Low income communities	0%
Other underrepresented populations (e.g. minorities, LGBT community, individuals with disabilities, etc.)	0%

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CM3.5 **What % of the members of your Board of Directors (or equivalent) are women or individuals from other underrepresented populations?** [Equally Weighted]

- 0%
- 1-9%
- 10-24%
- 25-49%
- 50%+
- Don't know
- N/A - No board of directors or equivalent

CM3.6 **Optional unweighted metrics: Approximately what % of your Board of Directors or other governing body are from the following groups?**

Women	100%
Low income communities	0%
Minority/previously excluded populations	0%
Other underrepresented populations (e.g. minorities, LGBT community, individuals with disabilities, etc.)	0%

CM3.11 **What % of your Significant Suppliers are majority owned by women or individuals from underrepresented populations?** [Equally Weighted]

- 0%
- 1-9%
- 10-19%
- 20-29%
- 30%+
- Don't Know

CM3.12 **Does the company have a written policy giving preference to suppliers owned by women or individuals from underrepresented populations?** [Less Weighted]

- Yes
- No
- N/A: Such policies are illegal in my country of operations

Community: Civic Engagement & Giving

CM4.1c **Does the following apply to the company's charitable giving and civic engagement in policy or in practice?** [Equally Weighted]

- Statement on the intended social or environmental impact of company's charitable contributions
- Cash and in-kind donations (excluding political causes)
- Community service and pro bono service
- Formal donations commitment (e.g. 1% for the planet)
- Other (please describe)
- None of the above

CM4.5 **Number of hours volunteered by full-time and part-time employees of the organization during the last fiscal year.** [Not Weighted]

150.00



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CM4.6b **What was the % of per capita worker volunteer, community service, or pro bono time donated in the reporting period?** [Equally Weighted]

- 0%
- 0.1-0.5% of time
- 0.6-1% of time
- 1.1-2% of time
- >2% of time
- Don't know / not monitored

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CM4.8b **What was the equivalent % of revenue donated to charity during the last fiscal year?** [Most Heavily Weighted]

- No donations last FY
- Less than 0.1% of revenues
- 0.1-0.4% of revenues
- 0.5-0.9% of revenues
- 1-1.9% of revenues
- 2%+ of revenues
- Don't know

CM4.9 **Which organizations does your company support?** [Not Weighted]

Buffalo Hearing & Speech Centers, Inc., Compeer of Greater Buffalo, Inc., American Heart Association, American Stroke Association, Catholic Health, Kaleida Health, Independent Health Foundation

Community: Local Involvement

CM5.1a **We realize that for companies with more than one office, the definition of local involvement is a more complicated one to answer. Please tell us a bit about the structure of your company geographically.** [Not Weighted]

We have one office in East Amherst, NY, but we are involved in giving and having a positive effect on the entire WNY Community and beyond.

CM5.3a **What % of your company's expenses (excluding labor) was spent with independent suppliers local to the company's headquarters or relevant production facilities?** [Equally Weighted]

- <20%
- 20-39%
- 40-59%
- 60%+
- Don't know

CM5.5a **What % of your company's Cost of Goods Sold (including value adding activities) was spent within the country of operations, from in-country registered companies or national citizens?** [Equally Weighted]

- 0%
- 1-19%
- 20-39%
- 40-59%
- 60-79%
- 80%+

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CM5.8 **Is the majority of your company's banking services provided by an institution with any of the following characteristics?** [Equally Weighted]

- A certified CDFI or national equivalent social investment organization
- A Certified B Corporation
- A member of the Global Alliance for Banking on Values
- A cooperative bank or credit union
- A local bank committed to serving the community
- An independently owned bank
- None of the above

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Community: Suppliers, Distributors & Product

CM6.1 **Please select the types of companies that represent your Significant Suppliers:** [Not Weighted]

- Product Manufacturers
- Professional Service Firms (Consulting, Legal, Accounting)
- Independent Contractors
- Marketing/Advertising
- Office Supplies
- Benefits Providers
- Technology
- Raw materials
- Farms
- Other

CM6.2 **Does your company screen and/or evaluate Significant Suppliers for social and environmental impact?** [Not Weighted]

- Yes No

CM6.4 **What is the social and environmental screen that is used for a majority of your company's Significant Suppliers:** [Equally Weighted]

- No formal screening process in place
- Screened for negative practices or regulatory non-compliance (e.g. no child labor)
- Screened for positive practices beyond what is required by regulations (environmentally-friendly manufacturing process; excellent labor practices, etc.)

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CM6.5a **When monitoring and evaluating the on-going social and environmental performance of the majority of Significant Suppliers, which of the following apply?** [Equally Weighted]

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- No formal supplier monitoring and evaluation process
- Significant Suppliers are evaluated based on company's own criteria
- Significant Suppliers are evaluated based on social and environmental standards best-in-class third-party certification for your industry (ISO, SA8000, etc.)
- Company visits a majority of Significant Suppliers on-site

CM6.6a **What is the average tenure of your relationships with Significant Suppliers?** [Equally Weighted]

- Less than 12 months
- 13-36 months
- 37-60 months
- 61 months or more
- Don't know

CM6.16 **Which of the following describe your relationships with all your company's independent contractors?** [Equally Weighted]

