



2020
Review

THE YEAR OF RESILIENCE

At the start of 2020, CauseLabs was having our strongest year. We invested in growth and were starting to invest in a new initiative. We hired three new team members and were looking for a fourth to join our team. We expanded our office footprint to host more local events and strategy workshops.

On March 1st, as I was about to board my flight to Bangladesh to accept the Global Social Impact Business Award, I had to ask, “what if I’m not able to get back into the country in two weeks.” The state of the world was changing by the hour and I had to consider not only my own health and safety, but that of my family and my team.

Instead of boarding the plane, we went into lockdown, closed our office, and have been working remotely ever since. As the year has progressed, the best way to describe my feelings is emotional fatigue.

Yet, as I reflect on the past 12 months and project into the future, I feel fortunate and I have so much hope. It is not a question of if we will survive this crisis, but how we show up, and what we’ll look like on the other side of it. We are resilient.

I have no doubt that we’ll continue on, precisely because we believe we are doing work that matters and we’re doing it with courageous partners who continue making a positive difference in spite of chaos, despite any fear. They are resilient.

I see opportunities to embrace possibility. We are growing, in our mindset, in our knowledge, in our empathy, and in our lived and shared experiences. Resilience requires struggle, but can result in something more substantial, with deep roots to withstand future upheaval. If 2020 is the year of resilience, I see a chance for 2021 to be a year of possibilities.



Sheryle Gillihan
Owner & CEO

GOALS

GOALS

GOALS

GOALS



SUSTAINABLE DEVELOPMENT GOALS

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

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

CauseLabs joined the UN Global Compact in 2019 when we found that we were perfectly aligned with the global goals. For over 10 years the majority of our projects has met at least one of the 17 Sustainable Development Goals.

Our 2020 Projects



No Poverty: **6** Projects
Health & Well-Being: **8** Projects
Quality Education: **9** Projects
Gender Equality: **1** Project



Decent Work: **5** Projects
Industry, Innovation: **3** Projects
Reduce Inequality: **19** Projects
Sustainable Cities: **5** Projects



Responsible Consumption: **1** Project
Climate Action: **1** Project
Peace & Justice: **1** Project
Partners for the Goals: **3** Projects

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

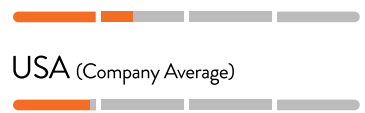


9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

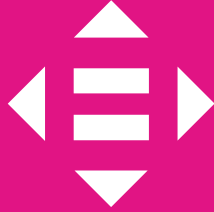


Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

CauseLabs **35.5%**

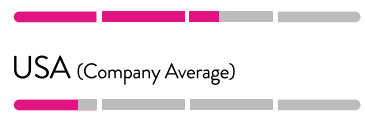


10 REDUCED INEQUALITIES



Reduce inequality within and among countries.

CauseLabs **60.8%**



11 SUSTAINABLE CITIES AND COMMUNITIES



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

CauseLabs **18.1%**

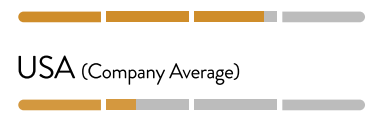


12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns.

CauseLabs **71.5%**

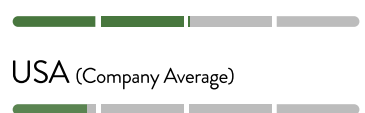


13 CLIMATE ACTION

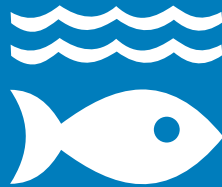


Take urgent action to combat climate change and its impacts.

