



## **2018 Impact Report**

### **About the Company**

One More Thing LLC is a consulting firm specializing in marketing strategy development. The bulk of our clients are either startups, or more established companies that are launching new products or entering new markets.

### **Highlights**

2018 was an important year of One More Thing LLC. We acquired B Corp client MyStrongHome, and through them were introduced to the B Corp community.

Though I am still in the process of completing my B Corp certification, I immediately got involved with some of the B Corp Women CEOs working groups focused on the larger goals of B Corps, such as increasing representation of women-led companies within our community.

2018 was also the year that One More Thing LLC did a complete audit of existing systems and began the process of revamping them to meet B Corp standards.

From a professional perspective, One More Thing worked with a range of companies, from local startups to international organizations exploring opportunities for growth in the United States.

### **Governance**

2018 was the beginning of my B Corp journey. I completed my first impact report, and realized that there were many changes I needed to make before I could reach the B Corp threshold.

I began working with an advisor, Carolina Miranda, whose generous tutelage helped me understand more about important responsible business practices such as understanding my

carbon footprint, building relationships with 1% for the Planet, and factors to consider when selecting new vendors or suppliers.

This led to a plan to overhaul One More Thing LLC's operations from top to bottom:

- I migrated bookkeeping software in order to facilitate more transparent and accurate accounting.
- I reviewed my options in terms of finding the key vendors I'd need for my business, specifically a business accountant and lawyer and made a plan for when and how to engage them.
- I began looking for more formalized opportunities to mentor young people with an interest in business as a force for good.

## **Community**

One More Thing often works with startup companies, small businesses, and entrepreneurs with ideas who are looking for a path forward. Through this work, One More Thing has become very involved with the local entrepreneurship scene. One More Thing believes in supporting this community by showing up for their events, product demos, feedback sessions, and pitch practice sessions. CEO Lizy Freudmann has, and continues to, make herself available to folks in her coworking space to serve as a resource for mentorship, advice, and pep talks.

As Lizy learned more about the requirements for becoming a B Corp, she joined 1% for the Planet in order to be a part of the work being done by like-minded businesses. Moreover, One More Thing viewed the membership as an opportunity to learn more about what's being done by businesses who are joining forces to address the climate crisis.

Upon registering to complete the BIA, Lizy received numerous emails about working groups and other opportunities to connect with folks within the B Corp community. Accordingly, she's been an active member of the B Corp Women CEOs Diversity, Equity and Inclusion working group, as well as the We the Change community since the beginning of this process (that's how she had the great fortune to meet Carolina!). As a member of these groups within the B Corp community, Lizy has worked in collaboration with many others to make the community of B Corps more diverse across lines of race, religion, gender identity, and (dis)ability.

## **Environment**

2018 was One More Thing's watershed year for learning. Before beginning the B Corp process, CEO Lizy Freudmann was not aware that there were multiple types of carbon emissions that required tracking. Armed with this additional information, One More Thing began tracking the company's carbon footprint.

The increased knowledge about carbon emissions, environmental standards, and other climate-related metrics also led to a change in purchasing habits. One More Thing began the process of shifting to more eco-friendly suppliers for everything from tea (Certified B Corp Stash is a favorite vendor) to printer paper (with a better understanding of different types of recycled products available.)

In 2018 Lizy also sought to work with the folks at her coworking space to improve recycling and to provide educational resources on responsible waste management for tenants.

## **Customers**

One More Thing was introduced to the B Corp community through social impact company and client MyStrongHome. This collaboration allowed One More Thing to build a marketing strategy targeting hurricane-vulnerable populations, many of whom lack the resources to adequately protect their homes from extreme weather events. Headquartered in Louisiana, this project provided One More Thing the opportunity to work within the community to help a vulnerable population understand more about the construction and financial resources available through the MyStrongHome service.

In 2018, in keeping with their mission, One More Thing offered discounted services to companies led by women, with further discounts applied to those helmed by women of color and/or organizations with a clear commitment to giving back to the community.

## **2019 Goals**

Number 1 is get my B Corp certification! I have been working towards it for about 18 months, with the help of Carolina. Over the course of this year I have improved my operational transparency, identified a framework for pro-bono work, increased my participation in philanthropic activities through participation in a program designed to help folks learn to be responsible and impactful donors, moved coworking spaces to a building with more accountability with regards to recycling, and tried to develop relationships with other B Corps in the hopes of being able to transition more of my client base to be impact-oriented.

Number 2 is to build relationships with local economic and workforce development agencies in an effort to have a voice on some of their programming initiatives.

Number 3 is to transition my service providers such as my lawyer, accountant, and other subcontractors to be aligned with my supplier guidelines. So far I've successfully identified and begun working with a new lawyer and accountant. I have also begun to identify resources for subcontractors and vendors such as graphic designers, website developers, and media production.