

# Impact Report 2024

mindful  
& good



# Sustainable Design

## That Ignites



## Positive Change

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**Mindful & Good is a woman-owned B Corp Certified design studio dedicated to creating impactful brands that ignite positive change. We work with natural, organic and purpose-driven businesses in food & beverage, health & wellness and sustainability. From start-up ventures to Fortune 500 companies, we design compelling brands that draw attention, open minds and drive purpose and prosperity.**



# We Design with Purpose. We are Change Makers, Do-Gooders and Shapers of Our Community.

## A Message From Our Founder

With over two decades in design and sustainability, I've shaped Mindful & Good to be more than a design agency—we're problem-solvers, thought leaders, and sustainability advocates. My mission is to elevate brands that align with our ethos of mindfulness and doing good. Working with a select number of clients each year, we offer a deeply personalized experience focused on long-term partnerships, not transactions. Our impact-driven work reflects the values we believe in: design not just as a tool, but as a force for positive change.

In 2023, we proudly achieved B Corp™ Certification, a milestone that validates our commitment to accountability, transparency, and purposeful business practices. This achievement is both a celebration and a challenge to continue holding ourselves to the highest standards as we grow. At Mindful & Good, we believe that every project we undertake should honor people and the planet, using creativity and empathy to inspire a more sustainable, equitable world.

Being a small business in this space has come with its own unique challenges. We are constantly balancing the pressures of growth with our dedication to impact—a journey that requires resilience, resourcefulness, and an unwavering commitment to our values. Despite these challenges, we've made tremendous strides this past year. From maintaining a low carbon footprint to giving back through community partnerships, supporting purpose-driven clients, and strengthening our commitments to diversity, equity, and inclusion, we're proud of the strides we've made.

Our 2024 Impact Report is a testament to the big achievements and growth that can come from even the smallest of teams. Every highlight—from our new client relationships in regenerative organic agriculture, innovative holistic wellness and pioneering seaweed to our expanded work with local suppliers, and our recognition as Sustain Charlotte's Most Inspiring Small Business—reflects our collective dedication to making a difference. We're excited to celebrate these milestones with you and look forward to building on this momentum in the years to come.

Thank you for being part of this journey. Together, let's continue creating a world where business continues to be a force for good.



With gratitude,

A handwritten signature in black ink that reads "Rachel Martin". The signature is written in a cursive, flowing style.

**Rachel Martin**  
Founder & Creative Director

# Our Manifesto

The world needs more good. Design with purpose. Be a force for good.  
Practice gratitude. Start a real and rich conversation. Get clear on how you define mindfulness.  
Practice a morning meditation. Bring thoughtfulness into your work. Create a better world.  
Live a life of purpose. Let that pedestrian cross the street. (*We promise you won't be late.*)  
Use the word '*design*' as a noun and a verb. Move the plants to a sunny spot in the house.  
Reduce the climate impact of your work. Be here now. Walk in faith. Evolve.  
Drive positive change. Bring your own container. Listen to your intuition. Focus on sustainability.  
Find crisp, clean fresh air. See the glimmer in everything. Respect the bike lane.  
Speak your new favorite four letter word – *hope*. Believe in Mother Earth.  
Invest time each year in causes and initiatives that light up your soul. Run outside. Let it go.  
Ask yourself – *can I reuse or recycle this?* Know that mindfulness is personal. Walk there.  
Grow herbs on your kitchen window sill. Make someone's life a little easier today.  
Unplug. Read the label. Look at the world with your bright eyes and genuine spirit.  
Ask yourself – *do I really need to purchase this?* Purpose and passion work together.  
(They actually ignite each other.) Open the window, and take a big, deep breath in.  
Gift yourself a digital detox. Travel off grid. Find your middle path between minimal and modern.  
Seek innovative practices in mind, body and spirit. Eat local. Seek magic. Do good.  
We're all in this together.

We are Mindful & Good. Sustainable Design That Ignites Positive Change.

