

2021 REVIEW



THE YEAR OF PERSPECTIVE

Former Fort Worth Mayor Betsy Price said, “2020 was hell. 2021 is when hell froze over.” Those in Texas who experienced the unprecedented weather know what she was talking about, but this quip extends beyond the reality of an environmental disaster. The saying “when hell freezes over” often translates to “that will never happen” when people say it.

In the past two years, many of us have learned not to say “never,” and our mindset is braced for the unexpected worst case scenario. Our vision that we had at the end of 2019 might have changed, and that’s okay. That means we’ve evolved, and hopefully, we are not ignoring the signals that point towards change and new opportunities.

If you’ve watched my impact technology talks, then you may have heard me talk about Kodak and Blockbuster. In hindsight, it is clear that these companies held on too long to things that could not sustain their future growth.

2021 has been a year of taking that lesson to heart and looking through a lens of future-proofing our business.

We will carry forward the things that have worked really well for us in 2021. We will also continue to work on fixing the things that did not work well for us. The aim is not to predict or completely plan the future but to understand that strategic planning is not simply about fixing what is broken. It is also about improving and embracing what is possible.

If 2020 was a year to overcome, and 2021 was a year of understanding and setting expectations for the “new normal,” then 2022 will be the year for taking new risks and living into our core value of Embracing Possibility. One thing is certain, the future is different, and we have to move forward knowing that.



Sheryle Gillihan
CauseLabs CEO and Co-Owner

SUSTAINABILITY SCORECARD



THE UN SUSTAINABLE DEVELOPMENT GOALS

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

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

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

Our 2021 Projects



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



Decent Work: **1** Project
Industry, Innovation: **2** Projects
Reduce Inequality: **20** Projects
Sustainable Cities: **3** Projects



Responsible Consumption: **1** Project
Climate Action: **2** Project
Partners for the Goals: **10** Projects

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



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

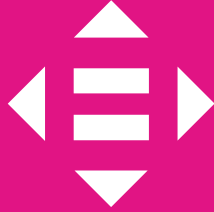


Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

CauseLabs **37.5%**

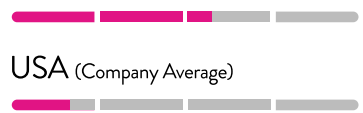


10 REDUCED INEQUALITIES



Reduce inequality within and among countries.

CauseLabs **58.9%**



11 SUSTAINABLE CITIES AND COMMUNITIES



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

CauseLabs **21.1%**

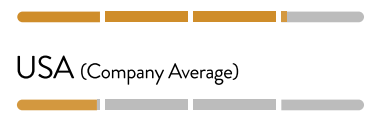


12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns.

CauseLabs **77.4%**

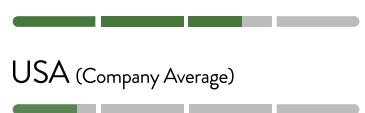


13 CLIMATE ACTION

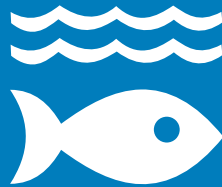


Take urgent action to combat climate change and its impacts.

CauseLabs **65.6%**

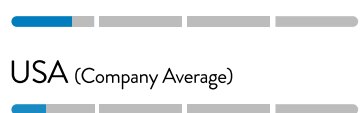


14 LIFE BELOW WATER



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

CauseLabs **19.6%**

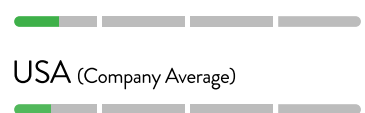


15 LIFE ON LAND



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 **15.9%**

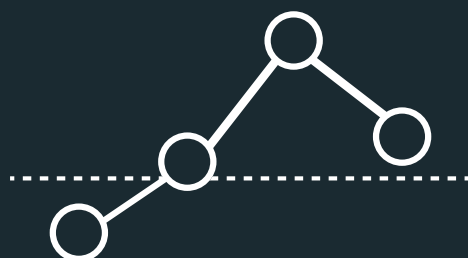
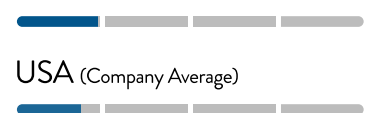


16 PEACE, JUSTICE AND STRONG INSTITUTIONS



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 **24.3%**



Baseline Score
70.7%

OUR COMMITMENT TO THE PLANET.