CauseLabs **51.7%**

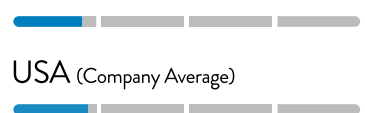


14 LIFE BELOW WATER



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

CauseLabs **20.5%**



15 LIFE ON LAND



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

CauseLabs **5.1%**

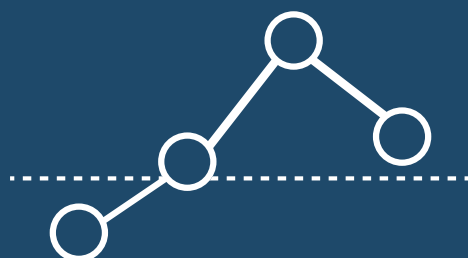
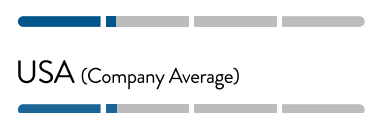


16 PEACE, JUSTICE AND STRONG INSTITUTIONS



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

CauseLabs **28.1%**



Baseline Score
65.4%

We Believe in Partnerships



21 Orgs



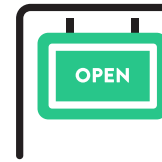
33 Projects



2 Countries



11 Cities



We envision a global economy that uses technology as a force for good.

We must be the change we seek in the world.

All business ought to be conducted as if people and place mattered.

Through products, practices, and profits, we should all aspire to do no harm and benefit all. To do so requires that we act with the understanding that we are each dependent upon another and thus responsible for each other and future generations.

“We partner with CauseLabs because you guys truly know what a partnership means. It’s not just a company that you enter into a contract with. In times like these, we work together. Julie and I appreciate you and your staff.”

