

HOW TO THRIVE AS A FORCE FOR GOOD

RealLeaders™

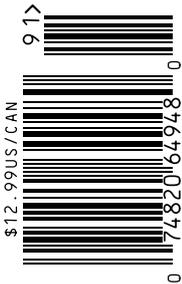
INSPIRE THE FUTURE

www.real-leaders.com

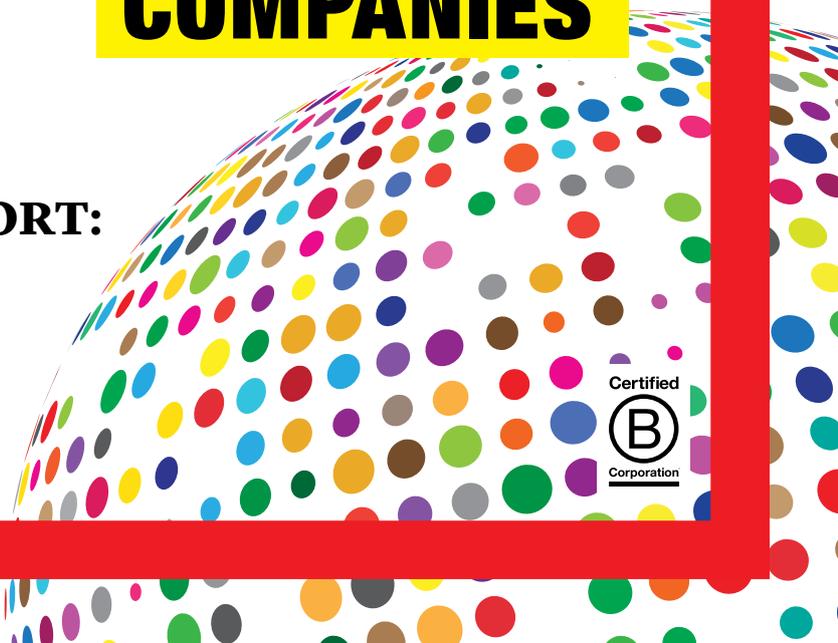
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**TOP IMPACT
COMPANIES**



SPECIAL REPORT:
**How You Can
Stop Sexual
Misconduct
at Work**



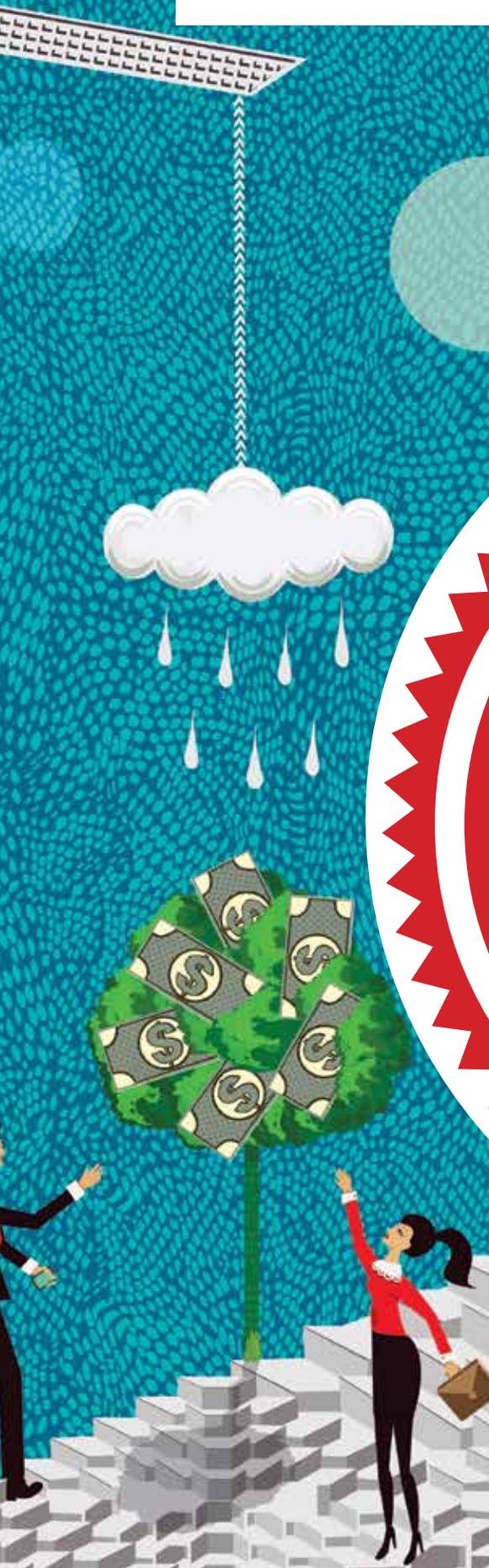
BUSINESS CAN BE A FORCE FOR GOOD

HERE'S THE PROOF. 100 COMPANIES THAT ARE GROWING BY DOING GOOD

The Real Leaders 100 Top Impact Companies is the first ranking of positive impact companies. The Awards rank the top companies applying capitalism for greater profit and greater good. These companies are driving a dynamic segment of the economy, bearing a new vision of capitalism that demonstrates that every transaction is an opportunity for both growth and a better world.



***IN COLLABORATION WITH
BIG PATH CAPITAL AND B LAB***



HOW WE CHOSE THE FINALISTS



Given the plethora of published lists that already exist – the richest people, sexiest celebrities, fastest growing companies, biggest organizations or most popular startups – a group of like-minded visionaries including *Real Leaders*, realized that what the world really needs is a list of companies that are a force for good in the world. Not a feel-good, cumbayah, granola list either; rather, a list of real companies that have shown actual economic growth by including the greater good in their mission and business strategies.

The *Real Leaders 100 Top Impact Companies* is exactly that – a world-first list that proves that business *can* thrive as a force for good. It was created through a collaboration between *Real Leaders*, Big Path Capital, B Lab, Bain Capital, KPMG and Mintz Levin. Because the application

process required verification of growth and practices, some companies that we expected to see, did not make the cut or did not apply.

To help rank the companies that feature on the following pages we needed a respected, third-party assessment tool. One that measured both social and environmental impact. As a certified B Corporation ourselves, and knowing the rigorous criteria needed to join the 2,655 other companies in 60 countries, it was only natural that we chose The B Lab assessment (www.bcorporation.net) as our metric for screening applicants. Growth rate needed to be a key component, but was not the sole one. Scale was also important, but not at the exclusion of rising stars. We asked for verification for all of the above and spent many months sifting through motivations, revenue reports, environmental policies and social impacts.

So, how did we ultimately measure business as a force for good? We came up with a simple formula. If you've ever studied science you'll know that the formula for force is mass multiplied by acceleration. The Real Leaders 100 formula for Business as a Force For Good is therefore: Revenue X Growth Rate X B Impact Assessment = Force For Good. We hope you're inspired by the companies featured here and apply in 2019 to be internationally recognized for our next *Real Leaders 100 Top Impact Companies* list.

We would value your ideas on how to improve this process going forward. Next year, we will include growth businesses from anywhere in the world whose primary product or service passes muster for impact.

Join us for the *Real Leaders 100 Awards Gala* on April 4.
Register here: www.momentumavl.com

REAL LEADERS 100 RANKING FORMULA
Revenue \$ multiplied by Growth Rate % multiplied by B Impact Assessment = Force For Good Score

COFOUNDED AND CREATED BY



RealLeaders

FOUNDING SPONSORS





1 RESCUE | THE BEHAVIOR CHANGE AGENCY

“A new approach to health behavior change marketing – tackling issues from marijuana, tobacco, and substance use, to obesity and sexual health.”

Mission > Making healthy behaviors easier and more appealing – through groundbreaking strategies that increase knowledge, change policy and shift norms. Investing in health is more than charity.

Future Impact 2050 > Healthy behaviors will be more appealing to people from all races, ethnicities, age groups, income levels and walks of life. Marketing agencies rarely invest time in improving healthy behaviors.

www.RescueAgency.com



3 TRADITIONAL MEDICINALS

“Sharing a vision for the rebirth of herbalism in North America.”

Mission > Passionate about connecting people with the power of plants. **Future Impact 2050** > Success with their social business model will inspire countless other companies to create social business models for their business.

www.TradMed.com



2 AMALGAMATED BANK

“Committed to the greater good since we were founded in 1923. For 95 years, that commitment has shaped our business model and values.”