We continue to learn new ways in which we can align our business decisions with our commitment to positively impact our planet.

You may have noticed in 2022 that our newsletters and email signatures had fewer images or that our events were virtual instead of requiring a commute to an onsite location.

At CauseLabs we believe that being responsible citizens of the planet can also happen with the very small changes that we make. We are vocal about these initiatives to help others recognize the changes they can make because we believe every change adds up to a lot.

Since 2018, CauseLabs has measured its carbon footprint and in 2019, we became climate neutral through an increased purchase of carbon offsets.

In 2020, we set targets to reduce our emissions. One silver lining of the pandemic may be the reduction of carbon emissions due to the changes in operations and habits, not just by our company, but around the world.

As we returned to normality in 2021, CauseLabs aimed to maintain a reduced carbon footprint and with our offsets, we are also carbon negative.

Where possible, we use green servers, we purchase locally, we partner with green vendors, and we continue to learn, measure and reduce or replace our emissions with more sustainable options.

Since we do not manufacture or ship products, we track all of our Scope 3 emissions including our air and car travel, our employees' home energy usage, our company emails, and our website traffic.

Total Company Emissions: 43.4 MT

Remote Work Reduction: 182.4 MT

Green Power Reduction: 9.56 MT

While it may not be on your project requirements list, know that choosing CauseLabs extends our environmental commitment to your project and we'd be happy to help you go green!



2021 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. In addition to paying all employees a living wage, we also ensure gender equality and aim to pay above average wages for our company size for each role in our sector, market, and regions.