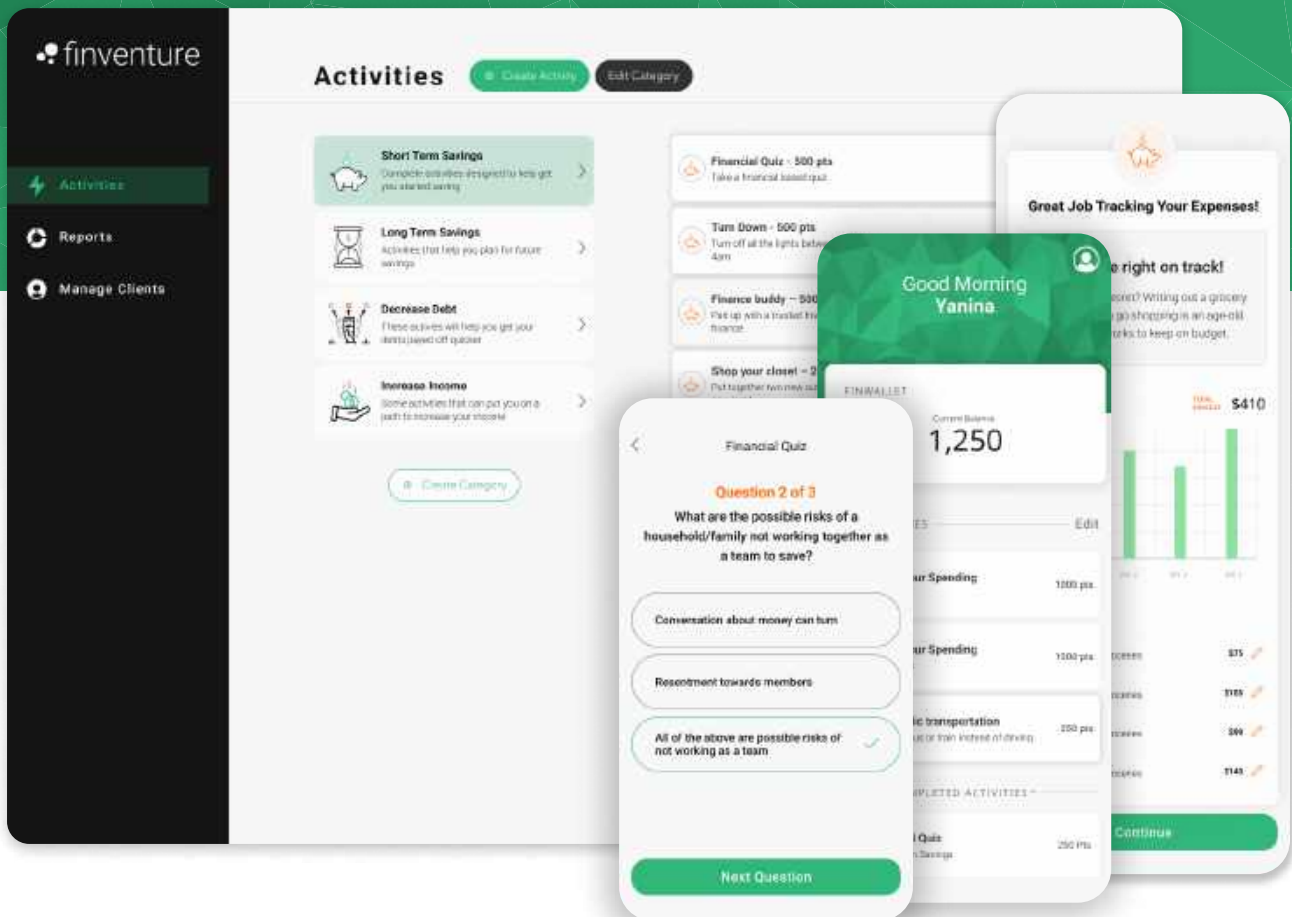
Sue Heilmayer

Academic Director – University of Cincinnati Economics Center

PARTNER SPOTLIGHT

This year, we partnered with the Center for Financial Inclusion to round out a web app design for their Finventure product. We also designed and built a custom and scalable content management system (CMS) while building out the web app design.

 finventure



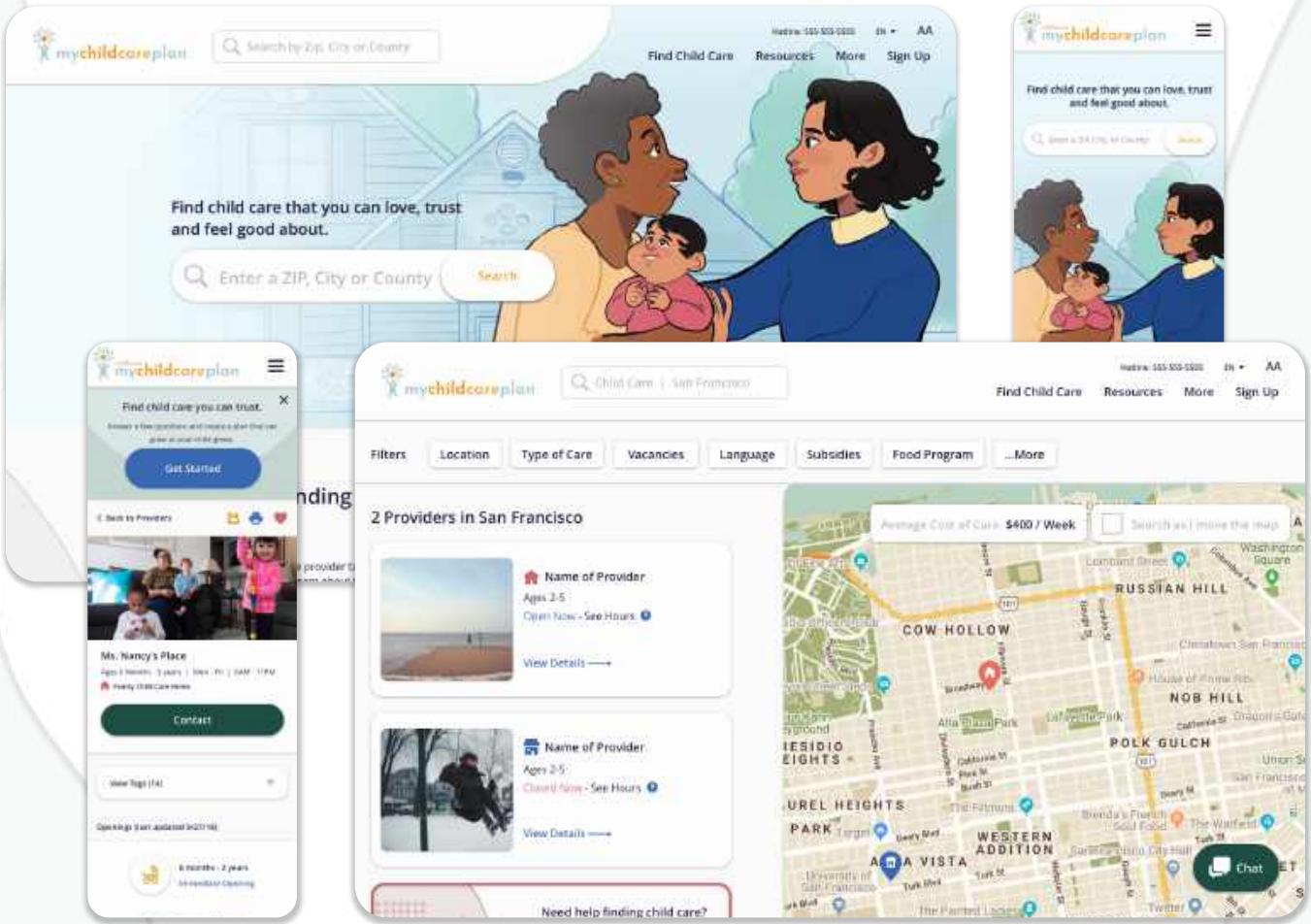
INCREASING FINANCIAL CAPABILITY FOR THE UNDERSERVED