- Formal routine process for independent contractors to receive post-project/contract performance feedback
- Formal routine process for independent contractors to communicate post-project or post-contract feedback to the company
- Independent contractors are verified to either work on a time-bound basis, or else split their time with work for other clients. Contractors not meeting either criteria have been offered employment.
- Independent contractors are paid a living wage (when calculated as hourly wage when living wage data is available)
- We have independent contractors, but have not engaged in any of these practices
- N/A - We haven't used independent contractors in the last year

CM6.21 **What % of materials or products purchased have third party social or environmental certification or approval, or are from Significant Suppliers that are purpose driven or have third party company level certification or approval?** [Equally Weighted]

- 0
- 1-19%
- 20-39%
- 40-60%
- 60%+
- Don't know

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CM6.22a **During the last fiscal year, what % of revenues are generated from products that have a certification that assesses the product or production process for the product (including certifications related to social and environmental performance)?** [Equally Weighted]

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- 0%
- 1-9%
- 10-24%
- 25-74%
- 75-99%
- 100%
- Don't know
- N/A

CM6.23b **Does your company have a tracking system in place for all products to manage quality assurance issues?** [Equally Weighted]

- Yes No

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Environment

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Environment: Environment Introduction

EN1.27 **What kind of facilities does your business primarily operate in?** [Not Weighted]

- Company owned office space
- Leased office space
- Co-working Space
- Virtual/ Home Offices

Environment: Land, Office, Plant

EN2.2a **What % of company facilities (by area, both owned by company or leased) are certified to meet the requirements of an accredited green building program?** [Equally Weighted]

- <20%
- 20-49%
- 50-79%
- 80%+
- N/A - Company has virtual office

EN2.4 **Does the company have a company-wide recovery and recycling program that includes the following?** [Equally Weighted]

- Paper
- Cardboard
- Plastic
- Glass & metal
- Composting
- None of the above

EN2.6a **Does your company have an environmental management system that includes any of the following?** [Heavily Weighted]

- Policy statement documenting the organization's commitment to the environment
- Assessment undertaken of the environmental impact of the organization's business activities
- Stated objectives and targets for environmental aspects of the organization's operations
- Programming designed, with allocated resources, to achieve these targets
- Periodic compliance and auditing to evaluate programs conducted
- None of the above

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EN2.12 Which of the following environmentally preferred products have been purchased for the majority of your corporate facilities? [Equally Weighted]

- Non-toxic janitorial products
- Unbleached / chlorine free paper products
- Soy-based inks or other low VOC inks
- Recycled/environmentally preferred office supplies (paper, pens, notebooks, etc.)
- Other (please describe)
- None of the above

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EN2.14a Which of the following are true of how your company encourages good environmental stewardship in how employees manage their virtual offices? [Heavily Weighted]

- There is a written policy encouraging environmentally preferred products and practices in employee virtual offices (recycling, etc.)
- Company shares resources with employees regarding environmental stewardship in home offices (i.e. energy efficiency, recycling, etc.)
- Policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices.
- Employees are provided with a list of environmentally preferred vendors for office supplies
- None of the above

Environment: Land, Office, Plant (Virtual Office)

EN2.5.14a Which of the following are true of how your company encourages good environmental stewardship in how employees manage their virtual offices? [Heavily Weighted]

- There is a written policy encouraging environmentally preferred products and practices in employee virtual offices (recycling, etc.)
- Company shares resources with employees regarding environmental stewardship in home offices (i.e. energy efficiency, recycling, etc.)
- Policy in place for the safe disposal of e-waste and other hazardous materials purchased for employee home offices.
- Employees are provided with a list of environmentally preferred vendors for office supplies
- None of the above

Environment: Inputs

EN3.1a Does your company monitor, record and/or report its energy usage? [Equally Weighted]

- We do not currently monitor and record usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year

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EN3.1b **Does your company monitor, record and/or report its water usage?** [Equally Weighted]

- We do not currently monitor and record our usage
- We monitor and record usage (no reduction targets)
- We monitor and record usage, and have specific reduction targets
- We monitor usage and have met specific reduction targets during the last fiscal year



EN3.2 **Total energy used (Gigajoules) during the last 12 months:** [Not Weighted]

- Not tracked / unknown

EN3.3 **Total energy used from renewable resources (Gigajoules) during the last 12 months:** [Not Weighted]

- Not tracked / unknown

EN3.4 **Total water use (liters) during the last 12 months** [Not Weighted]

- Not tracked / unknown

EN3.6a **What % of energy use is produced from low-impact renewable sources?** [Heavily Weighted]

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- Don't know

EN3.6b **What % of energy use in your corporate facilities or agroprocessing facilities is produced from renewable sources?** [Heavily Weighted]

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- Don't know
- N/A

EN3.7a **Has the company increased its % use of renewable energy annually at its corporate facilities?** [Equally Weighted]

- Yes
- No
- Already Maximized (100% renewable)

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EN3.8a **For which of the following systems have you used energy conservation/ efficiency measures for your corporate facilities in the past year?** [Equally Weighted]

- Equipment: Energy Star Appliances / Automatic Sleep Modes / After-Hour Timers / etc.
 - Lighting: Natural Light / CF Bulbs / Occupancy Sensors / Daylight Dimmers / Task Lighting / etc.
 - HVAC: Programmable Thermostat / Timers / Occupancy Sensors / Shade Sun-Exposed Walls / Double-Paned Windows / etc.
 - Other (please specify)
 - None of the above
 - N/A - We utilize virtual office
- Other: virtual office