100%



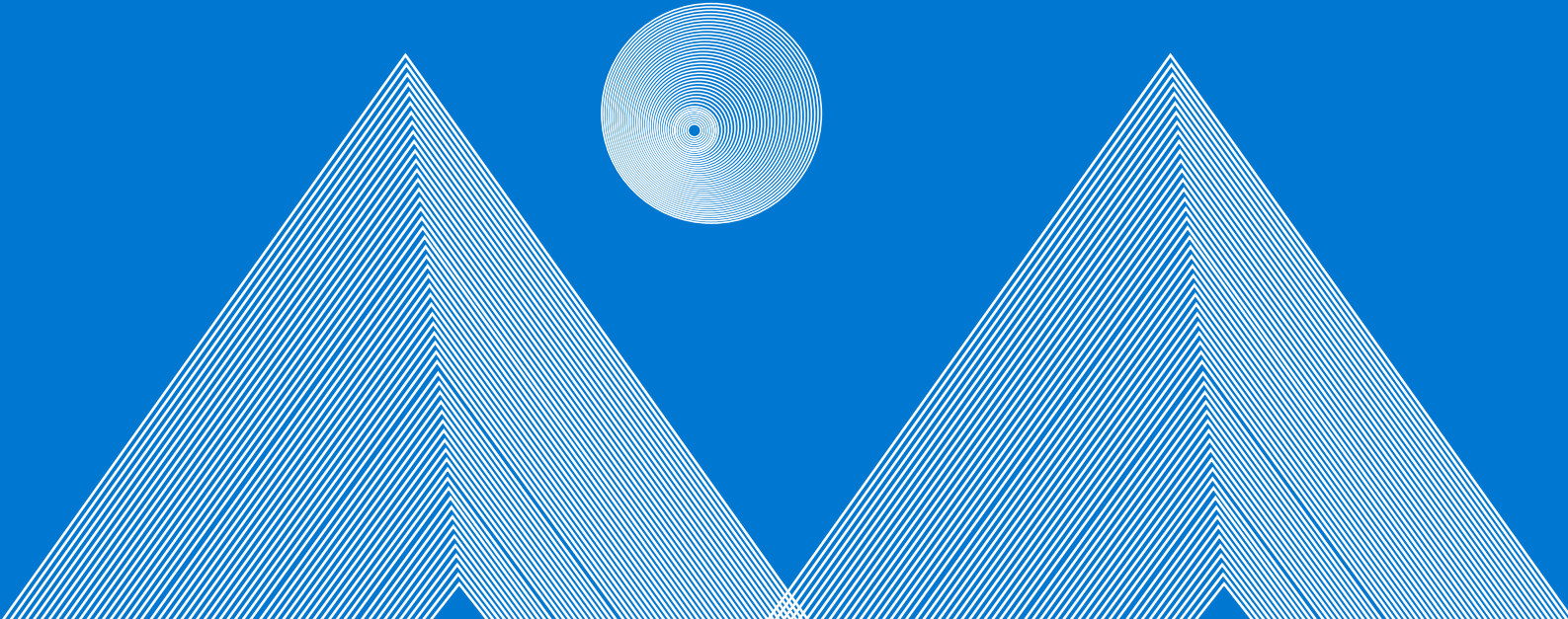
Healthcare Coverage

Radical Respect at CauseLabs means respecting the entirety of a person. That includes their health and well-being and that of their entire family. Our health benefits cover 100% of healthcare premiums for an employee's entire family. Quality healthcare is a valuable benefit for our team's peace of mind.

91.5% of revenue: Employee compensation, benefits and contractor wages.

11.4% of revenue: Other Operational Expenses (as a result of increases in benefit commitments without an increase in rates due to the pandemic.)

PROJECT SPOTLIGHT





THE FRAGRANCE OF FREEDOM

Premium wellness that changes the world

Savhera is your pathway to live well and do good. Our sustainably-produced aromatherapy products support your holistic wellness while also elevating the lives of the trafficking survivors we employ. Together, let's create a virtuous cycle of wellness that empowers all people to flourish.

LEARN MORE



HOW STRATEGY CAN BRING CLARITY

Savhera, a brand promoting wellness through essential oils and aromatherapy products, is a social enterprise creating a safe environment and opportunities for dignified work and holistic healing for survivors of sex trafficking.