Financial capability is not just what you know, but whether you have the willingness, confidence, and opportunity to act. Many people around the world have been given an opportunity to practice making financial decisions in the real world in a way that builds these attributes. The Finventure app has been created to fill the gap and help people become more financially capable in their everyday lives.

CauseLabs usually enters the project lifecycle at the very beginning, starting with a full strategy and design phase, but on this project we were brought in to finish a design that had been started by another firm. We identified, ideated, and solved for missing components in the inherited design to ensure the app we were responsible to build had everything accounted for.

We then created a scalable strategy for creating, editing and distributing content, built out the Custom CMS and web app.





MAKING QUALITY CHILDCARE MORE ACCESSIBLE TO EVERYONE IN CALIFORNIA

The state of California has no go-to place for parents to go to find trusted child care. Resources and information about child care providers are scattered across local websites and privately-owned platforms (care.com), each with its own set of criteria for providers to be visible on the platform, each with its own type of information available about the provider.

The Network has created a database of consistent and useful information about child care providers. With this database they were positioned to create a meaningful place for residents in California to get up-to-date and relevant information in their child care search.

Our challenge was to create a consistent, easy to use experience for parents to find child care and for providers to showcase their offerings.

We worked with the California Child Care Resource and Referral Network (The Network) to create a statewide system for parents to find quality childcare that works for their unique circumstances.

In order to make the most effective solution for real people to use, we set out to understand the parents and providers that would be interacting with the system. We found that parents and providers all have diverse needs and interests in using the site. Our solution had to be flexible while being efficient.