EN3.9 **During the last fiscal year, what % of energy used by your company came from low-impact renewable sources?** [Equally Weighted]

- 0% 1-9% 10-24% 25-49% 50%+

EN3.10a **Which of the following water conservation methods have been implemented at the majority of your corporate offices:** [Equally Weighted]

- Low-flow faucets/taps, toilets/urinals, showerheads
- Grey-water usage for irrigation
- Low-volume irrigation
- Harvest rainwater
- Other (please describe)
- None
- N/A: My company has a virtual office

EN3.12 **For what percentage of your products on a revenue basis has your company performed Life Cycle Assessments or had their environmental impact certified by a third party?** [Equally Weighted]

- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- No formal life cycle study, but life cycle considerations taken into materials selection
- N/A: My revenue is generated from a service and a LCA can not be conducted

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EN3.16a **What is the % of recycled, renewable, or other environmentally preferred materials in your product?** [Equally Weighted]



- 0%
- 1-24%
- 25-49%
- 50-74%
- 75-99%
- 100%
- N/A - Company does not sell a physical product

EN3.17 **Have any of your products, including packaging, been source reduced in the last fiscal year?** [Equally Weighted]

- Yes
- No
- N/A: My revenues are generated from a service so source reduction cannot be conducted.

Environment: Outputs

EN4.1 **Please select the option that best describe how you monitor and record the following emissions:**

Company does not currently monitor and record emissions	Company monitors and records emissions (no reduction targets)	Company monitors emissions and has specific reduction targets	Company monitors emissions and has met specific reduction targets during the reporting period	Eliminated emissions of this by-product entirely	N/A	Scopes 1 and 2 greenhouse gas (GHG) emissions
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

EN4.5 **Waste Disposed (metric tonnes) during the last 12 months** [Not Weighted]

EN4.6 **Waste Disposed: Recycled/Reused (metric tonnes) during the last 12 months** [Not Weighted]

EN4.7 **Total Greenhouse Gas Emissions (metric tonnes of CO2 equivalent) in:**

- Scope 1:
- Scope 2:
- Scope 3:



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EN4.11a **What % of Scopes 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?** [Heavily Weighted]

0% 1-4% 5-9% 10-14% 15-20% >20% Don't Know

EN4.11b **What % of Scopes 1 and 2 GHG emissions has been saved due to efficiency improvements implemented by your company?** [Equally Weighted]

0% 1-4% 5-9% 10-14% 15-20% >20% Don't Know

EN4.13 **Does your company have a formal program to evaluate how to reduce its generation of hazardous, universal, and/or non-hazardous waste?** [Equally Weighted]

Yes
 No
 Already maximized - we have achieved Zero Waste

EN4.17 **Is hazardous waste always disposed of responsibly, in a way that the company can verify?** [Equally Weighted]

Yes
 No
 N/A - We have eliminated hazardous waste

EN4.19a **Does the company have in place an active end-of-life product/component reclamation program to increase the useful life of parts and components?** [Equally Weighted]

Yes No N/A

Environment: Transportation, Distribution & Suppliers

EN5.3 **What % of the following was spent with suppliers located within 200 miles (or 322 km) of where the end product was used during the last fiscal year?**

0% 1-9% 10-19% 20-29% 30%+ Don't know

Cost of Goods Sold (excluding labor)

Raw materials (in currency terms) grown or harvested

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Impact Business Models

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Impact Business Models: Mission Locked

IBM1.2 **Separate from a mission statement, has your company done any of the following to legally ensure that its social or environmental mission will be maintained over time, regardless of company ownership?** [Equally Weighted]

- Signed a contract or board resolution to amend or adopt a legal form that requires consideration of employees, community, and the environment (i.e. Signed B Corp Term sheet but have not yet adopted stakeholder consideration)
- Amended corporate governing documents to require the consideration of employees, community and the environment (e.g. Amended Articles of Incorporation)
- Has a specific legal entity/governance structure that preserves mission (i.e. cooperative)
- Legal entity/governance structure preserves mission and requires stakeholder consideration (i.e. Benefit Corp or cooperative that has amended governing documents to include stakeholder consideration)
- Other - Please describe
- None of the above

Impact Business Models: Customer Models Introduction

IBM15.1a **Does your product/service address a social or economic problem for or through your customers?** [Not Weighted]

- Yes No

Impact Business Models: Customer Products & Services Introduction

IBM16.2 **How would you describe the positive outcome for customers created by your product/service?** [Not Weighted]

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IBM116.3 Which of the following most closely matches the outcome and/or problem solved for your customers as defined above? (Only select the ONE most relevant option for each product line. This will guide you to a series of questions specific to the type of impact you indicate you are creating.)

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Yes No

- Access to products/services that fulfill basic human needs for individuals without prior access (e.g. providers of electricity or clean drinking water to rural poor communities, affordable housing projects, waste and sanitation systems or disposal)
- Improved or Maintained Health/Wellness (e.g. medical equipment, medical services and medicines, preventative health services or products, healthy living products, exercise and sporting products, prescription eyeglasses)
- Improved Education or Skills Development (e.g. schools, textbooks, tutoring services, career leadership training, education tools, games and software)
- Increased economic opportunity for underserved groups (e.g. financial or insurance services or benefits consulting for the underserved, new mechanisms to connect products to market)
- Increased social and/or environmental impact for businesses or other organizations (e.g. sustainability consulting)
- Increased Access to Arts, Media, or Culture (e.g. independent media, artisanal crafts, photography, information services)

IBM116.4 Total Number of Customers

Organizations:

200.00

Impact Business Models: Basic Services for the Underserved

IBM35.1 Please tell us more about how your product or service creates access to basic services. [Not Weighted]

The information we provide is a wonderful resource for the more than 105,000 monthly readers through the knowledge and resources we provide.