# Why B Corp Certification Matters

**Since our founding in 2000, we've served as experts and leaders in sustainable design that drives the quadruple bottom line – people, planet, profit and culture. We practice what we preach and are dedicated to using business as a force for good.**

It was a long standing goal of ours to officially become a Certified B Corp™ even though we've been operating like one for decades. To become a Certified B Corporation, companies thoroughly review the impact of their operations and business model on their workers, customers, communities and the environment and must score a minimum of 80 points on the assessment. After an intensive process, Mindful & Good was proud to have exceeded this minimum achieving a total score of 101.5 to complete our initial certification in July 2023. Mindful & Good proudly joined the ranks of other socially and environmentally conscious organizations around the globe, such as Patagonia, Allbirds, and Warby Parker, to name a few.

Our B Corp Certification score reflects the collective efforts of our partners and clients. It showcases the alignment of our values with our actions and highlights our commitment to continuously improve our and our client's impact on the world. The score also serves as motivation to keep pushing the boundaries of sustainable business practices. We acknowledge that the journey towards sustainability is an ongoing one, and we are committed to raising the bar even higher in the future. This accomplishment serves as validation of our ongoing efforts to integrate sustainability and ethical practices into every aspect of our operations and design practice as we grow as a purpose-driven company.



## Based on the B Impact assessment, Mindful & Good earned an overall score of 101.5



- 101.5 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

## Breakdown of Our Score

We are already working on some new initiatives to increase our score next time we re-certify.

### GOVERNANCE: 15.5



We've strengthened our governance to ensure transparency, accountability, and ethical decision-making at every level. By embedding social and environmental impact into our mission, we prioritize all stakeholders—clients, community, and the planet—in our corporate structure and daily operations.

### COMMUNITY: 62.4



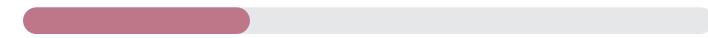
Our commitment to community goes beyond our projects. Through voluntary work, pro bono support, and intentional sourcing, we strive to make a meaningful impact locally and globally. By prioritizing diversity, equity, and inclusion and supporting fair, community-oriented practices, we aim to contribute to a more equitable and sustainable world.

### ENVIRONMENT: 7.5



Our environmental initiatives and client collaborations drive continuous improvement in our impact on the planet. From environmentally responsible production processes to partnerships that promote sustainability, we're committed to reducing our footprint and championing environmental stewardship in every part of our business.

### CLIENTS: 16.1



Our commitment to ethical practices and client care drives us to deliver exceptional quality and integrity in everything we do. By prioritizing transparency, privacy, and open feedback, we've built stronger client relationships and continually elevate our impact through meaningful, socially-driven work.

# What B Corp Certification Means for Our Clients



**As a Certified B Corp, Mindful & Good provides our clients the assurance of partnering with an agency dedicated to the highest standards of social and environmental responsibility. By collaborating with us, clients align with our shared values, knowing their design projects contribute to positive social and environmental impact. They gain access to a global network of purpose-driven businesses, benefiting from collaborative opportunities, valuable resources and innovative ideas.**

Our commitment goes beyond design. Through our partnership with 1% for the Planet, we donate 1% of all sales to environmental and social causes, allowing clients to give back simply by choosing to work with us. Clients can trust that we operate with a high level of accountability and are transparent about our impact, fostering a sense of trust and openness in our client-agency relationship.

In addition to branding and design services, we offer sustainability strategy and consulting to help clients elevate their own social and environmental impact within their business operations and sourcing. By working with Mindful & Good, clients contribute to a larger movement of responsible businesses striving to create a better world, sparking a ripple effect of positive change within their industries and communities.





# Leading with Purpose and Accountability at Our Core

## Mission & Engagement



We proudly upheld our B Corp certification in 2024, embedding mission-driven practices into every facet of our business—ensuring our commitment to social and environmental impact.



We donated over 1% of our annual revenue to environmental causes through our partnership with 1% for the Planet.



We joined forces with two fellow female sustainability leaders to establish the Charlotte B Corp Collective to grow the movement within the greater Charlotte area.

12

Sustainability-focused industry events attended, connecting and collaborating with leading voices across environmental sectors. Key events included: Sea Change Sessions, Circular Charlotte Summit, Naturally Network Conscious CPG, and B Corp Leadership Development Southeast.