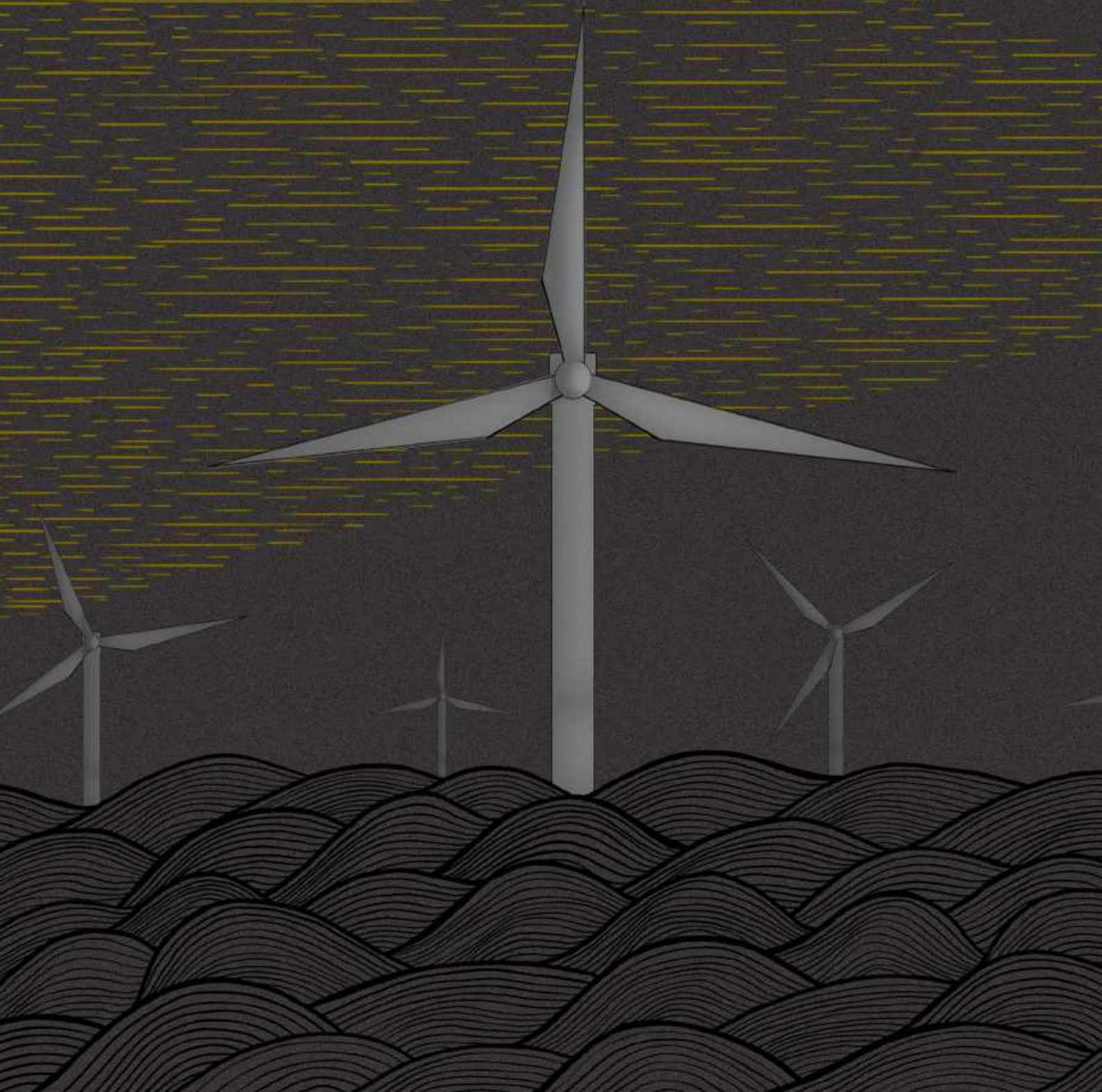
With a wide variety of child care provider data at our fingertips, we created intuitive filters and interfaces to help hone in search so that parents can find the most suitable providers.





**CLIMATE
NEUTRAL**

CERTIFIED



OUR COMMITMENT TO THE PLANET.

This year more than ever it seems that we are all beginning to understand at a deeper level that we are all in this together. We share the same air. We depend on the same food sources. We are all connected in ways we are only beginning to understand.

One of our core values is radical respect. At CauseLabs we believe now more than ever in being responsible citizens of the planet. The act of caring for our environment is a huge part of radically respecting all beings. Taking care of the planet is taking care of ourselves.

The main way that we act as responsible stewards of the environment right now is by tracking any carbon that we contribute to the atmosphere and purchase carbon offsets for it. Our projects are hosted on green servers and we partner with vendors who have a similar value of sustainability whenever possible.

In 2020 we reduced our carbon footprint by 193.7 metric tons by working remotely and by 16.9 metric tons by using solar and wind power.

We are actively seeking even more ways to hold ourselves more responsible for making the change that we want to see in the environment, both as individuals and as a company.

In 2020 we were 100% Carbon Neutral.

In 2021 we are on track to be Carbon Negative.



**CLIMATE
NEUTRAL**
CERTIFIED



MAKE YOUR NEXT WEB PROJECT CARBON NEUTRAL.

The Web Neutral Project calculated that powering the average website produces 4,5000 pounds of COs a year, equivalent to driving the average new car for more than 10,000 miles.

Web hosting has a significant impact on the environment, but your website doesn't have to. CauseLabs is committed to taking action against climate change.