Mission > America's socially responsible bank. A champion of working people and proudly support the forward-thinking organizations, companies, and individuals across the country who are working to make the world more just, compassionate and sustainable. **Future Impact 2050** > Positioned in values-aligned cities across America where they serve as the go-to financial resource and partner for the people, companies and organizations dedicated to creating a better world.

www.AmalgamatedBank.com

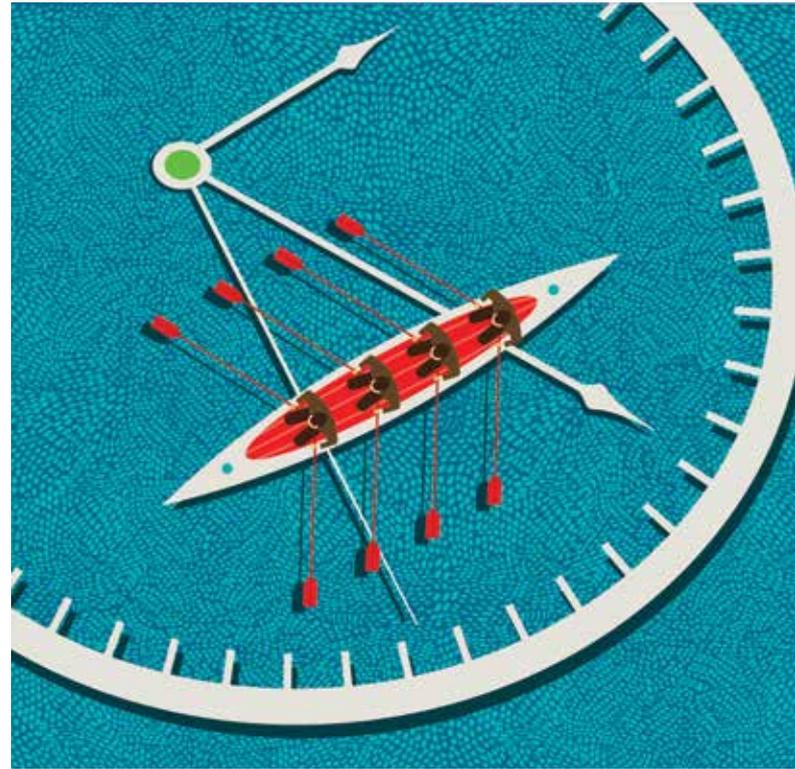


4 WORLD CENTRIC

“Never doubt that a small group of thoughtful committed citizens can change the world. Indeed, it is the only thing that ever has.”

Mission > To be of service to people and planet. **Future Impact 2050** > Make a significant dent in the use of petroleum-based disposable plastics, replacing them with sustainable materials which are marine degradable and home compostable. Allocate more than \$250 million towards creating systemic changes – providing basic needs such as food, water, energy, education and preserving ecosystems on which we all depend.

www.WorldCentric.com



5 GROVE COLLABORATIVE

“Small acts when multiplied by millions, can change the world.”

Mission > Help families create a home that reflects the best of themselves. Supply curated brands that are good for individuals, families and the planet. Making thoughtful decisions today ensures a better tomorrow and healthier future for generations to come.

Future Impact 2050 > Consumer products will be a positive force for consumers and environmental health. Grove's seedling sales have funded over 100,000 trees in the past year. They are prioritizing the environment, the Earth we share and the homes we inhabit.

www.grove.co

“WE ALL HAVE GOOD INTENTIONS. CONSCIENTIOUS CHOICES ARE NOT JUST FOR THE FEW. EVERY HOME IS BEAUTIFUL. EVERY DAY IS WORTHY OF CELEBRATION. HUMAN CONNECTION MATTERS.”



6 OPTEL GROUP

“Traceability is now officially recognized as a main technology to help solve some of humanity’s most critical issues.”

Mission > To use innovative technologies to create a better world through their proprietary Intelligent Supply Chain. Allow diverse industries to benefit from actionable, real-time data to ensure the quality, integrity and authenticity of consumer products. **Future Impact 2050** > Create an intelligent supply chain that will provide much-needed visibility and actionable data – ensuring product safety, reduced waste, less distribution costs, increased productivity and protection of the environment.
www.OptelGroup.com



8 VITAL FARMS

“A leading ethical food producer, offering pasture-raised eggs and butter in stores across the country.”

Mission > Bringing ethical food to the table by employing a stakeholder model that includes partnerships with small family farms. **Future Impact 2050** > More humanely raised animals and food sourced ethically – from family farms across different food categories.
www.VitalFarms.com



7 BDC

“Proud to be exclusively devoted to Canada’s real economy entrepreneurs.”

Mission > Supporting 56,000 entrepreneur clients from coast to coast with loans, investments and advisory services. **Future Impact 2050** > Continued support to entrepreneurs in Canada, with a special focus on small and medium-sized enterprises.
www.bdc.ca



9 TRILINC GLOBAL

“Purposeful and deliberate infusion of values and principles into investing in order to intentionally derive positive outcomes for society.”

Mission > Demonstrating the power of private capital to solve some of the world’s pressing socioeconomic and environmental challenges – with impact funds that attract private impact investing capital at scale. **Future Impact 2050** > Projecting the deployment of \$1 billion per year in SME loans, they predict the creation of \$400 billion of economic impact in developing economies by 2050.
www.TriLincGlobal.com



10 KORU DISTRIBUTION

“You must be the change you wish to see in the world.”

Mission > Drive positive impact through distribution. **Future Impact 2050** > The launchpad for any brand looking to make a positive impact in the world. Helping by simplifying the divide between brand and consumer globally.
www.KoruDistribution.com

“I PREDICTED THAT NON-TOXIC WOULD GO FROM THE ‘GRANOLA’ OF THE PAST TO THE WELL-DESIGNED, MAINSTREAM OF THE FUTURE.”



11 SIMPLE ENERGY

“Making it fun and easy to take energy-wise actions.”

Mission > To motivate and enable people to take energy-wise actions, while helping utilities become part of the clean energy ecosystem – for a more sustainable future. They’ve saved customers over \$150 million in energy bills and abated over two billion metric tonnes of CO2. **Future Impact 2050** > Play a critical role in transitioning to a completely carbon-free energy system. Abate trillions of metric tonnes of CO2 and save customers more than a trillion dollars on energy bills.

www.SimpleEnergy.com

“WE MOTIVATE PEOPLE TO SAVE ENERGY AND FUNDAMENTALLY CHANGE HOW “ENERGY” AND PEOPLE ENGAGE.”



12 BLUE WAVE SOLAR

“Anything else you’re interested in is not going to happen if you can’t breathe the air and drink the water. Do something.”

Mission > To revolutionize energy with simple, powerful solar solutions. **Future Impact 2050** > Nothing short of an energy revolution is needed to mitigate the worst effects of climate change. They are actively adding clean, renewable power to the global energy mix, resulting in less reliance on other, dirtier power sources, resulting in a healthier environment for generations to come.

www.BlueWaveSolar.com



13 THE REDWOODS GROUP

“Of those to whom much is given, much is expected.”

Mission > To create communities that are safe for all. They are changemakers and consider society’s status quo unacceptable. **Future Impact 2050** > They feel called to play a role in improving local communities. By 2050, their work will inspire not only the next generation of social enterprises but also the traditional insurance industry. Working with customers and other key partners, they will dramatically expand the definition of safety for both customers and the communities they serve.

www.RedwoodsGroup.com



14 FULLY

“When we are fully in our bodies, a better version of us shows up. We feel more, we make better decisions, we’re a good force for those around us.”

Mission > Changing the way you feel at work by offering more balance and integration in life – through desks, chairs and things that keep your body moving.

Future Impact 2050 > The future of the workplace shouldn’t be about infusing more technology, but rather an invitation to be more human. Tapping into an innate human awareness that brings balance and integration into peoples lives – bringing your goodness into the world.

www.fully.com



15 GALILEO CAMPS

“We think the world needs innovators and we think people with these skills are more likely to change our world and be the masters of their own.”

Mission > Develop innovators who envision and create a better world – not only their 30,000 annual campers, but the thousands of staff who evolve into more powerful innovators each year. **Future Impact 2050** > Delivering programs to one million kids annually who will be taught by around 10,000 current or aspiring educators.

www.Galileo-Camps.com



“WE FOCUS AMERICA ON SOLUTIONS, NOT JUST PROBLEMS. WE FIND INSPIRATION IN THE PEOPLE WHO ARE ROLLING UP THEIR SLEEVES AND THE THINGS THEY ARE DOING. WE’RE DEDICATED TO POWERING THE SOLUTIONS AND INNOVATIONS THAT WILL MOVE OUR COUNTRY FORWARD.”



18 NATIONSWELL

“In the service of America’s problem-solvers – the people who are rolling up their sleeves to advance the most effective solutions to our country’s most pressing national challenges.”

Mission > Connect America’s leading problem-solvers and accelerate their solutions.
Future Impact 2050 > A new American renewal driven by pragmatic problem-solving. Play a meaningful role in finding the most effective solutions to bridging the opportunity divide. Preserve our environment, make our government function more effectively and advance national service.
www.NationSwell.com



16 CLEANFUND COMMERCIAL PACE CAPITAL

“We make the price and financing terms for energy improvements economically compelling to real estate owners.”

Mission > Making it easy and affordable to finance energy, water and other vital improvements to commercial properties that increase their value and decrease environmental impact. **Future Impact 2050** > Real estate owners will build and modify their properties to be carbon neutral and set aside capital to eliminate their use of non-renewable energy.
www.CleanFund.com



17 CLEANCHOICE ENERGY

“It’s never been easier to do your part for a cleaner, greener world.”

Mission > Make clean energy accessible for everybody.
Future Impact 2050 > Help spread 100% clean energy to all homes and businesses around the world.
www.CleanChoiceEnergy.com



19 GAIA HERBS

“The world is a living organism and everything we do has an impact.”

Mission > Cultivate health and well-being by stewarding sustainable relationships between plants and people.
Future Impact 2050 > Significantly re-envision the way businesses function within society, creating shared value for employees, the earth and communities. Climate smart business solutions such as renewable energy, sustainable packaging and regenerative farming will be integral to their operations to help mitigate and reverse climate change.
www.GaiaHerbs.com



20 ENCORE RENEWABLE ENERGY

“Relentless pursuit of a positive outcome of the triple bottom line.”