## Ethics & Transparency



We achieved federal, state, and city certifications as a Woman-Owned Small Business (WOSB), NC Small Business Enterprise (NCSBE), and Small Business Enterprise (SBE), expanding our capacity to bring sustainable design solutions to government initiatives.



We proudly joined the ACLU NC's "Don't Ban Equality" campaign, standing in support of women's and trans rights to advocate for policies that protect abortion access and oppose discriminatory legislation against the LGBTQ+ community in North Carolina.



We are committed to upholding human rights as outlined in the UN Universal Declaration of Human Rights and the Ruggie Principles. We actively promote and protect these rights within our organization, our partnerships, and the communities we serve.

## Leadership & Impact



Awarded Sustain Charlotte's Sustainability Award for Most Inspiring Small Business



Recognized as a Charlotte Ledger 40 Over 40 Winner



Acknowledged as one of GD USA's Responsible Designers to Watch



Featured on The Dieline for our sustainable packaging design work



Celebrated by the Charlotte Business Journal's People on the Move



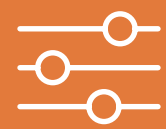


# Building Stronger Communities

## Justice, Equity, Diversity & Inclusion (J.E.D.I.)

**75%** of our clients are women and BIPOC-owned.

**51%** of our vendors are women and BIPOC-owned.



We offer sliding scale pricing to women and BIPOC-owned businesses.



We actively seek partnerships with vendors who demonstrate a commitment to justice, equity, diversity and inclusion in their practices.

## Local Economic Impact

**50%** of our non-labor spending goes to local independent suppliers.



We work as a creative collaborative with a diverse team of women-owned businesses from across the U.S. on various projects.



We pay over a living wage, ensuring sustainable livelihoods for our team and partners.



We prioritize sourcing sustainable materials and services from local vendors, reducing environmental impact and boosting local businesses.

## Civic Engagement



We are proud to sponsor Sustain Charlotte and Charlotte VegFest, 501(c)(3) nonprofits.



As members of Clean Creatives, the Climate Collaborative and UNFI Climate Action Partnership, we are dedicated to actively addressing the climate crisis through sustainable, impactful practices.



We are an official partner of Got to Be NC, supporting local agriculture, growers, producers, and makers in North Carolina.

## Designed to Give

**108** Hours dedicated to volunteer work, supporting local causes that drive meaningful, positive change.

**5%** or more of our time is committed annually to support worthy causes and nonprofit organizations that are near and dear to us.



We are committed to purpose-driven work and invest time and resources into community-focused projects, environmental public policies, task forces and supporting North Carolina's sustainable development.





# Caring for the Earth, is at the Heart of What We Do



## Managing Our Environmental Impact: Air, Climate, Water, Land & Life



We are committed to minimizing our impact on climate change by achieving carbon neutrality and offsetting both Scope 1 and Scope 2 emissions. With an average energy use of 91.19 kWh per month, we purchase 125 kWh of clean energy each month through NC GreenPower, supporting local renewable projects sourced from wind, solar, and biomass generation that is verified and certified by Green-e® Energy.



We diverted 131 lbs of food waste through composting with Crown Town Compost, helping offset 130 miles of driving—equivalent to planting 0.85 trees and offsetting 6 gallons of gasoline.



We operate out of a LEED-certified, Energy Star-rated live/work space, with access to greenways and parks that encourage sustainable commuting and reduce environmental impact.



For print and packaging, we use 100% PCW, recycled, biodegradable, compostable, or FSC-certified materials with low VOC or algae inks, printing locally or near a client's location to reduce waste and emissions.



We embrace remote work with our collaborators and contractors to significantly reduce our carbon footprint, cutting down on commuting emissions and minimizing our studio's energy consumption.



We strive for a zero-waste environment by responsibly recycling, reusing, or refurbishing paper, glass, plastic, aluminum, and ink toner cartridges, and composting biodegradable waste.



As collaborators of the Sustainable Packaging Coalition, we help guide our clients in selecting the best sustainable packaging solutions. We focus on key aspects such as supply chains, recyclability, compostability, design for reuse, circularity, and low-waste printing inks. Our goal is to create packaging and print materials that are not only effective but also beneficial for both people and the planet.