<https://www.causelabs.com/hire-us/>

HIRE US

Our People





Michael Gillihan **COO**

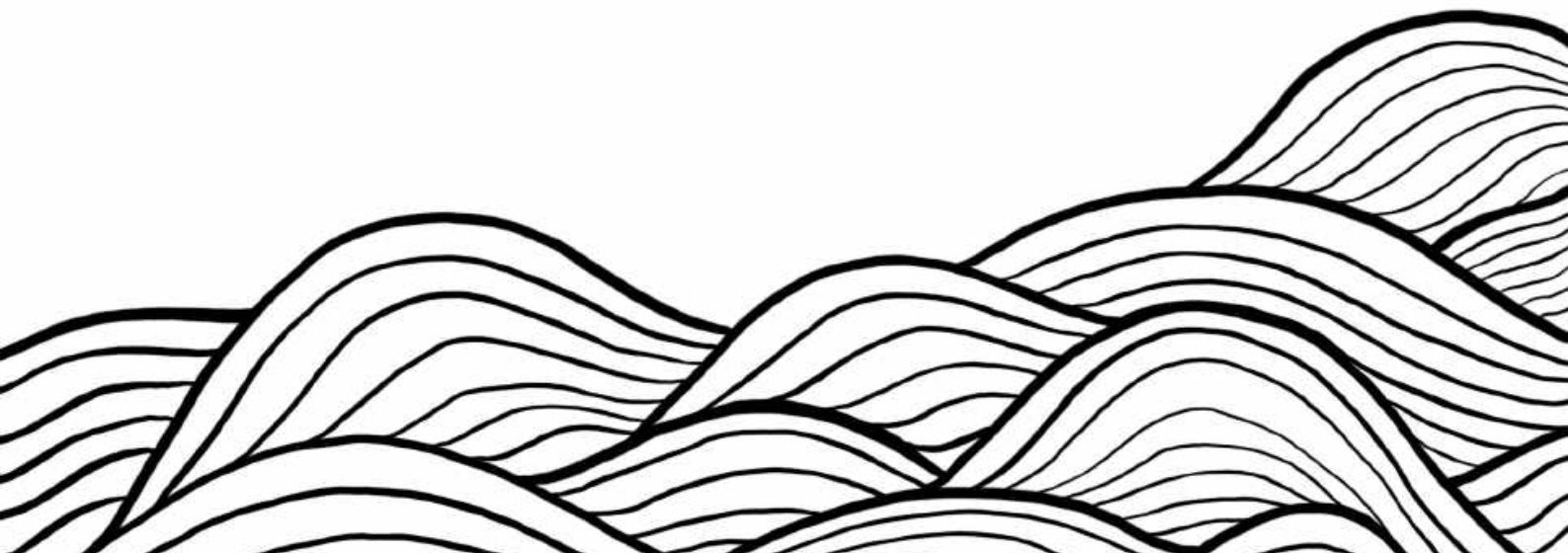
Mary Ann Radmacher wrote, Courage doesn't always roar. Sometimes courage is the quiet voice at the end of the day saying 'I will try again tomorrow.' What a great epithet for 2020.

It has been a year of perseverance both personally and here at CauseLabs. We have shouldered the burden of stress, guilt, sorrow and the uncertainty of our futures. We push on.

We have sheltered in a storm of political subterfuge. Daily reminders of hate and indignity around the globe. Siren calls to join the fray. And yet, we persevere.

Our charge, like so many others this year has been to seek out and champion the good. To stand at the front of the crowd and deliver assured positivity. To Do Work That Matters and to demonstrate to those in our surrounding communities that it is possible succeed while also lifting up those around you.

I'm proud of our team, our initiatives, and the work we have accomplished in such a challenging year and look forward to continuing the charge to Grow Positive Impact in 2021.





Rebecca Colgate **HR Director**

2020 has been an unprecedented year of challenges. CauseLabs has been a remote team since I joined in 2014, so in that regard not much changed in my day to day work style when the pandemic hit, but a lot changed for our clients and in each of our day to day lives. With so much disruption and change, coming to work each day, even after my daughter started staying home with me, was a consistent and steadfast anchor. I feel very blessed to have had this when the strong winds have blown throughout this year. I have seen CauseLabs work with and adapt to our partners changing needs as the pandemic impacted budgets, objectives and needs. I have seen each of my fellow CauseLabbers bring their best to the table, and handle the twists and turns with resilience and grace. I am grateful and proud to be a part of this team. Looking hopefully to 2021.



Mike Rich **Creative Director**

2019 at CauseLabs was a year of setting our vision and aligning on values. 2020 was the year of testing those values. Through the pandemic and upheaval of the year we have found comfort and strength in each other and in the work we are doing to grow positive impact in a world that needs all of the good it can get right now. We all see one another choosing daily to embrace our values of radical respect, doing work that matters, aspiring to inspire, committing to excellence, and embracing possibility. Even in the face of hardship, we all know that we will show up and live into those values. The importance of that for this team is immeasurable.