Mission > Create high-performing assets from underutilized land to support sustainable social and economic growth. Address environmental needs through a creative, collaborative approach. Create meaningful opportunities for growth within the company and within the communities they work. **Future Impact 2050** > Provide leadership in the burgeoning clean energy economy and assist the transition toward an energy generation model that is focused on clean renewable resources.
www.EncoreRenewableEnergy.com



Bain Capital Double Impact congratulates the companies named to the first **Real Leaders 100** list as they work to create a lasting impact on our economy and our communities.



BainCapital

Double Impact



Sustainability



Health & Wellness



Community Building

ADVANTAGE CAPITAL

21 ADVANTAGE CAPITAL

“A dedication to helping businesses grow, create new jobs, strengthen their communities and the people who live in them.”

Mission > To bring businesses, technologies and jobs to communities that have historically lacked access to investment capital, while also generating competitive returns for their investors. **Future Impact 2050** > Will have established a nearly 60-year track record of developing underserved communities across the U.S. that were once overlooked by traditional sources of capital.

www.AdvantageCap.com



22 SUNCOMMON

“Offering a market solution to climate change.”

Mission > Everyone has the right to a healthy environment and brighter future - and renewable energy is where it starts. Energy from the sun can power our lives and build vibrant communities. They want to tear down barriers to clean energy and use their business as a force for good. **Future Impact 2050** > Help tens of thousands of homes, businesses and communities across the Northeast to join the clean energy revolution by producing their own, power, heat and fuel for their vehicles.

www.SunCommon.com



23 LOTUS FOODS

“We believe in leaving the world better than how we found it. It’s possible by managing supply chains as holistic systems impacting growers, communities and climate.”

Mission > Change how rice is grown around the world. **Future Impact 2050** > Support the conversion of 10,000+ acres of rice farmland to System of Rice Intensification (SRI) growing practices. This process can double and even triple yields, using up to 50% less water and up to 90% less seed, resulting in a 40% reduction in greenhouse gas emissions.

www.LotusFoods.com





24 CASCADE ENGINEERING

“Through engineering, manufacturing and a meaningful culture we’re devoted to making things better for people, planet and financial prosperity.”

Mission > Improving safety, morale and learning. Going beyond environmental compliance to prevention and protection. Delivering innovation, quality and cost. **Future Impact 2050** > Provide careers to over 10,000 people previously on welfare or incarcerated through their “Welfare to Career” and “Returning Citizens” programs. Utilized over 14 billion pounds of recycled plastic in the production of their products.
www.CascadeNg.com



26 ADVANCED ENVIRO SYSTEMS

“A focus on profits second and serving customers first. If you serve the customer, the profits will follow.”

Mission > Reduce all forms of organizational waste, using innovation, logistics and technology to provide the highest level of service to benefit the environment and stakeholders. **Future Impact 2050** > Guide businesses and individuals in understanding how and why we create waste, designing and sharing solutions along the way to eliminate waste in favor of diversion, reuse and recycling.
www.AdvancedEnviroSystems.com



25 SUNRISE BANKS

“Compassion is our motivation, our mission is to empower, our spirit is to achieve.”

Mission > To be the most innovative bank empowering financial wellness. **Future Impact 2050** > With an abundant mindset, seize the gap between capacity and opportunity to make larger impacts – 10 times more by 2028 and 20 times more by 2050.

www.SunriseBanks.com



27 JITASA

“Doing what we do best - nonprofit accounting - so you can do what you do best - solving tough problems.”

Mission > Equips and enables nonprofits that are solving some of the world’s toughest problems. **Future Impact 2050** > Play a small role in the great work of their clients, enabling them to do more. Save money for clients that can be reallocated into direct programs, beyond the millions they’ve already enabled for client programs. In the next 30 years, they will help thousands of nonprofits redirect hundreds of millions of dollars into their programs.

www.JitasaGroup.com



28 EO PRODUCTS

“Essential oils deliver their gifts by way of scent.”

Mission > Dedicated to making healthy personal care products that nurture the people who use them, respect the people who create them and honor the planet we all share. **Future Impact 2050** > Creating the right action to respect our humanity, that informs how we make decisions and make their products. This work requires clarity of purpose, intentional focus and the capacity to come together for the greater good.

www.EOProducts.com

“WE WANT TO LIVE AND WORK WHOLEHEARTEDLY, IN A WAY THAT HONORS THE WELL-BEING OF ALL PEOPLE AND THE PLANET WE ALL SHARE.”



29 ID4A TECHNOLOGIES

“The Best Way To Predict The Future Is To Create It.”

Mission > Fostering the development of advanced manufacturing and automation technologies that unlock extraordinary value for innovators, entrepreneurs and businesses. Reducing exploitation, labor and human rights abuses in global production pipelines. Advancing technical education and empowering girls and women around the world to lead in STEM fields. **Future Impact 2050** > Using cutting edge philanthropy and investing for causes and initiatives that uplift women and girls.

www.id4a.com



31 CHANDOS

“We pride ourselves on living our purpose and delivering value through innovation.”

Mission > To be known as the most progressive and collaborative contractor in Canada. **Future Impact 2050** > Continue to develop and influence Integrated Project Delivery (IPD) as the most collaborative way to execute a project. Bring socially conscious business practices to the forefront of business owners, government and people who make buying decisions. Provide substantial job opportunities and employee ownership within the company.

www.chandos.com



30 IMPACT MAKERS

“The ‘Newman’s Own’ of technology consulting – committed to donating all profits to charity over the life of the company.”

Mission > Transforming the business value of their work into social value for the community - through partnerships with local non-profits, financial contributions and pro-bono engagements. **Future Impact 2050** > Already having contributed \$3 million to the community through their financial and pro bono consulting support, they aim to spread their work exponentially - with more communities, causes and copycats using business as a force for good.

www.ImpactMakers.com



32 RHINO FOODS

“A bakery-style ingredient company for ice cream applications.”

Mission > To impact the way business is done. **Future Impact 2050** > To become the most resonant and relevant company in Vermont, known for our culture, products and workplace practices.

www.RhinoFoods.com



33 THE GFB: GLUTEN FREE BAR

“We make good-for-you gluten-free food in good-for-you ways.”

Mission > To enrich the lives of customers, teams and community members by sustainably producing the best-tasting, protein-packed, gluten-free foods on the market. **Future Impact 2050** > Their impact will be felt in the community as they continue to be seen as a place of opportunity, especially for those with barriers to employment. All team members are treated with respect and dignity. Environmentally, The GFB will set an example of how to operate a zero waste food production facility.

www.TheGFB.com

“A COUPLE OF GLUTEN-FREE BROTHERS MAKING GOOD-FOR-YOU GLUTEN-FREE FOOD IN GOOD-FOR-YOU WAYS.”



34 BRIDGES FUND MANAGEMENT

“When you’re surrounded by people who share a passionate commitment around a common purpose, anything is possible.”

Mission > Provide capital that makes a difference – using their human, financial and intellectual capital to drive positive change for people and planet. Deliver attractive returns that will encourage more private investors to invest for impact. **Future Impact 2050** > To have built a world where every single business and investment decision is based not just on financial risk and return, but on the impact it will have on people and the planet.

www.BridgesFundManagement.com

“BUSINESS AND INVESTMENT CAN HELP TO RESOLVE OUR BIGGEST SOCIAL AND ENVIRONMENTAL CHALLENGES.”



35 LUKE'S LOBSTER

“A rising tide raises all boats.”

Mission > Great-tasting seafood, because they know how to care for it the Maine way – from the dock to customers. They know their fishermen, where and how they fish and work together to protect our oceans for future generations. **Future Impact 2050** > Successfully diversify the efforts and earnings that enable fishermen to make a living. Reduce ocean acidification through sustainable aquaculture.

www.LukesLobster.com



36 MODERN ENERGY

“We aspire to make clean energy abundant.”

Mission > A world with abundant, accessible and sustainable energy for everyone. Identify emerging energy asset classes and leverage them to scale. **Future Impact 2050** > Cost reductions in energy efficiency, generation, management and storage. Will change the economics of energy markets. New software applications will dramatically reduce the transaction costs required to purchase, aggregate, dispatch and monetize millions of small energy installations.

www.modern.energy



37 ALIGN IMPACT

“Board, leadership and staff all working toward the same values each day and living by our mission.”

Mission > Collaborate with individuals, families, foundations and their financial advisors to increase the effectiveness and alignment of philanthropic grants and impact investments. **Future Impact 2050** > Move billions of dollars globally for impact, across different asset classes. Work with a range of ecosystems creators to make the world work for the planet and the projected population of nine billion people.

www.AlignImpact.com



38 KULI KULI

“Those who dare to fail miserably can achieve greatly.”

Mission > A world where everyone has access to nutritious sources of food and malnutrition only exists in history books. **Future Impact 2050** > Become the leading provider of unique superfood products, starting with moringa. Work with women’s cooperatives around the world to drive sustainable growth and agricultural development. Invest heavily in nutritional education and rejuvenate nutrient-rich food sources as a tool for nutritional security.

www.KulikuliFoods.com



39 DUCA FINANCIAL SERVICES CREDIT UNION

“Helping people with their finances is one of the best ways to have a tangible impact on their lives.”