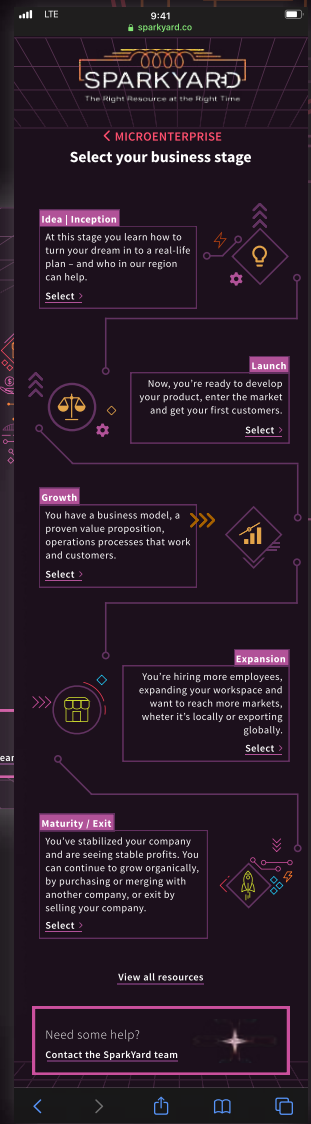
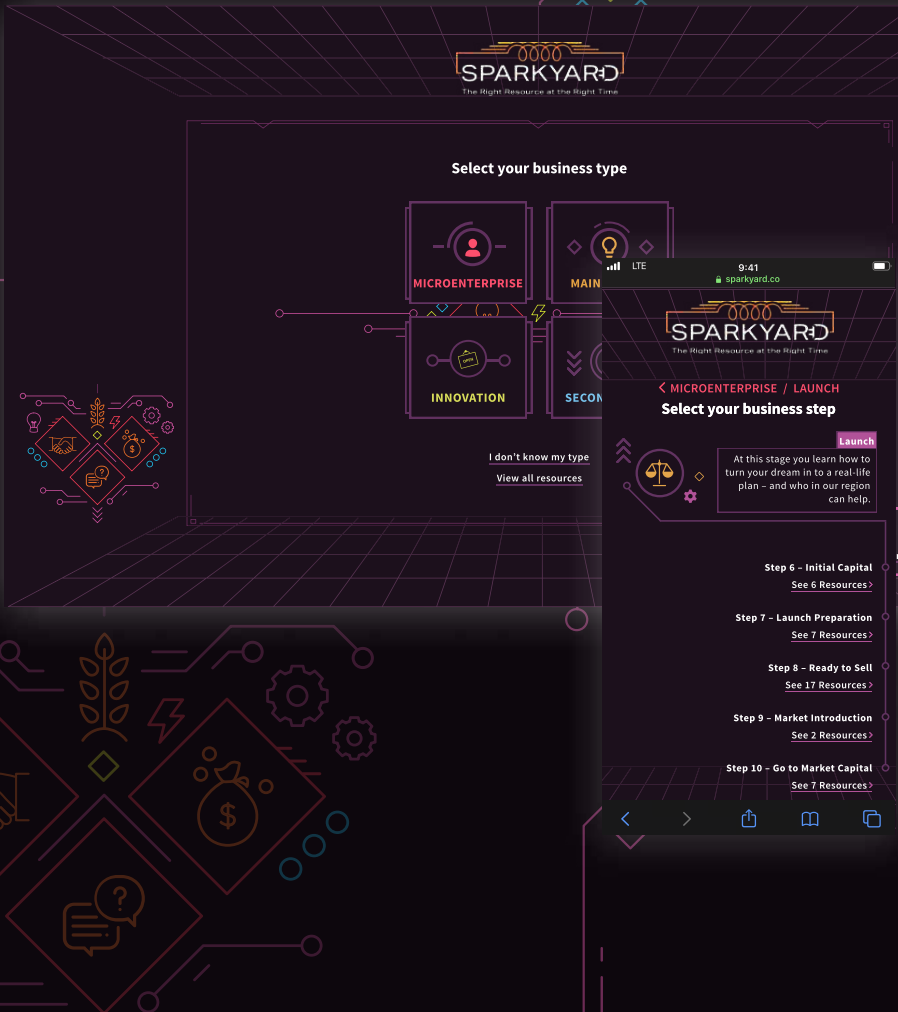
Savhera's first website was a bootstrapped e-commerce site with the rapid addition of new features as they learned and grew from their team and their consumers.

Unfortunately, it was fragmented, disconnected, and overly complex as more and more features were added. It might appear that their limited funding and piecemeal approach was a problem, but in fact, at CauseLabs we also encourage starting with a minimum viable product paired with ongoing evaluation, strategy, and iteration.

In less than three weeks, CauseLabs was able to help Savhera develop user personas, map their business ecosystem, identify the disconnects in their data, uncover emergent themes and insights from their ideas, and help them set goals for their next steps.

Since our workshop, Savhera has acquired funding grants, grown in its number of products, grown in consumer sales, grown in their team size, helped more women find dignified work, and launched a more streamlined redesign of their website.

This rebuild on Shopify was not with CauseLabs. We served this partnership by mapping out their needs and helping with their strategy so that they could confidently take the next step.