If 2019 was the year of setting sail to embark on a shared journey, 2020 was the year of entering into the hurricane. 2021 will see us coming out the other side stronger and better equipped to handle whatever life throws at us next.



Mirandy McNeely

Purpose Ambassador

2020 has had its ups and downs, but one thing that has remained steady is the leadership at CauseLabs. They lead our team steadily through the trials of this year with remarkable resilience. We leaned in, came back to our values, and found purpose in our work. I believe our team has come out of this year stronger and closer than any of us would have imagined. I'm so grateful for this team and looking forward to our continued growth in 2021.



Jason Campbell

Senior Web Engineer

Starting in the last quarter of 2019, I have not spent much time with CauseLabs so far. And yet I still come into 2020 with so much excitement and anticipation for the near future. The kindness, love and support I felt coming into this company has far surpassed any previous roles I've held and I'm so honored to be a part of this group.

Looking forward to the next year I'm sure it will be filled with a lot of project specifications, deadlines, and code writing. It will be challenging. And it will be fun. If there's something gives me faith in being here, it's that I truly believe CauseLabs will seek out work that truly matters, and our focus will always be on finding fulfilling things to that we can all be proud of accomplishing.



Karen Sandifer
Digital Project Manager

Ahh, 2020! The year everyone learned about Zoom and the mysterious Cloud. This year brought about a career change and introduced me to new friendships as well as re-introduce past friendships. Our company values of Doing Work That Matters and Radical Respect have served as personal daily anchors when serving our customers well and deepening our strength as a team. In a year that felt like the world was shutting down around us, we have had awesome opportunities to embrace more possibilities with our customers and I'm excited to continue building upon these friendships and possibilities as we kick off 2021.



Ernest Serunkuma
Web Engineer

It's my first year at Causelabs, and I can say I am happy to be here. In general, this year has been a rough one because of the pandemic and all the social distancing. I have, however, been able to find a family at work with all the interesting stories we share during our morning Huddle time. Career-wise, it's been a story of hills and valleys. The team has always been there for me when I was in the valleys, and the same team celebrates together when we are at the hills. Looking forward to an even greater 2021.



Alli Gillihan **Office Assistant**

It's my first year being a part of the CauseLabs team, and they have taught me much about the world of technology and its ability to do good. Our core values have set a standard for us to strive for in every project, huddle, and daily task we tackle. I have had the chance to learn what it means to be a B Corp. I get to see the impact our team makes with each project. CauseLabs has also given me the opportunity to explore a different career path as I head into my last year of high school. I can't help but look forward to 2021 as I continue to grow in this company.



Rich Noah **Digital Project Manager**

2020 has been a year that has tested the flexibility and resolve of the human race across the globe. We have been faced with a pandemic and social unrest all while trying adjust to a new normal. We have seen the resilience of our partners that have chosen to undertake their journeys with us this year. We have seen turnover internally that spurred us to work even closer as a team.

This year has also taught us the importance that technology can have when making a positive social impact in light of quarantines and nature of remote work that people have been thrust into.

Values

in action





Adoption-Friendly Workplace

It's an honor to be designated as an Adoption Advocate by the Dave Thomas Foundation for Adoption (DTFA). CauseLabs is also #4 for Small Businesses that offer the best Adoption and Foster Benefits.

But even more exciting is that this is the first year since 2014 that we have not been in the top 100 for all businesses.

Why is that exciting? Because this means that over the past 6 years DTFA has grown their impact, increased awareness, support, and at least 50 other companies have added amazing adoption friendly benefits. See the full list [here](#).



2020 Best Place for Working Parents

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



Best Custom Software Development

Digital.com named CauseLabs one of the Top 9 Custom Software Development companies in Fort Worth, TX. [See the announcement here.](#)



Certified B Corporation

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

We won [Best for the World: Workers in 2018 and 2019](#) and the [Inclusive Economy Changemaker in 2019](#).

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

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



EO Engage Global Social Impact Award 2020

This award recognizes the EO community's efforts in making a difference beyond their businesses.

Winners are determined based on their impact, sustainability, and scalability, in line with the United Nations Sustainable Development Goals.