We share one car and prioritize biking, walking, or public transportation to further minimize our carbon footprint.



We utilize green web hosting to reduce the environmental impact of both our own and our clients' websites.

# Empowering Partnerships

## Client Stewardship

**23** Purpose-driven clients we supported with design services including brand development, sustainable packaging, and web design to help them connect with their audience and drive their business forward.

**125%** Average client revenue growth as a result of working with us on branding, packaging and web design projects.

**2k** Hours spent working on sustainable design and branding projects for clients.

**75%** of our clients are local or independent, fostering strong connections and diversity to create a sustainable ecosystem that benefits everyone involved.

**7** New packaging projects designed for circularity and 5 websites redesigned.

**7** New clients joined us in 2024, representing regenerative organic agriculture, clean beauty, innovative holistic wellness tech, circular economy, pioneering seaweed into products and packaging, and organic food & beverage.

**5** Year average client partnership duration, reflecting long-term commitments with like-minded socially conscious clients that contribute to positive change.

**3** Clients purchased historic buildings, with 2 opening in renovated spaces, including one in a restored 1875 cotton mill, blending innovation and preservation.

**10** Industries Served: Adaptive Reuse, Consumer Goods, Food & Beverage, Hospitality, Health & Wellness, Natural & Organic Products, Real Estate, Regenerative Agriculture, Retail, Sustainable Manufacturing

**5** Star average Google rating showcases the trust, satisfaction, and positive experiences of our clients. This reflects our commitment to exceptional service, high-quality work and meaningful partnerships.

**1** Client achieved official B Corp Certification, while 3 others are actively working on their B Impact Assessments.

**1** Client achieved USDA Certified Organic status, demonstrating their commitment to sustainability and environmentally responsible practices.

## What Our Clients Are Saying

“Mindful & Good exceeded our expectations, crafting a report that highlighted our impact across governance, community, and environment, vital to our B Corp certification. Their attention to detail, mission, insight, and dedication truly brought our values to life. Highly recommend them for anyone looking to showcase their impact with authenticity.”

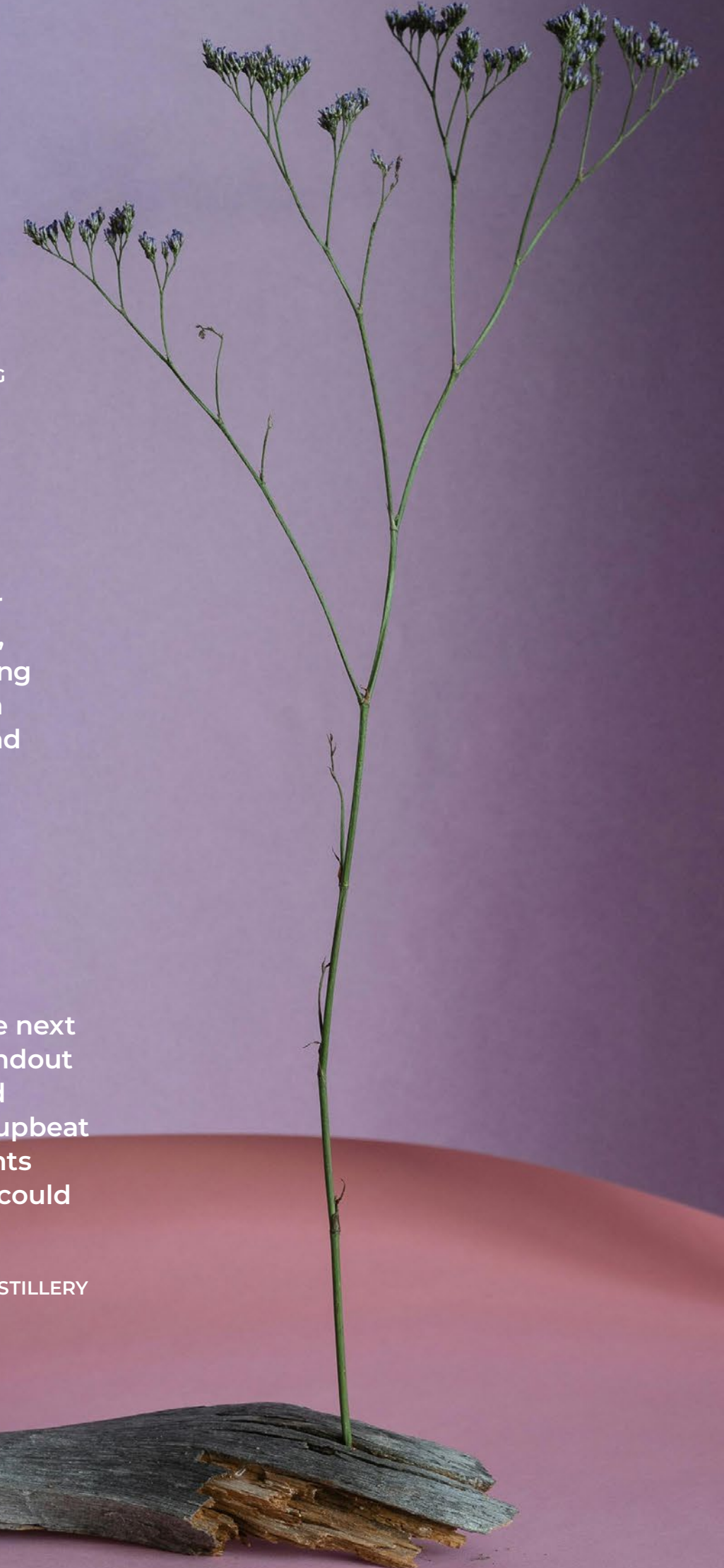
– DAWN RENNICK, CEO, PIERCING SUN CONSULTING

