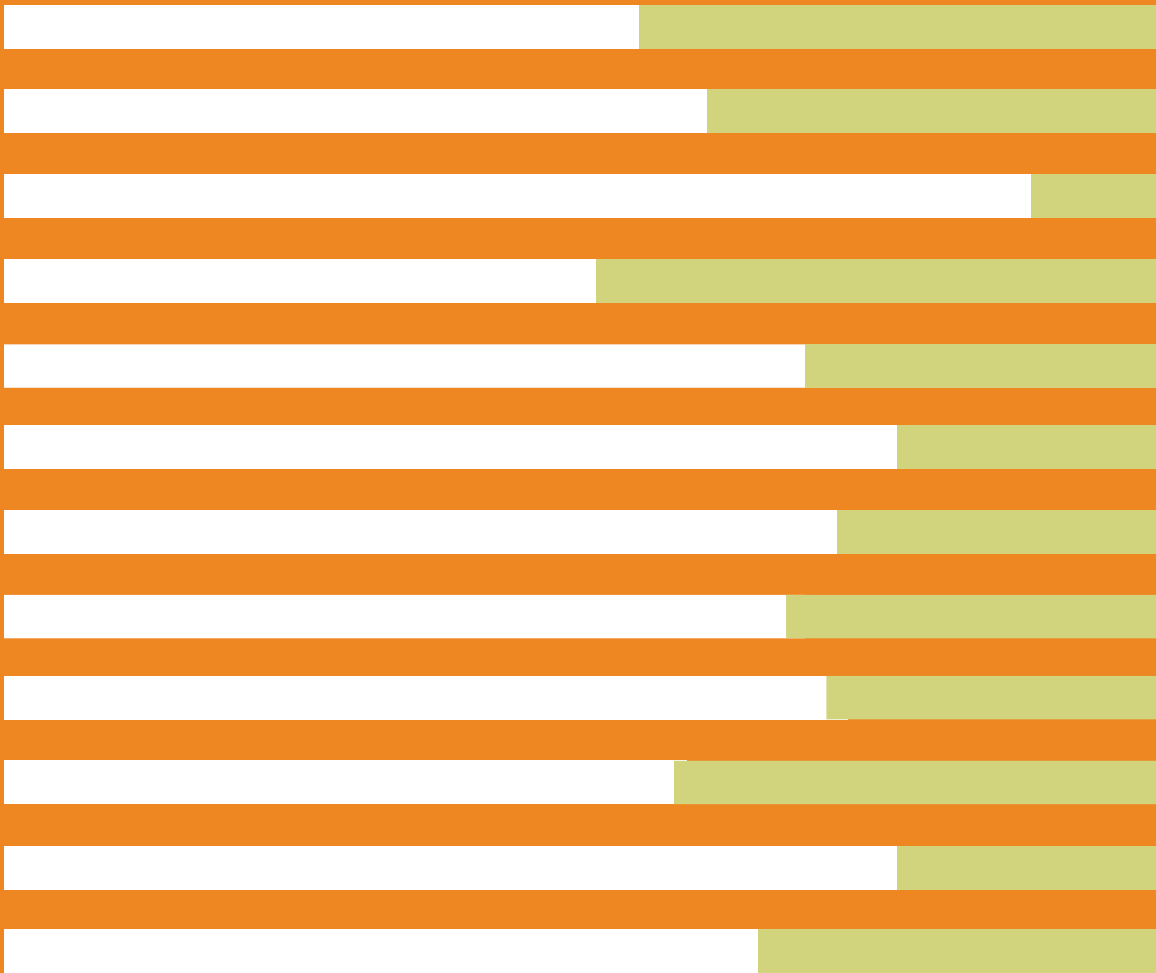


# 2013

## BENEFIT REPORT





**03**

**2013**

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**Impact Assessment**

B Report

# CELEBRATING PROGRESS

3+  
YEARS

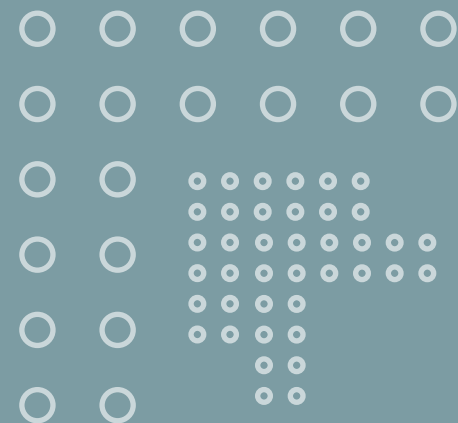
since the first legislation passed in Maryland

20  
STATES

have enacted benefit corporation legislation

500  
BUSINESSES

registered as benefit corporations



05

2013

## PROGRESS REPORT

On June 1, 2011, Substance151 became one of the first Benefit LLCs in Maryland and in the U.S., playing our part in creating a stronger voice for businesses seeking to do well and to do good. Since April 2010, when Maryland became the first U.S. state to pass benefit corporation legislation, 19 more states and over 500 registered benefit corporations have joined the movement.

As we are wrapping up another year, the numbers are telling. We are 100% wind-powered; we have purchased offsets for business travel and employee commute offsetting 3.97 tons of CO2 emissions through Carbonfund.org; we've donated over 334 volunteer and 260 pro bono hours to the organizations that work to advance sustainable principles.