COMMUNITY TOOLS CAN BE COMMUNITY DRIVEN

Sparkyard is an organization in Ft Worth that seeks to help entrepreneurs and business owners find lasting success in the community. As part of their service to the community they have put together a printable map to facilitate connecting business owners to the right resources at the right time.

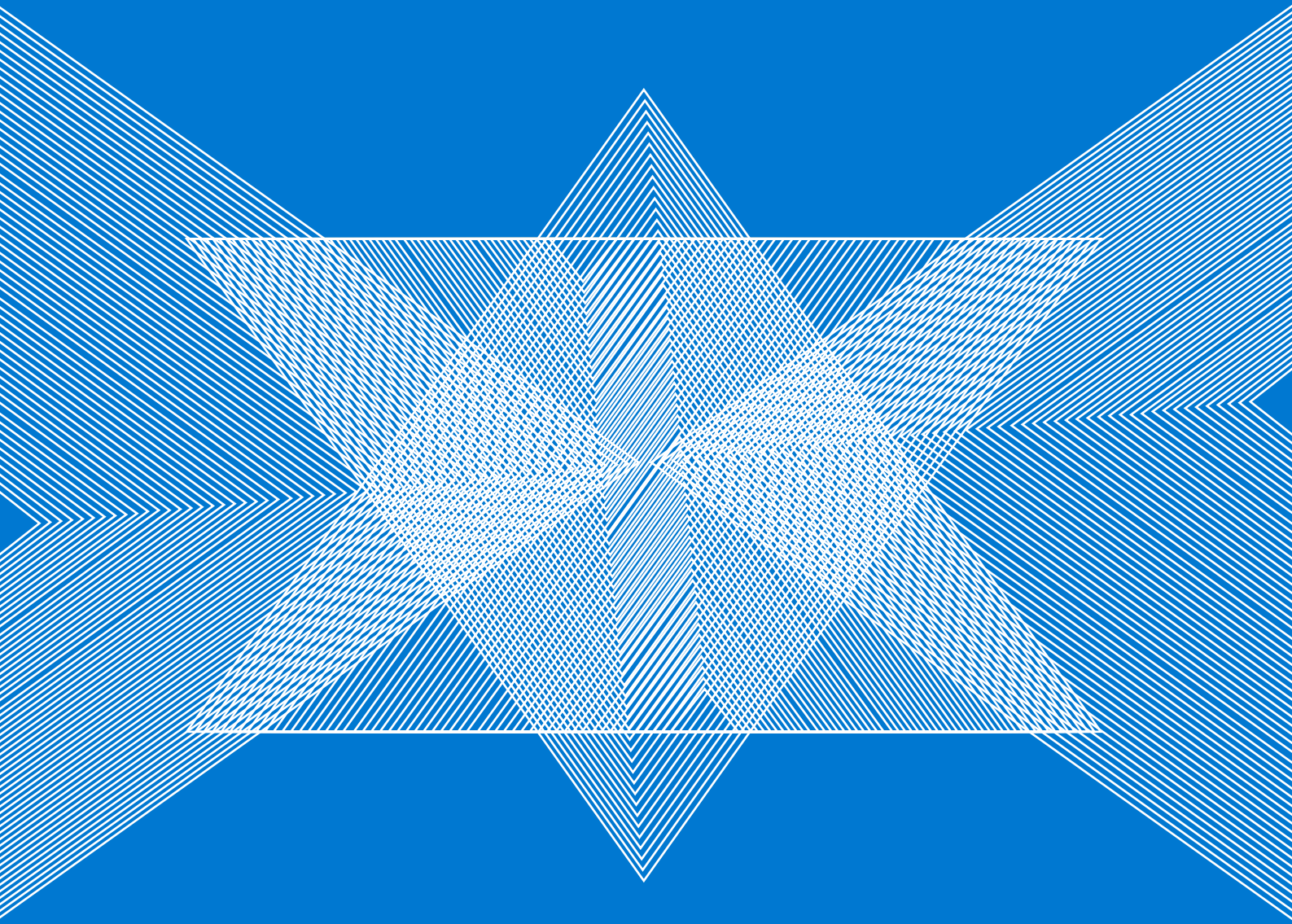
However there are limitations with a printable map like this. Such as, once it is printed, it immediately becomes out of date. There are resources that are dynamically linked to one another or at multiple points on the map, and the printed version doesn't allow for that dynamic nature of interconnectedness to present itself to the community.