IBM35.2 Which of the following product or service descriptions best fit your company? [Not Weighted]

- Products/services are used to *support* the provision of basic services to the underserved (e.g. software that helps social service agencies serve those in need better)
- Products/services provide basic services to the underserved without prior access (e.g. clean water to those in need, low-income housing for disaster-hit areas)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

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IBM135.3 **How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.**

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& UNVERIFIED*

Individuals	1,000,000.00
Households	1,000,000.00
Communities	200.00
Governments	

Impact Business Models: Health & Wellness Improvement

IBM36.2 **Which of the following best describes your health related product or service?** [Not Weighted]

- Our product reduces health risk, such as by producing healthy alternatives to products that are traditionally unhealthy or toxic to consumers (healthy food alternatives that meet rigorous government standards, BPA free, etc.)
- Our product/service contributes to the positive development of individual health and well-being (wellness programs, sporting equipment)
- Our product/service supports healthcare through improving the efficiency or access to healthcare systems (health insurance, drug tracking, hospital equipment, etc.)
- Our product/service directly provides healthcare that cures or prevents illness/disability
- None of the above

IBM36.3 **What is the severity of the health issue or issues addressed by your product/service?** [Not Weighted]

- High
- Mid
- Low
- My product/service does not address a particular ailment, it contributes to overall positive health outcomes
- My product/service enables healthcare that cures or prevents illnesses/disabilities of all kinds
- Don't know

IBM36.4 **Which of the following best describes the extent to which your product/service contributes to the positive health outcome?** [Not Weighted]

- My product/service has been demonstrated to effectively and substantially address the stated health problem, independent of other factors
- My product contributes to the stated positive health outcome, but does so dependent upon other resources/circumstances outside of our control

Impact Business Models: Education

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IBM37.1 Please tell us more about how your product or service promotes education or professional development and advancement. [Not Weighted]

Our product is used in the workplace by HR departments for their wellness programs, and in schools to teach children wellness.

SELF-REPORTED
UNVERIFIED*

IBM37.2 Which of the following product or service descriptions best fit your company? [Not Weighted]

- Products/services offer or promote access to general knowledge (e.g. books, generalized information)
- Products/services support education or education/professional development initiatives (e.g. educational toys, grading software)
- Products/services provide ongoing professional development and advancement of knowledge (training programs for professionals, service learning, textbooks, specialized research or scientific journals)
- Products/ services provide essential educational credentials and academic development (primary or secondary school, accredited trade schools and career training, etc.)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

IBM137.3 How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.

Individuals	900,000.00
Households	
Communities	200.00
Businesses/Non-Profits	1,200.00
Governments	

IBM37.4 If relevant, provide the average length in number of days of your education program. Provide a brief description on how you calculated this. [Not Weighted]

365 -- our magazine and its educational content are available every day.

IBM37.5 Please provide a brief description of how you track your customer/client/beneficiary figures. [Not Weighted]

We publish monthly and the magazine is available throughout the entire month, every day.

IBM37.6 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

291,279.00

IBM37.7 This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from educational products or services?" and "Total revenue from the last fiscal year" [Not Weighted]

IBM37.8 This is a calculated question based on your answers above: IBM37.2 Which of the following product or service descriptions best fit your company? and IBM37.7 What % of your revenues last fiscal year were from products or services that promote education? [6x]

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IBM37.13 **How do you verify that your product contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

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IBM37.14 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No NA

IBM37.15 **Is there something different or innovative about the company's education product/service that has changed the industry? Is this something that is replicable, unique at the time that it was created, that has been emulated by other organizations?** [Not Weighted]

We have others trying to recreate our product

IBM37.18 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

Impact Business Models: Economic Empowerment for the Underserved

IBM39.1 **Tell us more about how your product or service provides or improves economic opportunity and empowerment for individuals and/or communities.** [Not Weighted]

We provide information and resources for people in the magazine, information about upcoming events, we post job opportunities, we let people know about educational opportunities, etc.

IBM39.2 **Which of the following product or service descriptions best fit your company?** [Not Weighted]

- Products/services create economic opportunity for low-income/under-served individuals as a by-product and are designed for another purpose (e.g. worker benefits consulting, affordable quality day care)
- Products/services create core economic opportunity for low-income/under-served individuals (e.g. financial literacy, micro-insurance, urban planning, legal services for under-served, employment firms)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

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IBM139.3 **How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count.**

SELF-REPORTED
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Individuals	1,000,000.00
Households	
Communities	
Businesses/Non-Profits	1,200.00
Governments	

IBM39.4 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

This is actually difficult, but a survey by the Circulation Verification Council reveals that we have approximately 105,000 readers every single month just in print.