We are looking forward to doing more good in 2014 by building upon our strengths and continuously evaluating opportunities for improvement across all 3 areas: operations, work product and community involvement.

Ida Cheinman  
Principal and Creative Director  
Substance151, Benefit LLC

# SUSTAINABILITY IS IN OUR CORPORATE DNA



07

2013

## OPERATIONS

Substance151 has made a commitment to advance environmental leadership through our business activity, education and community benefit. We continually work to incorporate more sustainable practices and methodologies into our daily operations, specifically, responsible energy use, waste reduction and local purchasing. [See our Environmental and Purchasing Policy.](#)



# ENVIRONMENTAL SAVINGS FROM PRINTING



**1.14**  
TREES

were preserved for the future



**8.8**  
POUNDS

of solid waste not generated



**426**  
GALLONS

wastewater flow saved



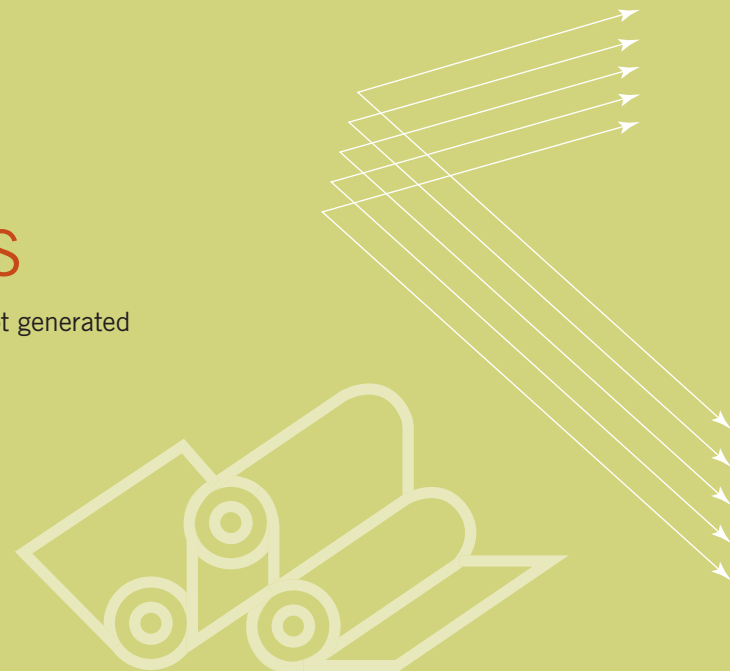
**1316**  
BTUS

of energy not consumed



**7.5**  
POUNDS

of ghg emissions not generated



**09**

2013

## WORK PRODUCT

The first rule of sustainability is to align with natural forces, or at least not try to defy them. —Paul Hawken, environmentalist, entrepreneur, journalist, and author

We view each project through a “green lens” and engage in a dialogue about sustainable alternatives with each and every client. We present strategic alternatives and demonstrate economic benefits of more sustainable solutions. We use electronic communication and filing instead of paper.

We partner with vendors and suppliers who share our philosophy of environmental and social responsibility and whose products are sustainable – for example, we only use local, FSC certified printers. The savings in printing are achieved by increasing recycled fiber content in place of virgin fiber and carbon neutral paper production, plus we always specify soy-based inks.



# OUR SHARED RESPONSIBILITY

**334**  
HOURS  
of volunteer time

**260**  
HOURS  
of probono work

**6**  
ORGS  
benefit



**11**

**2013**

## COMMUNITY

In 2011, we've made a commitment to devote at least 1% of our billable time to probono services where branding/marketing/design can make a difference. This includes providing leadership, time and technical expertise to nonprofit organizations and initiatives that benefit the environment and our community – and who otherwise would not have access to quality marketing and branding services.

In 2013, Substance151 donated over 6% of our billable time to the organizations we support. The organizations that have benefited from our probono professional services, volunteering, and board/committee involvement in 2013: Koolhof Earth, U.S. Green Building Council Maryland, Delaware Valley Green Building Council, Chesapeake Regional Tech Council, The ASSOCIATED Jewish Charities and Social Enterprise Alliance.



# HIGHER STANDARDS OF ACCOUNTABILITY

**12.3**  
POINTS

corporate accountability and transparency

**27.5**  
POINTS

community practices

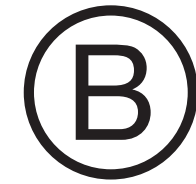
**14.8**  
POINTS

environmental practices



**13**

2013



Corporation



## SUBSTANCE151

Composite B Score: 64.5  
B Consumer Report / Last update

	Points Earned	% Value
<b>Governance</b>	<b>12.3</b>	<b>55.7%</b>
Corporate Accountability	9.0	81.8%
Transparency	1.5	25.7%
<b>Community</b>	<b>27.5</b>	<b>36.7%</b>
Serving Those in Need	2.2	
Suppliers and Distribution	6.9	57.1%
Local Involvement	6.0	33.3%
Diversity	8.9	57.1%
Civic Engagement and Giving	4.2	16.7%
<b>Environment</b>	<b>14.8</b>	<b>74.1%</b>
Land, Office, Plant	5.6	77.4%
Inputs	5.6	80.0%
Outputs	3.1	61.1%

substance**151**

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