So CauseLabs helped Sparkyard come up with a solution for a more dynamic, interconnected and interactive resource map that their community can dive deeply into and find all of the most useful resources at just the right time in their journey.

Additionally, there are new tools and functions being layered onto Sparkyard that will serve as a catalyst for community engagement, community ownership and management, and the potential for it to expand to other communities.

We are very excited about Sparkyard's potential.

VALUES IN ACTION



WE SUPPORT



UN Global Compact

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



Climate Neutral Certified

CauseLabs has been Climate Neutral Certified since 2019. Our team continues to maintain a lower carbon footprint and offsets the carbon emissions we produce. In 2021, our company was carbon negative.

[Learn more about the certification here.](#)

In 2021, 100% of CauseLabs projects were delivered for nonprofit organizations. See our Sustainability Scorecard to see how we use technology as a force for good.

CauseLabs supports and advocates for the Universal Declaration of Human Rights and the Ten Principles of the UN Global Compact in its decisions and operations impacting areas of Human Rights, Labor, Environment, and Anti-Corruption.

What does
Doing Work
That Matters
Look Like at
CauseLabs?

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



Real Leaders: Top 150 Impact Companies

An annual award recognizing companies that focus on their social and environmental impact. This award showcases the top 150 companies around the world.

[See rankings here.](#)



Certified B Corporation

A certified B Corporation since 2014, CauseLabs loves being 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 at
CauseLabs?**

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



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 #5 for Small Businesses that offer the best Adoption and Foster Benefits.

See the full list [here](#).



2021 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 parental leave and caregiver policies and practices.

In addition to these awards, CauseLabs was written about for offering 100% employer-paid healthcare to our employees and their families. [Read the Article on the Future of Business and Tech.](#)

**What does
Radical Respect
Look Like at
CauseLabs?**

- * Honor and respect yourself and others.
- * Bring your whole self to work and be proud of your work every day.
- * Be authentic.
- * Be kind, not nice.
- * When in doubt, use the Golden Rule.



Veteran Owned Small Business

Our co-owners Sheryle and Michael Gillihan are both veterans of the U.S. Army. This experience grew their leadership and teamwork skills, and it fostered in them the values that shape our company. We are proud to represent veteran-owned small businesses showing our ability to continue serving our community and country.



HUB Certified

Historically Underutilized Business

Minority-owned and woman-owned businesses are presented with different challenges associated with centuries-old societal biases. The State of Texas has put forth efforts to recognize and open up opportunities for these businesses to excel.

With appreciation for these opportunities, we strive to embrace these possibilities to use both the web and our business as forces for good in ways that make a tangible difference for our community.

**What does
Embracing
Possibility
Look Like at
CauseLabs?**

- * 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.



Make Time to Vote

We're one of more than 700 businesses contributing to the culture shift needed to increase voter participation in the U.S. elections by giving our employees Time to Vote. CauseLabs supports time to vote for local, state and federal elections.

Learn more about the movement [here](#).