IBM39.5 **What were your total revenues last fiscal year from the previous products or services?** [Not Weighted]

Not tracked / unknown

IBM39.6 **This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services providing economic opportunity/empowerment to low-income individuals?" and "Total revenue from the last fiscal year"** [Not Weighted]

IBM39.12 **How do you verify that your product or service contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- We cannot provide verification of our outcomes at this time.
- Our product is too early stage to have research or studies that link our product to positive outcomes

IBM39.13 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

Yes No NA

IBM39.14 **Is there something different or innovative about the company's products/services that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

We have a unique format and provide free information to the public

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IBM39.17 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

Yes No

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Impact Business Models: Arts, Media, & Culture

IBM41.1 **Please tell us more about how your product or service promotes the arts, sciences or media.** [Not Weighted]

We are a free magazine available in supermarkets, medical and dental offices, cafes, restaurants, fitness centers, etc. that helps provide people with great information to help them improve their lives.

IBM41.2 **Which of the following product or service descriptions best fit your company?** [Not Weighted]

- Products/services preserve culture, for instance through the creation of artisanal handicrafts or use of historic production methods
- Products/services offer or promote original art
- Products/services with a core purpose of journalism
- Products/services have a core purpose of civic engagement and/or civil-society focused media
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

IBM141.3 **How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count (if reporting number of communities, do not also report the number of individuals in that community).**

Individuals	1,260,000.00
Households	
Communities	
Businesses/Non-Profits	1,200.00
Governments	

IBM41.4 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

Through a formal survey by the Circulation Verification Council.

IBM41.5 **What were your total revenues last fiscal year from the previous products or services?** [Not Weighted]

291,279.00

IBM41.6 **This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that promote the arts or media?" and "Total revenue from the last fiscal year"** [Not Weighted]

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IBM41.7 This is a calculated question based on your previous answers: "Which of the following product or service descriptions best fit your company?" and "What % of your revenues last fiscal year were from products or services that promote the arts or media?" [6x]

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IBM41.12 How do you verify that your product contributes to the outcome previously selected? [Least Weighted]

- We have a track record of successful, verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

IBM41.13 If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved? [Least Weighted]

- Yes No NA

IBM41.14 Is there something different or innovative about the company's arts, media or knowledge-focused product/service that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations? [Not Weighted]

We have an extremely unique format that is engaging that others do try and emulate.

IBM41.17 Does your company also measure and manage the negative or unintended outcomes generated by this business model? [Least Weighted]

- Yes No

Impact Business Models: Impact Improvement

IBM44.1 How does your product/service improve the impact of your clients? [Not Weighted]

- Product/service supports impact improvement of an enterprise by contributing research, advice, measurement and/or reporting that enables impactful decision-making
- Product/service directly improves the social or environmental performance of the business through implementation and/or consulting (energy efficiency, benefits consulting, community engagement)
- These descriptions do not apply to our company's product/service (Skip the remainder of this section)

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IBM44.2 **Which of the following best describes the extent to which your product/service contributes to the implementation of positive changes in the impact of clients?** [Not Weighted]

- My product is designed to help companies improve their impact, but we cannot verify that positive changes have been implemented.
- My product is designed to help companies implement and improve their impact and we can verify that improvements were made
- My product directly implements and improves the impact of the company

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IBM44.3 **What were your total revenues last fiscal year from the previous products or services?** [Not Weighted]

291,279.00

IBM44.4 **What % of your revenues last fiscal year were from the previous products or services?** [Not Weighted]

IBM44.5 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

We ask them and they tell us.

IBM144.6 **How many customers/clients/beneficiaries were served through the provision of the previous products or services during the last 12 months? Please provide figures that are as accurate as possible. Estimates within +/- 5% acceptable. Do not double count (if reporting number of communities, do not also report the number of individuals in that community).**

Businesses/ Non-Profits

135.00

IBM44.7 **How do you verify that your product improves the impact of your client organizations?** [Least Weighted]

- We have a track record of successful verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or third party verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

IBM44.8 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes
- No
- N/A - No direct research conducted

IBM44.9 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes
- No

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IBM44.14 **Is there something different or innovative about the company's products/services that has changed the industry? Is this something that is replicable, unique at the time that it was created, and that has been emulated by other organizations?** [Not Weighted]

yes

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Impact Business Models: Improved Impact (Direct)

Impact Business Models: Health Outcomes (Partial)

Impact Business Models: Serving In Need Populations

IBM59.1 **Does your product/service benefit underserved populations, either directly or by supporting organizations that directly serve them?** [Not Weighted]

Yes No

IBM59.2 **Describe the beneficiaries or end-users of your products or services and how you characterize them as underserved.** [Not Weighted]

We make magazines available to churches and underserved neighborhoods and grocery stores, hospitals and community centers.

IBM59.3 **If your beneficiaries are underserved individuals, which of the following underserved populations do they belong to? If you serve organizations that serve the underserved, which of the following populations are your client's beneficiaries?** [Not Weighted]

- Low income, poor, or very poor
- Other populations underserved in your product/service category, which can include minorities, veterans, disabled individuals
- Individuals who are not underserved in your product/service category (do not continue)

IBM59.4 **Which of the following best describes how your product/service benefits underserved populations previously described?** [Not Weighted]

- My product/service is directly used by the previous underserved populations (e.g. products marketed to or designed for the underserved)
- My product/service directly helps purpose driven enterprises improve positive impact for their underserved beneficiaries, but is not designed specifically for that underserved population (e.g. teaching curriculum sold to low income schools)
- My product/service helps the financial viability of purpose-driven enterprises, which in turn allows them to continue to serve their underserved target population (ex. marketing or accounting services for a social service agency)
- My product/service directly helps purpose driven enterprises improve positive impact for their underserved beneficiaries, and is specifically designed to benefit that underserved population (e.g. teacher training/curriculum specifically designed to address challenges of teaching low income students)

