

Context Partners 2018 Benefit Report

The mission of Context Partners is to help our clients unleash the collective potential of their most important audiences. We believe this is the key to building better organizations, markets, communities and solutions to complex social problems. To achieve this end, we strive to offer an emotionally healthy, intellectually satisfying and financially supportive work environment that encourages a broad point of view. Further, we use methods and approaches that help give voice and agency to those most affected by the problem we aim to solve.

We became a certified B Corporation in early 2017—B Corps continues to be the third party standard by which we assess the general public benefit we provide. Our first assessment was filed in December 2017 with a score of 80.3, just slightly exceeding the required 80 points for certification.

In 2018, we took the following steps to enhance and support our Certified B Corporation status. These steps are part of our ongoing commitment to make our work a force for good:

- Our goal is to earn at least 80% of annual revenue in support of social impact projects. We exceeded that goal in 2018. 86% of revenue was earned on projects that directly support social impact in the areas of sustainability, education, equity and nonprofit leadership.
- In 2018, we improved our parental leave benefit, increasing it from four to six weeks fully paid leave for new parents. In addition, the short-term disability plan we offer for new mothers now provides six weeks of paid leave at 60% of salary, an improvement from the previous four week benefit.
- Context Partners was a sponsor of the Alberta neighborhood Earth Day cleanup in 2018. Employees were also encouraged to participate.
- To encourage our employees to be active participants in the community, we invite them to track their volunteer hours in our time tracking system.
- Since becoming a certified B Corporation we have made a more conscious effort to ensure that all job postings reach and attract a diverse pool of potential candidates. Our postings include a paragraph stating that we strive to build a team that reflects the diversity of our community. Openings are posted on the B Work site and Diversity Jobs. The most recent c-suite opening was also posted with the Urban League of Portland and the National Black MBA Association.

Our next official assessment by B Corp will be in December 2020. In the meantime, we will continue to implement behaviors to improve our B Impact Assessment score.

[December, 2017 Assessment results](#)

Why did we choose B Corps? Context Partners was founded on the belief that relationships are what drive everything. Charlie Brown, CEO and owner, wanted to create a great place to work, with smart people helping organizations that are driving social change. B Corp's commitment to using the power of business to solve social and environmental problems was a natural fit to serve as our third-party Benefit Corp standard. Charlie's commitment to creating a great workplace and solving important problems had Context Partners well on its way to qualifying for the B Corps designation. In addition, multiple employees had wondered individually why Context Partners wasn't a B Corp, and when they realized there were others in the organization who felt that way, we got to work completing the assessment and making our organization's commitment legally binding.