Net Zero 2030

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

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

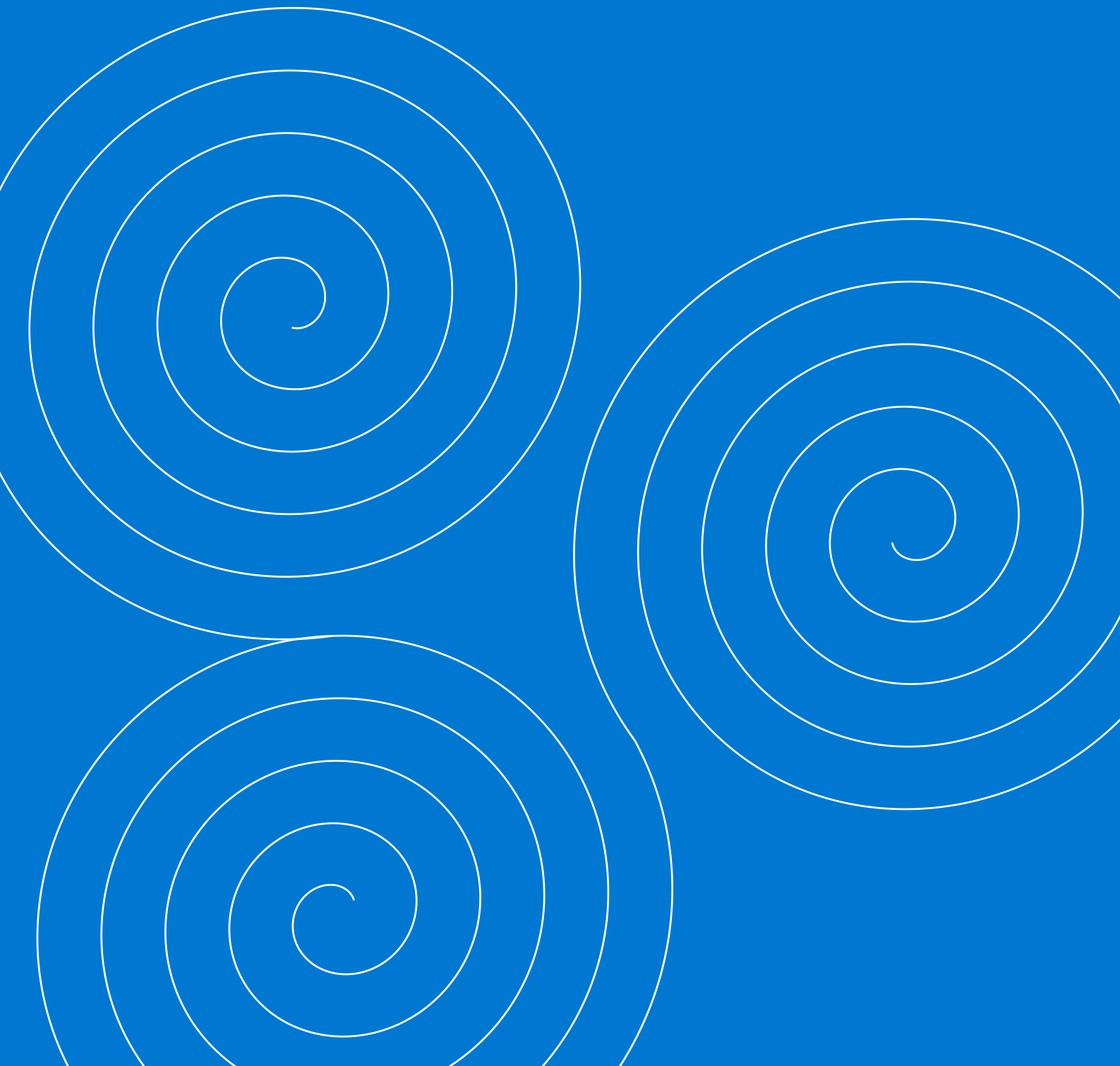
In addition to the above, we Aspire to Inspire by organizing, participating in, and serving with global and local associations and groups.