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IBM159.5 If relevant, select which of the following impoverished communities your company serves:

- | | Urban | Rural | Peri-urban |
|------------|-------|-------|------------|
| Low Income | | | |
| Poor | | | |
| Very poor | | | |



IBM59.6 If relevant, which of the following beneficiary groups is your product/service targeting? [Not Weighted]

- Young children (younger than 5 years old)
- Children and adolescents (5 years of age or older but younger than 18)
- Adults
- Elderly/older adults
- Persons with disabilities
- Minority/previously excluded populations
- Women
- Pregnant women
- Other at risk populations
- None of the above

IBM59.7 Which of the following statements are true about your in-need customers/ clients? [Not Weighted]

- Most customers/clients continue with us year by year and latest figures for the year roughly reflect the total number of beneficiaries to date
- Customers/clients we reach each year are in addition to previous customers/clients and total number served should be calculated by adding together the numbers for each year
- Don't know - we don't sell direct to customers/clients

IBM59.8 How much revenue is generated through sale to the previously selected beneficiary group(s) or nonprofit(s)? [Not Weighted]

- Not tracked / unknown

IBM59.9 What % of customers/end beneficiaries of your product or service are from an underserved population identified previously? If you serve purpose driven enterprises, please respond with the % of your revenues generated from services provided that benefited the previously selected underserved in the last fiscal year. [Not Weighted]

- Not tracked / unknown

IBM59.10 This is a calculated question based on your previous answers: "Which of the following best describes how your product/service benefits underserved populations described previously?" and "What % of customers/end beneficiaries of your product or service are from an underserved population identified previously?" [Not Weighted]

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IBM159.12 **How many customers/clients served qualify in the previously selected underserved populations during the last 12 months? Do not duplicate individuals and households. Estimates within +/- 5% are acceptable.**

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Individuals

Households

Communities

Businesses/Non-Profits

Governments

IBM59.13 **Please provide a brief description of how you track your customer/client/beneficiary figures.** [Not Weighted]

We track how many magazines are distributed in these areas.

IBM59.14 **Which of the following products/services attributes assist in targeting the previously selected underserved communities:** [Least Weighted]

- Product/service is accompanied by a zero-interest or below-market financing option (directly from company or through finance partner) with small repayment amounts to provide the poor access to purchase
- Company utilizes a cross-subsidization model whereby higher pricing for middle and high-income clients facilitates offering lower/subsidized pricing for low income clients/customers
- Product/service pricing model includes transparent pricing for all customers
- Vendor provides training on safe use and/or maintenance of the product/service
- These product/service attributes do not apply to our company (Skip the remainder of this section)

IBM59.15 **Use the field below to describe any innovative technology, distribution or pricing models selected previously.** [Not Weighted]

We provide non profit pricing

IBM159.16 **If relevant, how many customers/clients served in the last 12 months qualify as poor or very poor, with incomes below \$2/day? Do not double-count (e.g. if you report 5 households, do not also report the number of individuals in those 5 households). Estimates within +/- 5% acceptable.**

Individuals

Households

IBM59.17 **What % of customers/beneficiaries qualify as poor or very poor with incomes below \$2.00 per day?** [Heavily Weighted]

- Not tracked / unknown

IBM59.18 **How much revenue is generated through sale to clients/customers that live on less than \$2/day?** [Not Weighted]

Impact Business Models: Community Business Models Introduction

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IBM104.1 Is your company structured to benefit community stakeholders in any of the following ways?



Yes No

- A producer-owned cooperative structure in which suppliers share control and benefits of company operations (e.g. farmer cooperative, artisanal cooperative)
- Purchasing fair/direct trade to improve livelihoods for underserved groups in your supply chain
- A micro-distribution or micro-franchising model that provides economic opportunities to underserved groups
- A formal standing commitment to donate a significant portion of sales/profits/ownership to charitable causes
- Providing high quality jobs and/or professional development for individuals with chronic barriers to employment (workforce development programs)

Impact Business Models: Supply Chain Poverty Alleviation

IBM12.1 Does your company source from and/or provide support to populations in low-income, poor, or very poor markets through your supply chain purchasing practices? [Not Weighted]

- Yes
- No (you may skip the rest of this section)

IBM12.2 Do you purchase directly from underserved suppliers in low-income, poor, or very poor markets? [Not Weighted]

- Yes, I purchase directly from underserved suppliers
- No, I purchase from brokers or other companies that are verified to be purchasing from and supporting underserved suppliers

IBM12.3 What types of suppliers from underserved markets are in your supply chain? [Not Weighted]

- Small-scale Factories in Underserved Markets
- Fair Wage/ Labor Certified Plantation/Estate Farms in Underserved Markets
- Worker or Producer-Owned Cooperatives
- Small-Holder Small Scale Farms/Suppliers in Underserved Markets (less than 50 employees)
- Micro-entrepreneurs/artisans in underserved markets

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IBM12.4 **Are any of the following trade terms provided to underserved suppliers?** [Not Weighted]

- A premium is paid beyond market price for community support and development
- Input materials come from a relationship where contracts are signed and executed for the next year
- Input materials come from a relationship where the contract price was partially or fully paid in advance to significant suppliers (including loans through a partner organization)
- Pricing of product is determined collaboratively with suppliers
- Onsite visits are made to suppliers on at least an annual basis.
- None of the above

