2020 served up a lot of change -- the pandemic, an economic slowdown, and systemic social injustice, to name a few. Our 2020 report spans two starkly different time frames: the first quarter of 2020, while we were still working from the office, unaware of what was to come; and the remainder of the year, when we switched to completely work from home to keep our employees safe.

Our Mission

We are a branding and communications agency on a mission to better the world by articulating and amplifying our clients’ impact.

Core values

**Creativity**
We use our imagination to create, innovate, grow, and learn.

**Care**
We look after each other, our clients, and partners with genuine attention and interest.

**Passion**
We are driven by a burning desire to positively impact the world.

**Candor**
We are open and honest in our expressions whether internally or externally.
While we will not be up for recertification until 2021, here’s a snapshot of our B Impact Report, from our last assessment which took place in 2018.
Governance

The Governance section of the B Impact Assessment evaluates a company’s overall mission, ethics, accountability and transparency. By incorporating their mission into the DNA of their corporate structure, companies protect their long-term vision and fully commit to using business as a force for good.

In 2019, we were honored to be one of the B Corporations awarded Best for the World: Governance, recognizing the high standard we set for ourselves to conduct and run our business. To be considered Best for the World, a company must earn a score in the top 10% on the B Impact Assessment.

We are part of the 40% of businesses that were women-owned in the United States in 2020.

We are legally incorporated as a California Benefit Corporation to ensure that in addition to making a profit, we preserve our mission and consider all stakeholders.

Our mission statement is embraced company-wide, from new employee onboarding to our annual reviews.

Our core values (Creativity, Care, Passion, and Candor) are integrated into our performance reviews as well as Claps & Snaps, our peer recognition program.

Transparency is important to us. We share financials on a quarterly basis at minimum with our employees.

We are part of the 40% of businesses that were women-owned in the United States in 2020.
Workers

The B Impact Assessment examines how a company treats its workforce. It looks at benefits, training, and other opportunities provided, as well as job flexibility, corporate culture, and health and safety practices. This is another category where thinkPARALLAX shines. In fact, in 2018 we were awarded Best for the World: Workers, meaning we placed in the top 10% of B Corporations for how we treat our employees.

After one year, all employees are eligible to receive an end of year profit sharing bonus, and participate in our 401k plan — contributions are 100% matched up to the first 3%, then 50% after the first 3% up to 5%.

In 2020, all full-time exempt employees received between 27 and 36 paid days off, including holidays, vacation, a volunteer day, and sick leave. Unfortunately, the pandemic forced us to cancel our PARALLAXploration program, where employees receive three additional days of paid vacation and a $1800 stipend to travel solo somewhere in the world, in order to get inspired and give back.

Any employee working more than 20 hours a week is eligible for medical and dental insurance. We cover 75% of our employee’s individual medical premium, and 100% of their individual dental premium. We also offer a POP (premium-only) plan that allows employees to pay any additional premiums with pre-tax dollars (a 2019 goal that we achieved).

In 2020, we formalized our wellness program, “thinkWELL”. While pre-pandemic company hikes, beach picnics, and office yoga were no longer part of our days, we did manage to continue with our weekly group meditation, and added a virtual cocktail club, book club, and Zoom coffee chats with topics ranging from heritage to racial injustice.

In 2020, we began offering employees a $75 monthly wellness stipend. Our employees used it for exercise equipment and classes, meal delivery, housecleaning, even vitamins, and we kicked off the new benefit with a $250 stipend the first month.

Once we realized that we wouldn’t be returning to the office in the foreseeable future, all employees received a $250 stipend to set up their home office.

Another achieved goal in 2020 was establishing a formal bereavement policy. Our employees now receive up to five days off (plus travel time if services are out of town), to mourn the passing of a family member.
Community

The Community section looks at a company’s supplier relations, diversity, and involvement in the local community. It also measures the company’s practices and policies around community service and charitable giving.

The pandemic forced us to shift our community support to things like purchasing local and/or minority-owned business gift cards for our Claps & Snaps recognitions, participating in blood drives, and our birthday donation program, where we make a $50 donation to each employee’s nonprofit of choice in their honor.

We typically enjoy a few group volunteer outings each year, but only were able to do so once before the pandemic ensued. Last January, we served lunch to low income seniors at the Gary & Mary West Senior Wellness Center in downtown San Diego, along with our fellow San Diego B Corps.

We give all of our employees eight hours of paid time off per year to volunteer with their nonprofit of choice. In 2020, between individual and our group volunteer experience, 85% of our employees spent a collective 117 workday hours volunteering with local nonprofits, ranging from food banks and animal rescues to environmental associations.

Environment

The assessment evaluates a company’s environmental performance by looking at its facilities, materials, emissions, and energy use. Since we lease our space and are not responsible for all of our utilities, this is a more challenging category for us in general and now with the pivot to a distributed workplace, even moreso.

To reduce our carbon footprint, for years we have allowed our employees to work from home two days a week, but since the pandemic, have shifted to a permanent distributed workplace for the foreseeable future.

We have a strict e-waste policy where things like desktops, laptops and ink cartridges are reused, recycled, or disposed of properly.

When in the office, we always avoid single-use serving items, and when lunches are company-sponsored, we serve only plant-based food. In addition, we use non-toxic cleaning supplies, unbleached/chlorine-free paper products, and recycled or environmentally preferred office supplies.

In 2020, we became Carbon Neutral certified.

85% of our employees spent a collective 117 workday hours volunteering with local nonprofits.
Customers

The Customers section focuses on whether a company sells products or services that promote public benefit, are targeted toward serving underserved populations, or designed to solve a social or environmental issue. This could be improving health, preserving the environment, creating economic opportunity for individuals, or even increasing the flow of capital to purpose-driven enterprises.

We partner with purpose-driven, influential companies across industries, such as Southwest Airlines, Qualcomm, International Paper, and Eli Lilly, and help guide their ESG strategy, reporting, and communications regarding their sustainability efforts.

In 2020, we began offering new services to our clients around ESG strategy such as materiality assessments, goal setting, and multiple ESG reporting frameworks.

We continued to educate and engage with companies and consumers interested in evolving their understanding of ESG by offering free webinars, white papers, and articles.

Looking Ahead

The B Impact Assessment not only helps us understand where we are in comparison to other Certified B Corporations, but also forces us to take a close look at our current practices to ensure they are working toward our mission. We reassess and measure our goals on an annual basis for continuous improvement, not just in re-certification years.

In addition to maintaining the progress we have made, these are the goals we’ve identified for thinkPARALLAX in 2021:

Create a DEI committee, advance education, policies, and set diversity goals

Increase employer sponsored healthcare premiums and add vision and a mental health benefit such as an EAP

Boost professional development opportunities

Revamp annual review process

Increase spending on local suppliers/vendors, specifically women-owned or underrepresented
thinkPARALLAX is both a B-Corp and a benefit corporation under California law. We work to provide public benefits to our clients, our employees, and the community. We measure our public benefit through B Lab Impact Assessment, which measures a company’s positive social impact on its stakeholders. We have been using this assessment since 2016, the year we registered with B Lab. This audit takes place once every three years and will happen again in 2020-2021. There is no organizational connection between thinkPARALLAX and B Lab. The thinkPARALLAX shareholders with an ownership stake of more than 5% are Guusje Bendelier and Jonathan Hanwit.