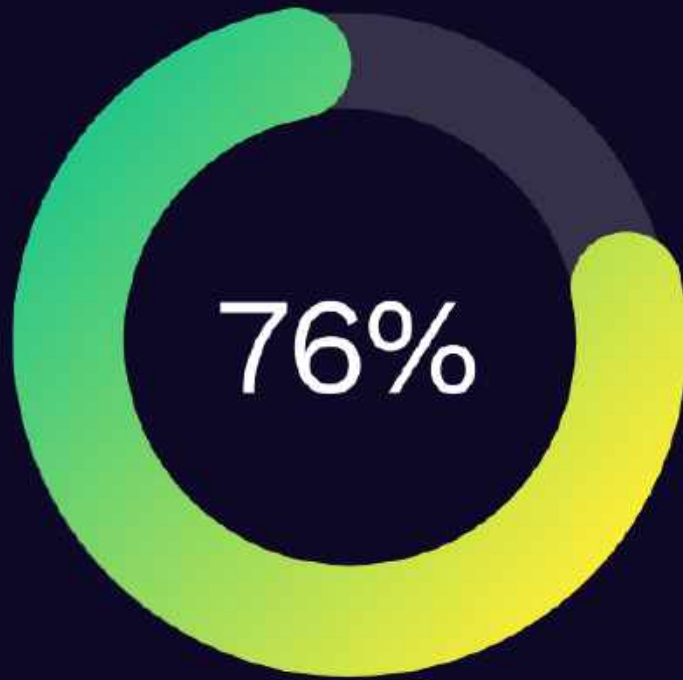
These include Impact Fort Worth, Tarrant County College, the Fort Worth Chamber of Commerce, Entrepreneur's Organization, NTEN, the Social Enterprise Alliance, Opportunity Collaboration, We The Change, Climate SME Hub, UN Global Compact, GEW Fort Worth, Techsoup, Women in STEM Leadership, and several WordPress communities.

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

- * 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.

NEW SERVICES





Check **your** score.

GET AN ACCESSIBILITY AUDIT

There are a variety of accessibility-related concerns that your organization may want to consider. An accessibility audit helps you know where to start.

[GET YOUR ACCESSIBILITY SCORE](#)

"Accessibility is more than a checklist for compliance. Meeting people where they are and serving their needs includes factors beyond checklists. CauseLabs offers WCAG policy-driven website audits as well as guidelines for additional things to consider for your website."

Sheryle Gillihan, CauseLabs CEO

Protect your most important asset.

SECURE YOUR WEBSITE TODAY

No one needs to spend their precious time worrying about their website. The stress of your website being offline or your community members being affected by a data breach just isn't worth it. We believe your time is better spent on your mission, and we can help take care of your nonprofit website's maintenance to give you peace of mind.

At CauseLabs, we offer Care Plans to all of our clients. If your website was built by us, we would've recommended a Care Plan that suits your organization's needs when we launched your website.

Download our guide to the 5 essentials for protecting your website, how to evaluate it's success, and tips for improvement.



FIVE ESSENTIALS FOR PROTECTING YOUR NONPROFIT WEBSITE

[GET THE GUIDE](#)



**CLIMATE
NEUTRAL**
—
CERTIFIED



IS YOUR WEBSITE CLIMATE NEUTRAL?

The Web Neutral Project has calculated that powering the average website produces 4,500 pounds of CO₂s a year, equivalent to driving the average new car for more than 10,000 miles.

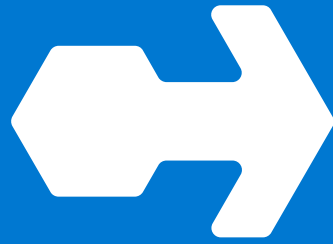
Website hosting has a significant impact on the environment, but your website doesn't have to add to this negative impact. CauseLabs is taking action by using green hosts and carbon offsets.

We'd love to work with you on reducing your digital carbon footprint. Whether it is a redesign, maintenance, or hosting, our team is here to help you.

HIRE US

“When you become comfortable
with uncertainty, infinite
possibilities open up in your life.”

ECKHART TOLLE



[CAUSELABS.COM](https://causelabs.com)