IBM12.5 **What % of your cost of materials comes from the stated under-served supplier groups that recieved the previous trade terms?** [Not Weighted]

- Not tracked / unknown

IBM12.6 **This is a calculated question based on your previous answers: "Are working conditions and wages of suppliers verified to meet credible standards to ensure dignity and equitable economic empowerment for employees? If so, what methodology is used to determine standards?" and "What % of your cost of materials comes from the stated under-served supplier groups that recieved the above trade terms?"** [Most Heavily Weighted]

IBM12.7 **What is the total cost of materials sourced through the previous trade terms?** [Not Weighted]

- Not tracked / unknown

IBM12.9 **Do you track the premium paid to suppliers?** [Least Weighted]

- Yes No

IBM12.10 **If yes, what is the average premium paid to suppliers in the last year (either on product or wage)?** [Not Weighted]

- Not tracked / unknown

IBM12.17 **What % of your cost of materials comes from under-served supplier groups that are verified for labor and wage practices as previously described?** [Not Weighted]

- Not tracked / unknown

IBM12.21 **Does your company track the impact of your work with small-scale suppliers on the lives of suppliers' employees?** [Least Weighted]

- Yes No

IBM12.24 **Do customers and/or the public have access to information about the company's supply chain practices?** [Least Weighted]

- Customers have access to information about suppliers being sourced from, including their location
- Customers can access information on the social and environmental standards required of suppliers
- None of the above



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Impact Business Models: Designed to Give

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IBM13.1b **Are any of the following true regarding your charitable giving structure?** [Most Heavily Weighted]

- 20% or more of my company is owned by a non-profit organization
- We are formally committed to donate more than 20% of profits to charity each year.
- We are formally committed to donate the equivalent of 2% of revenues or more to charitable partners each year (including in kind product donations).
- We are formally committed to donate the equivalent of 5% or more of our time through pro-bono services
- We have created and provide the majority of funding for a non-profit foundation, of which at least 10% of company profits (or 2% of sales) are donated each year
- None of the above (please skip the rest of this section)

IBM13.4 **Does your company do any of the following?** [Less Weighted]

- Play a leadership role with recipient charitable organizations (e.g. board or advisory board participation)
- Use a 3rd party screen to ensure that recipient organizations meet specific guidelines to qualify for donations
- Use a 3rd party screen to ensure that recipient organizations are efficiently allocating resources (i.e. Guidestar, Charity Navigator)
- Company screens charitable partners based on their own criteria
- None of the above

IBM13.6 **Has your company defined the outcomes (separate from the outputs) it seeks through your donations?** [Least Weighted]

- Yes No

IBM13.9 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

Impact Business Models: Environmental Models Introduction

IBM159.1 **Are your company's products or process structured to restore or preserve the environment in any of the following ways?**

Yes No

- Through a product or service that preserves, conserves, or restores the environment or resources
- Through a manufacturing, wholesale or agriculture process which is designed to significantly reduce environmental impact compared to typical practices for the industry

Impact Business Models: Environment Products & Services Introduction

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IBM180.1 In what way or ways does your product/service conserve the environment? Please select ONE option per product line. You may select an additional option if your product line has two separate environmental attributes.

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Yes No

- Provides or is powered by renewable energy or cleaner-burning energy than market alternatives (e.g. solar panel manufacturers/installers, hybrid vehicles)
- Conserves or diverts resources (including energy, water, materials, etc.)
- Conserves or preserves the well-being of land and/or animals (e.g. land protection or reforestation services, sustainably harvested agricultural products)
- Reduces or is made of less toxic/hazardous substances (e.g. brownfield remediation services, organic food, non-toxic cleaners)
- Educates, measures, researches, or provides information to solve environmental problems (e.g. environmental consulting or auditing)

IBM80.2 Does your product or service have any third-party certifications? If so, please list certifications. [Not Weighted]

Impact Business Models: Toxin Reduction / Remediation

IBM85.1 Tell us more about how your product or service reduces use of toxic or hazardous substances, prevents pollution or remediates discharges to air, land or water [Not Weighted]

We use recycled paper and ink supplies for printing.

IBM85.3 What is the average % toxic/hazardous material reduction or pollution prevention (by weight or volume) achieved by the product or service? [Not Weighted]

Not tracked / unknown

IBM85.4 What were your total revenues last fiscal year from the previous products or services? [Not Weighted]

Not tracked / unknown

IBM85.5 This is a calculated question based on your previous answers: "What were your total revenues last fiscal year from products or services that provide toxic/hazardous substance reduction?" and "Total revenue from the last fiscal year" [Not Weighted]

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IBM85.11 **How do you verify that your product contributes to the outcome previously selected?** [Least Weighted]

- We have a track record of successful, verified positive outcomes and have created case studies based on these.
- There is secondary research that supports the link between our type of product and the stated outcome.
- We conduct our own direct research to track the outcomes produced for all our customers, such as impact-related surveys
- We have third party certifications or verifications that verify the efficacy of our product/service in delivering outcomes
- We have performed, commissioned, or partnered with scientifically designed impact or outcome assessments to systematically learn about our product's impact
- Our product is too early stage to have research or studies that link our product to positive outcomes
- We cannot provide verification of our outcomes at this time.