Mission > Helping people and businesses do more, be more and achieve more with their money and lives. **Future Impact 2050** > Impact will be evident in every financial transaction, product, interest rate and community initiative they offer. A commitment to exemplifying what it means for a financial institution to operate with a focus on greater financial health.

www.duca.com



40 P.L.A.Y. (PET LIFESTYLE AND YOU)

“Honesty always pays. Honesty alone will never build a business, but scrupulous integrity will win the race for success.”

Mission > Pets are family. We should repay their unconditional love with the best we can give them. Enrich their lives just like they enrich ours. **Future Impact 2050** > Play a significant part in several key environmental and social challenges – from innovation around recycled and biodegradable materials, to programs to tackle carbon emission and water usage in traditional manufacturing and logistics processes.

www.PetPlay.com



41 PARTICIPATE

“Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it’s the only thing that ever has.”

Mission > Ensure equitable and inclusive access to quality education. **Future Impact 2050** > Expand their online professional development and curriculum, language acquisition and cultural exchange teacher programs to create engaging learning environments that empower more teachers and inspire more students to create impact on a global scale. .

www.Participate.com



42 MPOWERD

“Transforming lives with thoughtfully designed, clean technology which provide moments of wonder.”

Mission > Transform lives with thoughtfully designed, clean technology – from concept to creation – with every detail of their business. A deliberate attempt to enhance society and the environment. **Future Impact 2050** > The improvement of tens of millions of lives through sustainable energy products while contributing to a significant reduction in the reliance on fossil fuels – through education and the proliferation of their products.

www.mpowerd.com



43 FIT4D

“Combine humans and technology to achieve unmatched health outcomes for people living with diabetes – so they can live transformed and empowered lives.”

Mission > A moonshot mission to transform the lives of people living with diabetes - the more than 30 million patients nationwide and over 500 million around the world living with this disease. **Future Impact 2050** > By advancing their technology platform, their clinicians will reach more patients and enhance the services they provide to healthcare providers, health plans, pharma, device companies and self-insured employers.

www.fit4d.com

Innovation in Action



The Mintz Impact Capital & Social Innovation Practice is proud to sponsor **RealLeaders 100**, a first-of-its-kind list to recognize companies for their pioneering social impact work.

If you're steering a mission-driven business, you'll need a team with a passion for, and deep experience in, the social innovation ecosystem to help you broker transformative financial and strategic partnerships while managing risks. Our industry-leading attorneys use a collaborative approach and work closely with our government consulting colleagues at ML Strategies to deliver pioneering legal and consulting solutions. We help entrepreneurs, executives, and investors across the social innovation spectrum generate positive and lasting social and environmental impact and robust financial returns.



MINTZ

Contact Mintz for innovative legal advice and guidance that targets your legal, business, and social impact goals.

mintz.com



44 TRILLIUM ASSET MANAGEMENT

“Impact investing is not philanthropy, it’s about creating opportunities for self-sufficiency.”

Mission > Provide products and services that fulfill financial, social, and ecological goals while delivering competitive financial returns for clients. **Future Impact 2050** > Collaborate with critical investor groups to strengthen the voice and impact of the SRI community. Shape and influence new regulation and legislation by 2050 that delivers broad equality of opportunity and a sustainable and regenerative global economy.

www.TrilliumInvest.com



45 VIRGINIA COMMUNITY CAPITAL

“Innovative capital solutions and collaborative leadership towards the advancement of vibrant, healthy communities and the common good of all citizens.”

Mission > Support housing and community development ventures, increase jobs and build sustainable communities by offering flexible financial products and advisory services. **Future Impact 2050** > Achieve national growth and acquire new capital partners involved in important social issues and sustainable solutions. Commitment to positive long-term solutions and a collective impact totaling \$5 billion.

www.VACommunityCapital.org

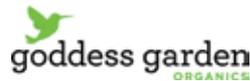


46 FARMLAND

“Our fate is inextricably tied to farmland and how we manage the endowment of soil, water and biodiversity which nature has provided for us and future generations.”

Mission > To catalyze a global shift to sustainable agriculture by demonstrating that sustainable agriculture is more profitable than chemical dependent commodity agriculture. **Future Impact 2050** > Sustainable agriculture will be the default paradigm for agriculture in the world, impacting not only farmers but the support systems around agriculture and food.

www.FarmlandLLP.com



47 GODDESS GARDEN

“A unique personal care company focused on activism to educate and drive industry change.”

Mission > Creating safe, organic, effective personal care products at an accessible price to protect mother earth and her inhabitants. **Future Impact 2050** > Disrupt the sun care industry by providing effective natural alternatives to harmful, conventional chemicals. Critical salt and fresh water habitats, including coral reefs, will benefit greatly by diminished use of these harmful chemicals by consumers. Continued education on the harm caused by environmental toxins in personal care products

www.GoddessGarden.com



48 CORNERSTONE CAPITAL

“Socially conscious investing is a truth, not a trend. It’s about outcomes, not optics. It’s about performance that sacrifices nothing - except indifference.”

Mission > Catalyzing the flow of capital toward a more regenerative and inclusive global economy. **Future Impact 2050** > Embed the principles of sustainable investing in the mainstream capital markets. Investment performance will fully incorporate, and accurately measure environmental and social impact as well as revenues and earnings.

www.CornerstoneCapInc.com

“WE BELIEVE SOCIALLY CONSCIOUS INVESTING IS A TRUTH, NOT A TREND. OUR FOCUS IS ON OUTCOMES, NOT OPTICS.”



49 SJF VENTURES

“High growth. Positive impact.”

Mission > Invests in high-growth companies creating a healthier, smarter, and cleaner future. Catalyzing the development of highly successful businesses driving lasting, positive changes. **Future Impact 2050** > They believe their work will lead to a healthier, smarter and cleaner future for both people and the planet. Through their investments, they are helping to transform our societal and environmental systems. They are focused on mitigating climate change, conserving natural resources, increasing nutritious food and sustainable agriculture, improving education access and outcomes, enhancing health and wellness, and enabling greater economic access.

www.SJFVentures.com



50 RESOLUTIONCARE NETWORK

“People caring for people, by doing what makes sense.”

Mission > Bringing capable and compassionate care to anyone, anywhere who faces serious illness. **Future Impact 2050** > Revolutionize care for those with serious illness – never again to be thought of as “patients.” Revolutionize the experience for those called to serve these people and restore trust between the vulnerable, those that love them and systems that are built to serve them.

www.ResolutionCare.com



51 CLOUD FOR GOOD

“We’re thrilled to be able to grow and do well, while doing good.”

Mission > A world in which nonprofit organizations use technology to become more effective and efficient in their mission. **Future Impact 2050** > The newest and most innovative technology will help nonprofit and higher education institutions save time, better manage their programs, communicate more easily with their constituents and raise more funds. Help thousands of institutions by allowing them to spend more time focused on their missions.

www.Cloud4Good.com



52 LEESA SLEEP

“A well-designed solution for the need humans have to rest their mind, body and soul for the day ahead.”

Mission > To provide deeper rest for everybody. **Future Impact 2050** > A world where every individual will have a place to rest their head and their heart each night – creating a world worth waking up to. With the kindness of customers, partners and employees they hope to help end bedlessness. Hopeful that those experiencing homelessness will be able to find a place to rest and wake up with a little more hope.

www.leesa.com



53 RAFFA - MARCUM NONPROFIT & SOCIAL SECTOR GROUP

“Do more.”

Mission > A catalyst for positive, systemic change in our communities. **Future Impact 2050** > Not only be the best COA/Consulting firm *in* the world, but also the best CPA/ Consulting company *for* the world.

www.raffa.com



54 ABACUS WEALTH

“A dedicated impact investment advisor for more than 20 years, helping clients define their most important values and financial goals,”

Mission > To expand what’s possible with money. Serve others, bring genius, listen deeply, speak with care and enjoy work. **Future Impact 2050** > Will have proved that measurable impact with financial returns is possible. Services that reach the lower rungs of the socio-economic pyramid with sound, objective advice. Will be managing over \$250 billion if their historical growth rates continue.
www.AbacusWealth.com



55 ENERGAGE

“In today’s business world, the best culture wins. Top workplaces know this and are intentional about making culture a competitive advantage.”

Mission > Making the world a better place to work – together. **Future Impact 2050** > By 2050 human innovation and creativity will be the only true source of competitive advantage. In the new world of work, the only successful companies will be the ones that know how to create workplaces where employees can become fully engaged in the pursuit of a common purpose.
www.Energage.com



VITAL PLAN

56 VITAL PLAN

“Nothing looks as good as healthy feels.”

Mission > On a mission to reveal a path forward that empowers, inspires and educates people to take control of their health by offering tools, knowledge, community and encouragement for optimizing well-being. **Future Impact 2050** > Their goal is to see herbs in every household. These incredible health tools were lost in society’s transition to modern medicine – the gold-standard for acute concerns, but not for long-term wellness.
www.VitalPlan.com



57 PERSEPHONE BREWING COMPANY

“A farm-based, community-oriented, family-friendly brewery with a huge heart.”

Mission > Grow hops, food, great beer and stronger community. Food security, inclusive employment, economic resilience and sustainability.

Future Impact 2050 > Pave the way for dozens of other farm-based businesses to create resilience, local food, meaningful employment and inclusion for tens of thousands of people. Change legislation and regulations and help restructure agricultural and manufacturing sectors.

www.PersephoneBrewing.com



59 GOOD CLEAN LOVE

“Love many things, for therein lies the true strength. Whosoever loves much performs much and can accomplish much. What is done in love is done well.”