[See the official announcement here.](#)



Veteran Owned Small Business

We are a proud Veteran Owned company. It's an honor to be recognized for our service and to

Historically Underutilized Business

We are a proud Minority and Woman Owned company. It is a testament to veterans, minorities and women stepping into business to see what's possible despite the different hurdles we face being "categorized"...

What does
Embracing
Possibility
Look Like?

- * Leverage your expertise to innovate pragmatically.
- * We don't need a map, we have a compass.
- * Be open-minded, there are no bad ideas.
- * Audaciously disrupt, adapt and evolve.
- * Adopt an abundance mindset.

WE SUPPORT



United Nations Global Compact

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



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

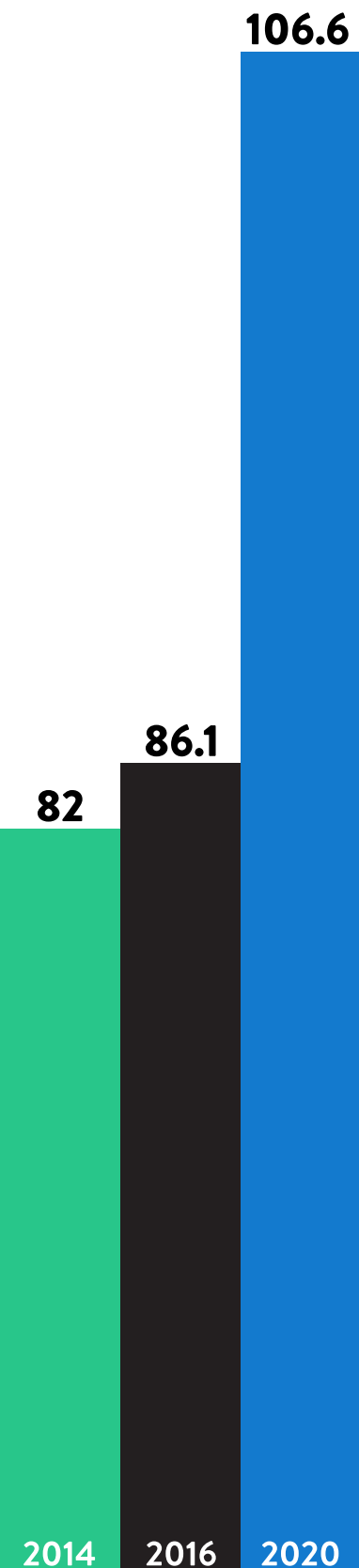
[See the full list of B Corps here.](#)



**What does
Aspiring to
Inspire Look
Like?**

- * Share your expertise with your community.
- * Collaborate with other great leaders.
- * Serve with integrity, humility and empathy.
- * Stand up for things that matter and lead with compassion.
- * Knock down barriers.

CERTIFIED B CORP (2014-2020)



2020 B-Impact Assessment score: 106.6

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

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

In 2014 we became a certified B Corporation and received an impact score of 82. This year, we've re-certified with a score of 106.6.

The dramatic increase in our score reflects our participation in the Inclusive Economy Challenge (IEC): a call to action for the community of Certified B Corporations to improve our collective impact and move toward an inclusive economy.

We chose to improve in the following areas:

- Environmental sustainability,
- Life Learning, particularly in financial capability,
- Diversity & Inclusion policies and initiatives, and
- Supply Chain Transparency

In 2018, we went from simply maintaining our impact to utilizing the Inclusive Economy Challenge to propel us in growing our positive impact.



2020 FINANCES

100%



Paid a living wage

We believe that our employees are the most valuable aspect of our company, and we follow that belief with action. Our value of radical respect is demonstrated in how we pay all of our employees an average or above average wage for their role in our sector, market, and regions.

100%



Healthcare Coverage

100% Radical respect at CauseLabs means respecting the entirety of a person. That includes their health & well-being especially in the midst of a pandemic. This year, we expanded our benefits to cover 100% of healthcare premiums for an employee's entire family.

83% of our revenue went directly to employee compensation, benefits & contractor wages. 10% went to operational expenses. 7% went towards taxes.

“Resilience is all about being able to overcome the unexpected.

Sustainability is about survival.

The goal of resilience is to thrive.”

JAMAIS CASCIO