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IBM85.12 **If direct research on your product/service has been performed, did the results confirm that a desired outcome is being achieved?** [Least Weighted]

- Yes No N/A - No direct research conducted

IBM85.13 **Does your company also measure and manage the negative or unintended outcomes generated by this business model?** [Least Weighted]

- Yes No

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Disclosure Questionnaire

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Disclosure Questionnaire: Disclosure Industries

DQ1.1 **Please indicate if the company is involved in production of or trade in any the following. Select Yes for all options that apply.**

Yes No

- Any product or activity deemed illegal under host country laws or regulations or international conventions and agreements
- Alcohol (excluding beer and wine)
- Commercial logging and logging equipment
- Firearms, weapons or munitions
- Genetically modified organisms
- Fossil fuel-based oil or coal utility
- Ozone depleting substances subject to international phase-out
- Persistent organic pollutants (POPs) that are banned or scheduled to be phased out of production
- Pesticides/herbicides subject to international phase-out or bans
- Pharmaceuticals subject to international phase-outs or bans
- Pornography
- Radioactive materials
- Tobacco
- Unbonded asbestos fibers
- Wildlife or wildlife products regulated under the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES)

DQ1.2 **If you selected "Yes" previously, please provide a detailed explanation of the company's involvement here.**
[Not Weighted]

Disclosure Questionnaire: Disclosure Practices

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DQ2.1 Please indicate if the following statements are true regarding whether or not the company engages in the following practices. Check all that apply. If the statement is true, select "True." If false, select "False."

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No

- | True | False | Yes | No |
|-----------------------|----------------------------------|---|----|
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company is not formally registered in accordance with domestic regulations | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company has reduced or minimized taxes through the use of corporate shells or structural means | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company facilities are located adjacent to or in sensitive ecosystems | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company uses workers who are prisoners | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company prohibits workers from freely associating and bargaining collectively for the terms of one's employment | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Animal testing is conducted | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company exploitatively operates in conflict zones | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company employs individuals on zero-hour contracts | |

DQ2.2 If you selected "True" previously, please provide a detailed explanation of the company's engagement in these practices here. [Not Weighted]

Disclosure Questionnaire: Disclosure Outcomes

DQ3.1 Please indicate if the following statements are true regarding if the company has experienced any of the following in the past 5 years. Check all that apply. If the statement is true, select "True." If false, select "False."

- | True | False | Yes | No |
|-----------------------|----------------------------------|--|----|
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company has had an operational or on-the-job fatality | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company sites have experienced accidental discharges to air, land or water of hazardous substances | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Construction or operation of company facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near your facility | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Material recalls due to quality control issues | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Material litigation or arbitration against company | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company has filed for bankruptcy | |
| <input type="radio"/> | <input checked="" type="radio"/> | | |
| | | Company has had material breaches of individual's confidential information | |

DQ3.2 If you selected "True" previously, please provide a detailed explanation of the company's experience related to the previous statement here. [Not Weighted]

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Disclosure Questionnaire: Disclosure Penalties



DQ4.1 **Please indicate if the company has had any formal complaint to a regulatory agency or been assessed any fine or sanction in the past five years for any of the following practices or policies. Check all that apply.**

- | Yes | No | |
|-----------------------|----------------------------------|--|
| <input type="radio"/> | <input checked="" type="radio"/> | Diversity and equal opportunity |
| <input type="radio"/> | <input checked="" type="radio"/> | Environmental issues |
| <input type="radio"/> | <input checked="" type="radio"/> | Financial reporting |
| <input type="radio"/> | <input checked="" type="radio"/> | Geographic operations or international affairs |
| <input type="radio"/> | <input checked="" type="radio"/> | Investments or Loans |
| <input type="radio"/> | <input checked="" type="radio"/> | Labor issues (internal and supply chain) |
| <input type="radio"/> | <input checked="" type="radio"/> | Marketing |
| <input type="radio"/> | <input checked="" type="radio"/> | Political contributions |
| <input type="radio"/> | <input checked="" type="radio"/> | Product safety |
| <input type="radio"/> | <input checked="" type="radio"/> | Taxes |
| <input type="radio"/> | <input checked="" type="radio"/> | Animal welfare |
| <input type="radio"/> | <input checked="" type="radio"/> | Bribery, fraud or corruption |

DQ4.2 **If you selected "Yes" previously, please provide a detailed explanation of the complaint/fine/sanction here.**
[Not Weighted]

Disclosure Questionnaire: Supplier Disclosure

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DQ5.1 Please indicate if any of the following statements are true regarding your company's significant suppliers.



True	False	Don't Know	
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers employ workers under the age of 15 (or other minimum work age covered by the International Labour Organization Convention No. 138)
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant suppliers use any workers who are prisoners
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers have had an operational or on-the-job fatality
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers' sites have experienced accidental discharges to air, land or water of hazardous substances
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers' facilities resulted in physical resettlement or economic displacement involving 5,000 or more people near their facility
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved large scale land acquisition
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved large scale land conversion and/or degradation
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Construction or operation of Significant Suppliers involved the construction or refurbishment of dams
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers have had material fines or sanctions in the last five years regarding the issues indicated in DQ4.1
<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Significant Suppliers exploitatively operate in conflict zones

Disclosure Questionnaire: Other Disclosures

DQ6.1 Are there any other sensitive aspects of the business that are necessary to disclose? [Not Weighted]

no



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