Mission > Increase the awareness and experience of love in the world. Offering all-natural, organic feminine hygiene and premium intimacy products to enhance the ability to enjoy the passionate side of life. **Future Impact 2050** > Empower women to advocate for their health by providing educational resources and scientifically-advanced, safe products. By 2050, it will no longer be taboo to discuss women's sexual health.

www.GoodCleanLove.com



58 NETWORK FOR GOOD

“Life is no “brief candle” for me. It’s a sort of splendid torch which I get to hold for the moment and I want to make it burn as brightly as possible before handing it on to future generations.”

Mission > Deliver the engine and expertise that organizations need to revolutionize giving. Unleash generosity on a massive scale. **Future Impact 2050** > Will have helped over 100,000 nonprofits raise more than \$1 million each in donations. Transform the donor nonprofit relationship and promote generosity as a huge phenomenon.

www.NetworkForGood.com

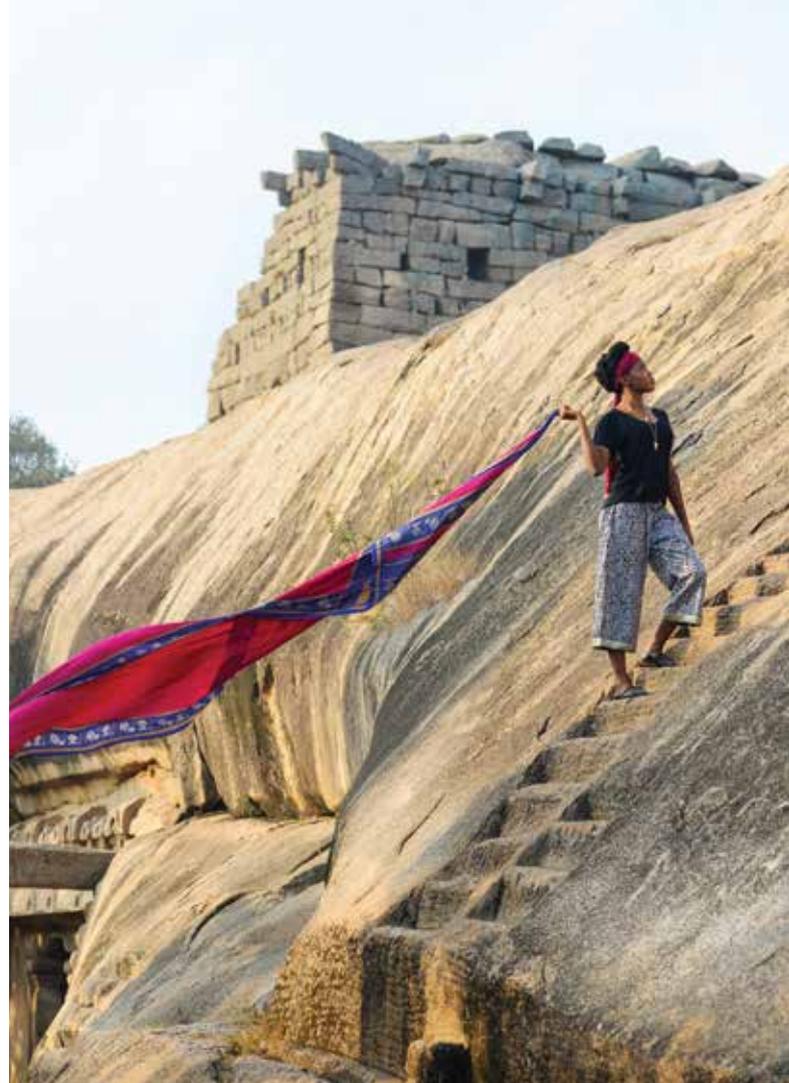


60 THE BUILDERS FUND

“If you want to build a ship, don’t drum up people together to collect wood and don’t assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”

Mission > To build the world we wish to see, capitalism must be part of the solution. We must get back to investing in and building scalable and purpose-driven businesses which improve the world, vs. extracting wealth over the short term. **Future Impact 2050** > Market rates of return with capital in emerging purpose-driven companies, can help catalyze the next generation of capitalism.

www.TheBuildersFund.com



61 INGAGE PARTNERS

“Be the change you wish to see in the world.”

Mission > Provide high-performing technology consulting services that are a force for positive change in the lives of stakeholders. Create an authentic and measurable impact on the community by focusing on a triple bottom line business model. **Future Impact 2050** > Become a model for other companies to follow, to better engage clients, employees, and communities. Their Thrive Incubator will serve as a pilot program that others can emulate – to help uncover hidden talent and bring an otherwise untapped talent pool into technology careers.

www.IngagePartners.com



62 NATURAL SYSTEMS UTILITIES

“A Better Way.”

Mission > Reimagine and build the infrastructure necessary for a successful and sustainable approach to wastewater treatment and onsite reuse.

Future Impact 2050 > Lead the world toward an entirely new and holistic approach to wastewater treatment. Create a natural solution that will positively change the course of our environmental future. An approach that reflects the sincerity of their ideals, the true value of water and the humanity they serve.

www.NSUwater.com

“WE CONSISTENTLY DEVELOPS A BETTER WAY TO CREATE VALUE WHERE OTHERS SEE WASTE.”



63 SUDARA

“If you have come here to help me, you are wasting your time. But if you have come because your liberation is bound up with mine, then let us work together.”

Mission > Advocating on behalf of women who have escaped from, or are at high risk of, sex trafficking by providing dignified skills training and employment opportunities.

Future Impact 2050 > Provide skills training for 30,000+ women in India who are at high risk of sex trafficking. Their non-profit will have supported the well-being and safety of 20,000 children who are orphans, living in poverty or whose mothers are commercial sex workers.

www.sudara.org



65 BI-RITE FAMILY OF BUSINESSES

“If people are healthier, they feel better about themselves and make others feel better. Communities will be tighter, stronger and more vibrant.”

Mission > A lifelong pursuit of creating community through food. This is their North Star and propels them every day – guiding decisions and the relationships they develop.

Future Impact 2050 > A San Francisco institution of 80 years, they’ve been committed to their community for 100 more. Staying true to good food: sourcing it, making it and feeding neighbors.

www.BiriteMarket.com



64 BIOHABITATS

“Applying the science of ecology to restore ecosystems and regenerate natural systems that sustain life on Earth.”

Mission > Inspire communities to rediscover a sense of place by preserving indigenous ecosystems, restore biological diversity, and embrace ecological stewardship. To respect Earth’s ecological limit and to catalyze mutually beneficial relationships.

Future Impact 2050 > They may no longer be in business in 2050 – if their vision succeeds, they will have restored degraded ecosystems and made environmental stewardship the norm.

www.biohabitats.com



66 CHROMA TECHNOLOGIES

“Manage light, the way you want.”

Mission > Providing the best products and solutions for customers’ ever-changing needs. 100% employee-owned: each employee has a share of the responsibility for the company’s success and each earns a fair share of the rewards.

Future Impact 2050 > Providing jobs, offering financial support to local non-profit service agencies, sponsoring educational opportunities for students of science and technology and promoting employee ownership.

www.chroma.com

View Dynamic Glass is a new generation of smart windows that let in natural light and views. It enhances mental and physical wellbeing by significantly reducing headaches, eyestrain and drowsiness.

D

ynamic glass manufacturer, View, has announced it is developing several transformative smart building solutions to accelerate further

its vision of creating human environments that are more intelligent, connected and personalized. To achieve this goal, the company has entered into a partnership with Microsoft to leverage Azure IoT services, resulting in the announcement of SmartProtect – the industry’s first smart window-based building security solution that automatically and instantaneously detects glass breakage. As soon as glass breaks anywhere in a building, View SmartProtect sends a signal notifying a customer of the specific time, window and location where the breakage occurred.

“View SmartProtect is the first of several IoT solutions from View that make buildings healthier, smarter and more productive,” says Erich Klawuhn, VP, Product Management at View. “It enables customers to protect their building and assets with 100% glass coverage, without false alarms from glass break sensors that cause added hassle and cost.”

“We selected View Dynamic Glass because of its ability to create a comfortable workspace environment for our customers and teammates by reducing heat and glare and eliminating the need for window shades. The addition of new features like Smart Protect demonstrates View’s continued commitment to providing a better workplace experience through the use of smart-window technology,” says Beth

“We wake up each day believing in something that no one else believes yet. This common purpose and mission is what binds us together and enables us to create real change.”

– Dr. Rao Mulpuri, CEO of View Inc.



THE SMART GLASS POWERED BY MICROSOFT

By Jeff Platon

Whitehead, Executive Vice President and Chief Administrative Officer of American Savings Bank.

Available as an added service to a View Dynamic Glass installation, View SmartProtect offers customers some key benefits, that go way beyond any window you’ve ever gazed from before. Unlike other breakage sensors, there are no false alarms and no dead spots. The technology allows complete coverage on all glass surfaces, based on true breakage detection

and not sound. This saves cost and reduces hassle, with no need for no additional sensors, upfront costs or complicated installation. The glass keeps buildings beautiful as the product is entirely invisible. The building’s original aesthetic design is maintained. Finally, real-time monitoring is possible through a convenient View Building Manager web dashboard that gives managers peace of mind.