“Mindful & Good has an incredible eye for detail and design, transforming our brand identity with cohesive branding, sustainable packaging, and a compelling brand story. I highly recommend them to anyone looking to elevate their brand and business.”

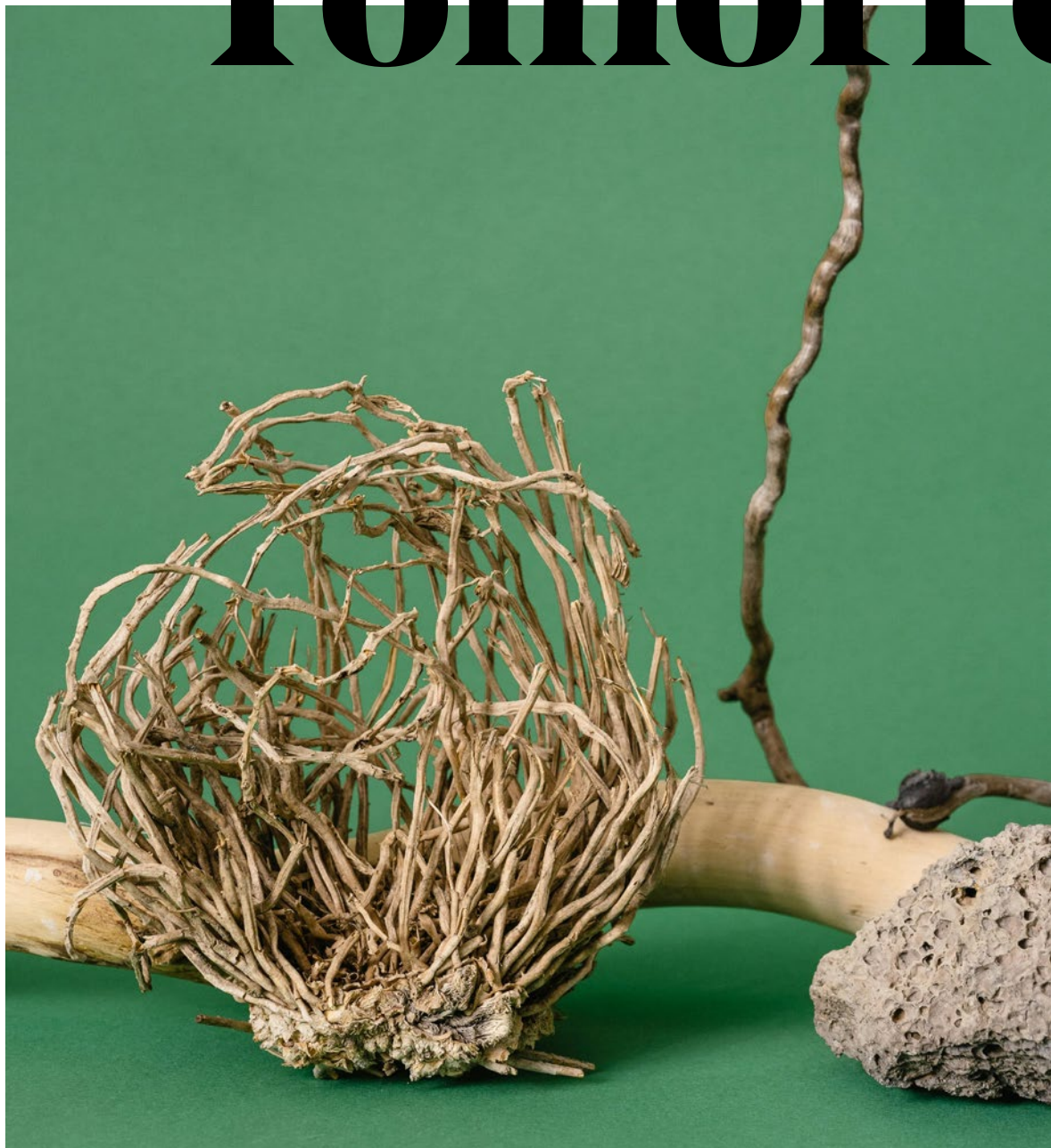
– JESSICA GADDY, FOUNDER, FINICKY FOODS

“Mindful & Good took our brand to the next level with a cohesive rebrand and standout packaging that looks professional and eye-catching on shelves. Their clean, upbeat aesthetic and thoughtful improvements have made our brand better than we could have imagined.”

– CAROLINE DELANEY, FOUNDER, MUDDY RIVER DISTILLERY



# Shaping a Better Tomorrow



As we close 2024, our dedication to making a positive impact has only deepened. Each project, partnership, and step forward reflects our unwavering commitment to driving meaningful change. Moving into the future, we aim to expand our client collaborations, push the boundaries of sustainable design, and strengthen our connection to the communities we serve.

Our journey as a Certified B Corp is far from over. It's a pledge to lead with purpose, to challenge the status quo, and to create a ripple effect of good that inspires others to join us in building a better world. Together with our clients, partners, and community, we're shaping a brighter, more sustainable future.

Here's to continued growth, collaboration, and impact in the years ahead.

## Our 2025 Goals and Future Commitments

### GOVERNANCE

- Increase our B Corp Score from 101.5, strengthening our commitment to sustainable and ethical practices.
- Prioritize between 3 - 5 UN Sustainable Development Goals (SDGs) to align our mission with global sustainability objectives.
- Improve reporting and visibility of our sustainability targets and progress against them, ensuring transparency and accountability.

### COMMUNITY

- Establish at least 5 new local relationships that bring strong sustainability benefits (e.g., clients, suppliers, partners).
- Work closely with Clean Creatives to produce cleaner work and reduce environmental impact in advertising and media.
- Continue working with local suppliers and partners who share our sustainability values and create positive community impact.

### ENVIRONMENT

- Reduce Scope 1, 2 and 3 emissions to further our commitment to minimize our environmental footprint.
- Continue to reduce plastic in all packaging projects to minimize landfill waste and environmental harm.
- Reduce our website's carbon footprint and improve our website's accessibility for all.

### CLIENTS

- Increase our client base by 100%, focusing exclusively on partnerships with B Corp, 1% for the Planet, purpose-driven, women-owned and BIPOC-owned businesses.
- Help at least one new client reach B Corp Certification.
- Strengthen relationships with clients who are committed to sustainability and innovation, helping them to achieve and communicate their impact.

**We're all in this together.  
We are Mindful & Good.**

**Thank you for being part of this journey.**

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