“By partnering with View, we are laying the groundwork for limitless innovation that can unlock new scenarios for smart buildings,” says Bert van Hoof, Partner Group Program Manager, Azure IoT at Microsoft Corp.

“By partnering with View, we are laying the groundwork for limitless innovation that can unlock new scenarios for smart buildings.”

The Internet of Things (IoT) is proliferating and View has added yet another powerful way to monitor and control assets and processes. 

www.view.com



67 WASTE FARMERS

“A problem cannot be solved by people who are concerned with only one or another of its parts.”

Mission > Develops people, businesses and brands who transform emerging social and environmental needs into market-based opportunities. **Future Impact 2050** > Evolve into an innovative and agile network of businesses focused on solving the emerging social and environmental needs of the 21st Century. Add value to each of the stakeholders for whom they are responsible. Build an enduring profitable company, while healing the social and environmental systems on which we depend.

www.WasteFarmers.com



70 FIRESPRING

“I expect to pass through this world but once. Any good, therefore, that I can do or any kindness I can show, let me do it now.”

Mission > Leveraging their people, product and profit to do more good. **Future Impact 2050** > An evergreen company that has led a national movement to inspire thousands of companies and millions of people to do more good.

www.firespring.com



68 NOONDAY COLLECTION

“When we look across the world, we don’t see strangers, we see ourselves.”

Mission > A socially responsible business using fashion to create meaningful opportunities across the globe. Connecting people through style and storytelling. **Future Impact 2050** > The children of today’s Noonday community will be the legacy of impact in 2050. Tens of thousands of children in marginalized communities across the globe who saw their mothers’ set examples of diligent and dignified work will now be parents themselves.

www.NoondayCollection.com



71 FACILITIES MANAGEMENT SERVICES

“What would the world look like if janitors quit for a week? Let’s work on the gap between the importance of their role and the respect the world gives them.”

Mission > Provide access and opportunity to employees and help their communities thrive through janitorial enterprise. Focused on financial and physical health. **Future Impact 2050** > Inspire companies in Kentucky and Southern Indiana to adopt business models that include intentional and measurable social impact. Hundreds of janitors and their families with financial security, savings and home ownership.

www.fmspb.com



69 FORREST FIRM

“Clients. Culture. Community.”

Mission > Provide legal services that consistently exceed client expectations. Create healthy, sustainable work environments for their professionals and positively impact communities across North Carolina. **Future Impact 2050** > The question they ask themselves as they grow in seven offices across the state is: “If our office in this city closed, would the community miss us?” By 2050 their goal is for the answer to be: “Yes.”

www.ForrestFirm.com



RealLeaders™ 100

A Ranking of the 100 Top Impact Companies. In Partnership with Big Path Capital.



Michael Whelchel
Big Path Capital, Managing Partner



Shawn Lesser
Big Path Capital, Managing Partner

In partnership with Real Leaders and B Lab, Big Path Capital congratulates the honorees of RealLeaders 100 who are bearing a new vision of capitalism. This ranking focuses a spotlight on exceptional companies leveraging the engine of capitalism for greater profit and greater good.

Many thanks for the Founding Sponsors, Bain Double Impact, Mintz Levin, and KPMG. Thanks to Mark Van Ness at Real Leaders for his vision and leadership. Jay Coen Gilbert and Amanda Kizer at B Lab for their support and direction. Thanks to Greg Shell and Kate Ahern from Bain, Tom Burton from Mintz Levin, and Hannah Armer from KPMG and our colleague, Alexandra O'Hagan.

We hope to see all of the RealLeaders 100 honorees at the Mo Summit (momentumavl.com) April 4-5 where the honorees will be recognized and celebrated. May the Force for Good be with you!



72 ANDEAN NATURALS

“Quinoa: Bringing back a healthy staple to the world.”

Mission > To share quinoa with the world, as a new staple to combat world hunger and malnutrition. **Future Impact 2050** > Provide a market for 10,000 smallholder farms in the Andes. Convert 10% of California’s rice fields to quinoa production and manufacture baby-formula-grade quinoa protein concentrate.

www.AndeanNaturals.com

“THE GLOBAL MARKETPLACE IS VOLATILE, UNFAIR AND UNFORGIVING. THERE IS A GROWING THREAT TO TRADITIONAL QUINOA FARMERS. DOING NOTHING IS NOT AN OPTION.”



73 TAOS SKI VALLEY

“To grow better rather than bigger and create something that is unique – supportive of our environment, community and culture.”

Mission > Enjoy: Provide exceptional experiences and enjoyment for guests. Protect: Enhance and protect our natural environment. Give: Back to their community and our planet

Future Impact 2050 > Create a sustainable, year-round, thriving mountain resort and community that helps mitigate the effects of climate change.

www.SkiTaos.com



74 WE FIRST

“Be a mission with a company, not a company with a mission.”

Mission > To use the power of storytelling to help businesses become a force for good that improves the lives of millions. Leveraging the expertise, resources and reach of the private sector to address some of the world’s most pressing social, cultural, and environmental issues. **Future Impact 2050** > A loud voice in a choir of change that inspires and enables business to become a force for good in meaningful and measurable ways - partnering with large brands and providing guidance, training and tools for smaller brands to grow.

www.WeFirstBranding.com



75 GREEN CANOPY

“We don’t hire people to build homes, we build homes to hire people.”

Mission > To build homes, relationships and businesses that help regenerate communities and environments.

Future Impact 2050 > Build hundreds of affordable, net-zero energy homes across the U.S. - for buyers and renters. Wild lands are preserved, communities are resilient and vibrant because they are inclusive and investors who share this vision earn a good return.

www.GreenCanopy.com



76 SUNSHINE NUT COMPANY

“Hope never tasted to good!”

Mission > Build food factories in Mozambique to bring lasting economic transformation and provide U.S. consumers with a premium cashew brand. Consumers feel good about their purchase as the company gives 90% of their shareholder distributions to help the poor, widowed and orphaned. **Future Impact 2050** > Sell their cashews in premium marketplaces around the world. Magnify 100-fold the current 50 employees that create jobs for 1,000 people.

www.SunshineNuts.com

3 WAYS TO UNLOCK PURPOSE IN YOUR BUSINESS

Putting purpose at the heart of your business enables you to unlock the value of the symbiotic relationship between 'doing good' and 'doing well.' The market drivers behind this include the rising expectations of connected, younger consumers that want brands to do good, employees that prefer to work for companies that share their values, and the growing need for business to address crises such as climate change that compromise all of our futures. Yet, in practice, the full extent of the value of purpose is often overlooked or misunderstood. Here are three key opportunities for growing a business that is driven by purpose.



Simon Mainwaring is the CEO of We First, a creative purpose agency that delivers strategy, training and creative to build purpose driven brands such as TOMS, Virgin Unite, Timberland, Clif Bar, Sony Pictures and SAP. WeFirstBranding.com

1. PRODUCTIVITY ENGINE

In many cases, companies that define their purpose make the mistake of communicating in a way that maps from the top down – a command and control, hierarchical structure. The challenge here is that purpose comes across as prescriptive and fails to unlock the deep and personal engagement of employees. Instead, purpose must be leveraged to win the interest of new employees unlock a much higher level of productivity from your entire team. To make this possible, your company must position your purpose as a platform for your employees' self-expression in an individual manner. Your company must ensure your employees get to choose how they want to participate in realizing your company purpose – playing a part in product innovation, creating marketing content or volunteering. Once they are given such a toolkit to choose from, your company purpose becomes a way for them to bring their whole selves to work and to make a commitment that is deeply personal. This alignment between personal purpose, company purpose and social impact is a powerful productivity engine for your company.

2. LEADERSHIP AMBITION

Today, leadership teams face myriad challenges that can lead to fear, paralysis or uncertainty. Yet no matter what industry, category or circumstance you find yourself in, the key issue is this: How do you ensure your brand is relevant to those that will build your business? In that context, purpose can be leveraged as an articulation of why your company, brand and products are meaningful to suppliers, employees, customers and consumers. It should serve as a guiding North Star for decision-making and a way to separate yourself from competitors. It acts as a filter on what you should or shouldn't do and ensures that employees sense their leadership team has a vision for the company's future. This will inspire belief and commitment. A company without a strong and decisive leadership vision in such a competitive marketplace won't survive. Purpose will demonstrate to your leadership team how to move the business forward.

3. INNOVATION DRIVER

Too often purpose is misunderstood. It's seen as being limited to communications or corporate social responsibility (CSR) within a company. Instead, purpose must be applied to all departments, unlocking value across the whole company. How does your purpose change the suppliers you work with? How can it shape recruitment? How can it inform new product development and innovation? When put to work this way, purpose becomes a filter that mitigates the risk of consumer or media activism against your brand – because it's authentically integrated. It will also galvanize every department to think and innovate in ways that demonstrate the integrity of your intent. Purpose cannot be a passive sentence written on a page or a lofty statement painted on a wall. It must be an active verb, a living and breathing dynamic inside your company that delivers both business value and positive impact. **RL**



77 W.S. BADGER COMPANY

“A belief in honesty, integrity, and transparency. Nothing in our products or business practices cause harm to people or the planet – just love, kindness, and generosity.”

Mission > Create pure and effective products of the highest natural quality, based on simplicity and thoughtful preparation. An intention to protect, soothe and heal. **Future Impact 2050** > Every person on earth is adequately fed, clothed, and housed in a healthy and vibrant natural environment. Eliminate pollution, create equitable distribution of wealth, and live on the earth in loving kindness.

www.BadgerBalm.com



79 SOAPBOX

“Do the best you can until you know better. Then, when you know better, do better.”

Mission > Empowering people to change the world through everyday, quality purchases. For every product sold, a bar of soap is donated and hygiene education is funded across the globe. **Future Impact 2050** > Since 2010 three million bars of soap have gone to those in need. By 2050 they plan for many millions more and for it to be a household name and the go-to favorite for families wanting personal care products. They're taking mission-focused, salon-quality, affordably priced products to new heights.

www.SoapboxSoaps.com



78 FIRST GREEN BANK

“A better way to do business - one that is financially, environmentally and socially responsible.”

Mission > Founded in 2009, the bank prioritizes sustainability, community engagement and ethical practices over the typical profit mindset. A community role model by being values-based. They do volunteer work, community donations, eco-friendly initiatives and run a Green Foundation. **Future Impact 2050** > Address the serious need for renewable energy options and eco-friendly initiatives in the state of Florida. Leading by example in the hope that most companies will follow their example.

www.FirstGreenBank.com



80 CHARTER SCHOOL BUSINESS MANAGEMENT

“People won’t care how much you know until they know how much you care.”

Mission > Empowering charter schools and nonprofits with financial knowledge that achieves and maintains fiscal viability. **Future Impact 2050** > No charter or independent school will fail from financial mismanagement because they have been educated and empowered to make responsible financial decisions, and create policies that benefit their students, staff and community.

www.csbm.com



81 SCHOOLZILLA

“Too often in education, data is seen as a hammer. Shifting this paradigm opens the door to using data as a flashlight, shining a light on what is working and fueling continuous improvement.”

Mission > Enabling people to use data to improve education for students, especially those from underserved communities. **Future Impact 2050** > Millions of students, especially those who attend school without the benefit of high-quality preschool, summer enrichment activities (or even a full stomach) will be supported by adults making data-informed decisions that will increase their opportunities and success.

www.schoolzilla.com



“Like many CEOs, I sit on a number of nonprofit boards. Not surprisingly, my first question is always about fundraising and what strategy and software they’re using. Not because I’m the CEO of a fundraising software company, but because, while many nonprofit executive directors are experts in their mission, they’re sometimes accidental fundraisers. I strongly believe that one of the best things we can do as board members is to ensure that our nonprofits have the tools, plan, and guidance they need to keep their missions running strong.”

– BILL STRATHMANN, CEO



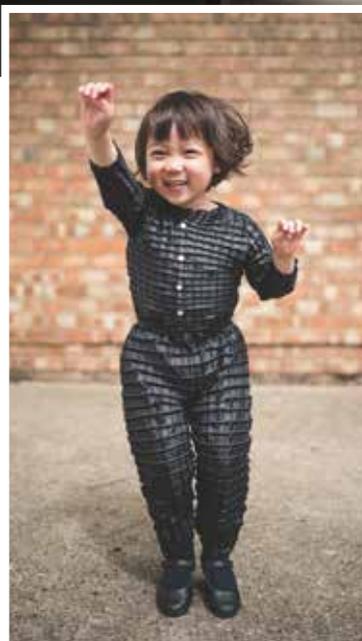
NETWORK FOR GOOD IS A CERTIFIED B-CORP THAT HELPS SMALL NONPROFITS FUNDRAISE FROM CONSUMERS IN A DIGITAL WORLD.

CLOTHES THAT GROW WITH YOUR CHILD

London-based **Ryan Mario Yasin** had finally found the perfect garment as a gift for his young nephew **Viggo**, but by the time he traveled to Denmark to deliver the gift, **Viggo** had already outgrown it. It's a scenario all parents will recognize - children grow seven sizes within their first two years. Beyond the endless churn of replacing clothes, it's also a huge waste of money and (unless they have younger siblings) a huge waste of clothing. Yasin, an aeronautical engineer and specialist in deployable structures, decided that he wanted to find a solution to ill-fitting, disposable children's clothes.

He founded **Petit Pli** in 2017 as a solution. "Children are like extreme athletes," he says. "They grow at a phenomenal rate and are moving around continually." Yasin looked to the ancient Japanese craft of origami for inspiration. The word origami is derived from two words: Ori meaning "folding" and kami meaning "paper." Yasin examined these folded paper objects and was intrigued by the expansion and contraction possibilities he saw. He devised a set of permanent folds in fabric that let clothes "unpack" when pulled and stretch over children as they grow. If parents can avoid buying six new jackets as a child grows, in addition to saving money, they can also avoid the environmental footprint of manufacturing, transporting and discarding each of those jackets. **BL**

www.PetitPli.com



The gender-neutral outerwear fits children from six months old to 36 months and is waterproof, windproof and childproof. "I believe new parents and young children are both at a stage in their lives where they are open to learning and absorbing new information - could **Petit Pli** instill a message that fast fashion is unnecessary and longevity is key?" Yasin says. "I really do hope so."





84 THE CAPROCK GROUP

“A firm our clients wished their best friends would hire and where every other advisor wished they worked.”

Mission > To build homes, relationships and businesses that help regenerate communities and environments.

Future Impact 2050 > Re-imagine how wealth advice is offered and delivered. Re-engineer the way capital interacts with the destructive aspects of its own operations. Demonstrate that there is no need for the term “impact” because every aspect of investing will become “impact.”

www.TheCaprockGroup.com



85 GREENTECH CAPITAL ADVISORS

“A different kind of investment bank. Dedicated to changing the way the world does business.”

Mission > Empowers companies and investors who are creating a more sustainable global infrastructure. Drive industry transformation with disruptive technologies and business models that are low carbon, prosperous and resilient to the impacts of climate change.

Future Impact 2050 > They aim to be the most impactful global leader in sustainable technology and infrastructure. The go-to advisory and asset management firm of the 4th Industrial Revolution.

www.GreenTechCapital.com



82 DEWEY'S BAKERY

“We are creators of delight!”

Mission > To mine the full potential of their brand and the possibilities of their team members. **Future Impact 2050** > They want to be a model for the power of integrating the “Why” of each team member with the “Why” of the company.

www.deweys.com



83 GELFAND PARTNERS ARCHITECTS

“An award-winning firm that brings innovative, sustainable design and transformative solutions to schools, colleges, housing, community facilities, and social enterprises.”

Mission > Approach design a little differently – healthier, more affordable and more stimulating. **Future Impact 2050** > To date, 55 housing communities that includes 6,325 single and family residences, 45 school communities and renovated classrooms for 21,300 students. This will continue through 2050.

www.Gelfand-Partners.com



86 SOLBERG MANUFACTURING

“Helping others succeed is a key driver of our own successes in business.”

Mission > Partner with customers, colleagues, and suppliers to help them innovate and discover new possibilities.

Future Impact 2050 > When implementing their products and services, users will see dramatic reductions in energy consumption for resource intensive industrial processes. Responsibly growing the business while maintaining a net-zero energy footprint will be an inspiration for future generations of leaders.

www.SolbergMFG.com



87 AMAVIDA COFFEE

“Working for producers, community, environment and customers.”

Mission > To improve the lives of small coffee farmers in impoverished communities.

Future Impact 2050 > Healthy coffee farming communities supported by consumers that are educated and concerned about their choices. A belief in the B Corporation movement as a means to improve the way we conduct business - towards others and the environment. Educational institutions teaching a new way of doing business along these ideals.

www.amavida.com



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89 CRYSTAL CREEK LOGISTICS

“We operate under the philosophy ‘Live Smart - Work Smart.’”

Mission > To fulfill higher expectations in the frozen fulfillment, logistics and shipping services for e-commerce companies. **Future Impact 2050** > An unshakable foundation to guide growth and protect values. This foundation encourages them to be active in their community, prioritize employees and protect the environment. Business is about so much more than profit, it’s about making a difference in the world.

www.CrystalCreekLogistics.com



90 GROWERS SECRET

“Good for Business, Good for the Earth.”

Mission > To supply farmers and their distributors with a more sustainable and environmentally-friendly organic product, which delivers better (or equal) results to existing non-organic products. **Future Impact 2050** > Using less nitrogen will help avoid the destruction of our oceans.

www.GrowersSecret.com



Metropolitan Group
the power of voice

88 METROPOLITAN GROUP

“The power of voice changes lives and the status quo leaves too many behind. By amplifying the voices of change agents we work to create a just and sustainable world.”

Mission > Craft strategic and creative services that empower social purpose organizations – to build a just and sustainable world. **Future Impact 2050** > By 2050, the most powerful narratives in society will advance equity and sustainability rather than perpetuate the power and privilege of the status quo. Their work will shift the paradigm from predominantly economic measures to measures of well-being. www.MetGroup.com

“VOICE IS A CRITICAL CATALYST FOR SOCIAL CHANGE. WHO HAS THE POWER OF VOICE AND WHO DOES NOT OFTEN DETERMINES WHO HAS ACCESS TO DECENT HOUSING, FAIR WAGES, SAFE FOOD, CLEAN WATER, AND QUALITY HEALTH CARE.”



91 YIN YANG NATURALS

“Do well by doing good.”

Mission > Help fulfill the dreams of clients, provide meaningful careers to members and serve communities. **Future Impact 2050** > Will have fostered hundreds of mission-driven brands to market success, which in turn will help create jobs, improve the environment and make the world a kinder place. Will introduce our brands, retailers and other connected partners to the mission of B Corporations and inspired them to “Be the Change” by using their business as a force for good.

www.YingYangNaturals.com



92 ASLAN BREWING COMPANY

“Sit down and have a beer with me. Together, we can change the world!”

Mission > To produce and distribute world-class organic ales and lagers using local resources, sustainable and low-impact practices and responsible sales techniques that promote a healthier, happier and more environmentally conscious community. **Future Impact 2050**

> By 2050 they will be as big as they need to be, so efforts towards growth will not distract from the greater mission of making the world a better place.

www.AslanBrewing.com

Dream big. And inspire others to do the same.

Businesses don't need wings to fly. It's inspired leadership that takes them to new heights. KPMG LLP is proud to align with Real Leaders Magazine, Big Path Capital, and B Labs on the inaugural Real Leaders 100 listing in recognition of the drive to inspire better leaders for a better world.

[kpmg.com](https://www.kpmg.com)





93 CODA COFFEE COMPANY

“Adversity is as much a part of life as the air we breathe. It’s how we approach it and overcome it that sets us apart.”

Mission > Their growth is directly correlated to client prosperity. They feel it’s their duty to engage in continuous efforts to better themselves so they can share that knowledge with customers and brighten our future. **Future Impact 2050** > Experimenting with blockchain technology in coffee-growing communities to increase sustainability and transparency by painting a detailed picture of everything within their supply chain.
www.CodaCoffee.com



94 VERA SOLUTIONS

“Today’s world demands that companies and nonprofits alike focus first and foremost on long-term impact over short-term income.”

Mission > To amplify the impact of the social sector, using cloud and mobile technology – with more than 270 organizations in over 50 countries. **Future Impact 2050** > A social sector that is empowered by data-driven insights, by tools that save time and money. Technologies will make accountability effortless – for thousands of organizations and staff, who will have a much clearer sense of their social bottom line.
www.VeraSolutions.org



95 ELEPHANTS DELICATESSEN

“Do justly, now. Love mercy, now. Walk humbly, now. You are not obligated to complete the work, but neither are you free to abandon it.”

Mission > To provide a fun, friendly, energetic, sensory food experience with exceptional quality and service. Their core values: Excellence, sustainability and unity. **Future Impact 2050** > The next generations of the Elephants Delicatessen team, like past generations, will find modern ways to retain their commitment to their mission and values. Always striving to bring a handmade, human touch to everything they do.
www.ElephantsDeli.com



96 CAUSE STRATEGY PARTNERS

“Can you imagine the tsunami that would result if each individual approached their social mission with the same zeal they deliver at home and work?”

Mission > To help social good organizations achieve their missions fueled by great leadership, great strategy and great results. A purpose-driven enterprise that believes in harnessing the power of business for social good. **Future Impact 2050** > Will have placed 100,000 talented, trained and supported, high-impact professionals on nonprofit boards across the globe.
www.CauseStrategyPartners.com



97 ELLEVEST NETWORK

“We work to make the world a better place. We believe that the world can change for the better and are making it happen. We don’t wait for others to do it.”

Mission > A global community of professional women committed to elevating each other through education, inspiration, and opportunity. We believe that when ambitious professional women get more opportunity, it ultimately benefits everyone. **Future Impact 2050** > Will have achieved gender parity in business. Their purpose is to achieve equality for all - through giving diverse voices, particularly those of women, a seat at the table where decisions are made.
www.EllevestNetwork.com



98 BOSTON COMMON ASSET MANAGEMENT

“Dedicated to the pursuit of financial return and social change. We are diverse, women-led, and majority employee-owned.”

Mission > A commitment to clients, their teams and to the universal commons. Working within the arena of investments, they commit to being responsible stewards of their clients’ assets, seeking competitive financial returns and meaningful social and environmental change. **Future Impact 2050** > Their thinking is long-term but they measure and manage their impact each year, as they cumulatively address the systemic challenges of our time.
www.BostonCommonAsset.com



99 NOSSA FAMILIA COFFEE

“A business that is involved and thoughtful. That gives back meaningfully to the community. Coffee is more than a daily routine – it’s a tool to improve lives.”

Mission > To nurture positive relationships locally and globally while delivering delicious farm-direct coffee. **Future Impact 2050** > Showing the vast coffee industry that they can be a profitable fast-growing company while still helping to make the world a better place. Specifically, their growth means more coffee purchased at a fair price (they pay more than commodity prices), and more funds will be reinvested in their local and coffee growing communities as part of the Give Back program.
www.NossaCoffee.com



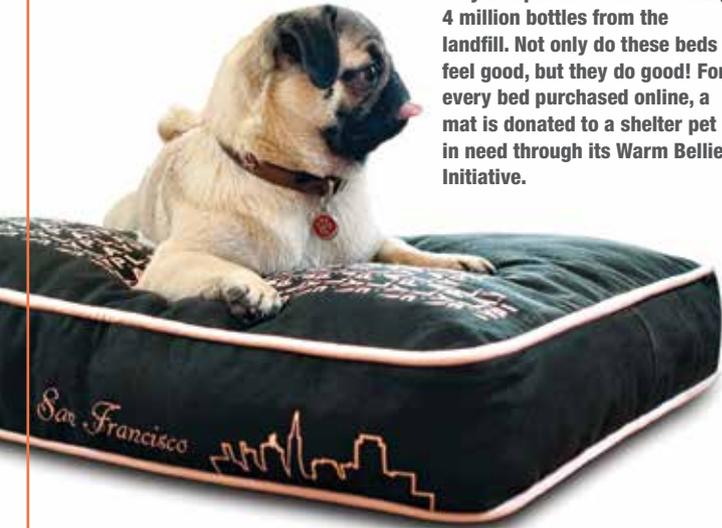
100 WEST PAW

“The company cares and gives 100%, which makes me give 110% back to the company. The people are the best!”

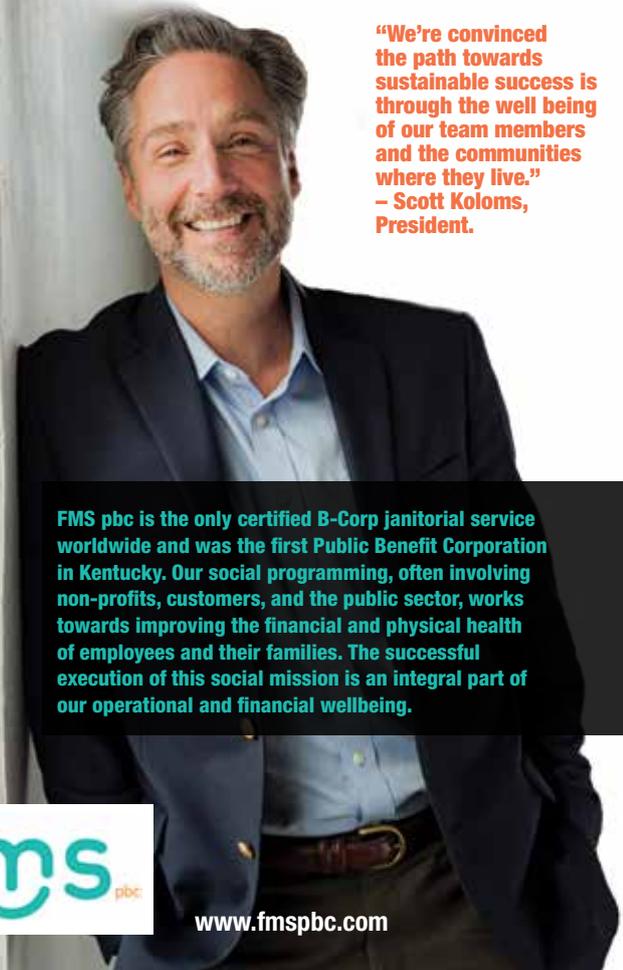
Mission > A world where business success is friendly to people and the planet. Since 1996 they have struck a balance between business success and the social impact that sustains the impact they seek to deliver. **Future Impact 2050** > Succeed in using business as a force for good, with many former employees going on to innovate in their own businesses. A broader distribution of wealth and improved livelihoods. Business success will rise from a focus on transparency and purposeful employee engagement.
www.WestPaw.com

IT ALL STARTED WITH A PUG NAMED MOMO

Unable to find a high-quality pet bed that was stylish, durable and eco-friendly, Will Chen founded P.L.A.Y. (Pet Lifestyle and You) to create products that are better for pets, people & the planet. P.L.A.Y. beds feature furniture-grade craftsmanship and are filled with its PlanetFill® stuffing made from recycled plastic bottles – saving 4 million bottles from the landfill. Not only do these beds feel good, but they do good! For every bed purchased online, a mat is donated to a shelter pet in need through its Warm Bellies Initiative.



Shop now at www.PetPLAY.com



“We’re convinced the path towards sustainable success is through the well being of our team members and the communities where they live.”
– Scott Koloms, President.

FMS pbc is the only certified B-Corp janitorial service worldwide and was the first Public Benefit Corporation in Kentucky. Our social programming, often involving non-profits, customers, and the public sector, works towards improving the financial and physical health of employees and their families. The successful execution of this social mission is an integral part of our operational and financial wellbeing.



www.fmspbc.com

Ranked best bank in the world for positive overall social & environmental impact.



Member FDIC. Sources: B Lab 2018, Community Impact Awards, MN Business Magazine 2014.

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