



**2016 Annual
Report**

A Greeting from the Founder

Hello,

Well, if you've made it all the way to the public report, you must be pretty interested in learning more about Current Shift; so I wanted to say hi and introduce myself personally.

When I first conceptualized Current Shift in 2010, Digital Marketing was a very different landscape than it is today. Really it was all about social media, as companies scrambled to try to figure out this thing called Facebook. Companies knew they needed it, but didn't know how to leverage it for marketing.

But for me, digital marketing, and in particular social media has always been about communication. What I love about where we are now is that we are now having actual conversations between consumers and brands, and from consumers to other consumers.

I started out my career as a journalist, writing for newspapers and magazines, and eventually working as a web developer for public television in Chicago in support of the nightly news show "Chicago Tonight". We took questions live over the air by email, which at the time was unbelievably cutting edge.

That was 2001, and marketing, news and digital communication went in one direction. The company talked and the consumer was supposed to listen. Boring, right? And totally unreal and inauthentic.

Today we are in the middle of a fascinating and wonderful shift away from unilateral communication, to a world where conversation can flow in all directions. Consumers have multiple channels to communicate with companies and with each other, and in many cases, that communication is public.

Public communication means transparency, and with transparency comes accountability. Companies are more accountable to their customers, and as consumer buying patterns change and consumers demand more socially and environmentally responsible products, companies, even large corporations are being forced to change. It's amazing and inspiring to take a step back and watch.

So where do I, and Current Shift, fit into that? Well, I specialize in helping purposes-driven brands and organizations (that means a company or organization whose mission statement includes some kind of positive outcome for people or planet), leverage these emerging technologies to get the word out about their company, connect with their consumers, and engage in the kinds of conversations and activities that get them noticed in ways that drives growth - both for the company itself as well as its community.

The best part about what I do is the people. Every day I work with innovative founders and forward thinking game-changers who are trying to break the old mold and do things differently. Together we're throwing out the old paradigms and re-writing the rules of the game. The new economy isn't based on products, or even ideas. The new economy is being built on connections - between people, brands, ideas and actions. I just help my clients jump in so they can be a part of it.

Thanks for visiting me and have a wonderful day,

Melissa Bearns, Current Shift Founder and Presidents

The 2017 Mission Statement:

“Current Shift supports sustainable, purpose-driven brands who drive powerful conversations through authentic stories, education and inspiration using digital channels.

We work with people who believe in challenging the status quo, shaking things up, making a difference, supporting and building community, and creating a better world.

We help our clients grow and thrive by building connections based on shared values and trust through storytelling, education, and conversations with the right people, at the right time, in the right places.”

- 2011** Melissa Bearn's founds Current Shift
- 2013** Current Shift becomes a certified member of Green America
- 2014 Current Shift establishes a set of “Impact Criteria” and formalizes founder Melissa Bearn's goal of supporting purpose-driven brands and organizations through a screening process whereby at least 50% of clients must meet the Impact Criteria.
- 2015** Current Shift becomes a Certified B Corp, through the organization B Lab
- 2016** Current Shift partners with Green America and the Sustainable Food Trade Organization to offer free trainings, workshops and webinars to their membership

Current Shift becomes a member of 1% For The Planet, committing to donate 1% of total sales to support the environment

Current Shift is certified as a Women Business Enterprise by the State of Oregon
- 2017** Current Shift is re-certified as a B Corp through B Lab

Current Shift changes its designation with the Oregon Secretary of State, amending the Operating Agreement to become an Oregon Benefit Company

2016 Highlights

In 2015, as part of our 2014 annual report, we set a number of very specific goals, and I am very proud to say that Current Shift has achieved almost all of them. I also added a few goals in 2016, and achieved those as well.

- Added two members to the official advisory board, along with one honorary member - all of whom include business development as part of their expertise.
- In 2016, 100% of Current Shift clients and projects met the Impact Criteria.
- Current Shift was certified by the state of Oregon as woman-owned business enterprise(WBE).
- Current Shift became a member of 1% For The Planet, and formalized its charitable donations program. In doing so, I reached my 2014 goal of making charitable donations of 1% or greater of sales.
- Current Shift partnered with The Sustainable Food Trade Association, the Provender Alliance and Green America to offer free trainings, workshops and webinars to their members; all of whom meet the Current Shift Impact Criteria.
- Current Shift identified the Oregon Environmental Council as one of its nonprofit partners in 2015 and continued that commitment in 2016.
- I increased my number of volunteer hours, focusing on things I feel particularly passionate about, and reached my goal of 60 hours in 2016.
- Current Shift selected a minority-owned business as the 2016 pro bono client, providing free marketing strategy and planning and general business development consulting.
- Current Shift provided pro bono services to clients and nonprofit organizations totaling 20% of total sales, double the 2015-2016 goal.
- Current Shift gave discounts to minority-owned businesses and nonprofits totaling 10% of total sales.
- Current Shift's grounds were certified as a Backyard Habitat at the gold level in 2015.
- A water-wise drip irrigation system was installed in 2015, and expanded 2016. In addition, two rain gardens were installed to divert water runoff from the roofs of the buildings from the sewer system and back into the ground water table.
- In 2016, the entire water, energy and carbon footprint of all operations was mitigated through REC's offsets, and restoration credits purchased from the Bonneville Environmental Foundation.
- In 2015, I set a goal to have at least 25% of my client base within a 250-mile radius, thereby more directly supporting businesses in my local community and increasing the impact of my work locally. In 2016, 66% of my clients were local.
- In 2016, I formalized Current Shift's hazardous and e-waste policy.
- In late 2016, I developed a guide providing recommendations, suggestions and resources for contractors and primary suppliers encouraging them to implement environmentally sustainable practices in their own offices.
- In 2016, I formalized the Supplier evaluation and screening process, allowing for comprehensive screening of suppliers for both negative and positive practices.

Introduction

Current Shift is certified by two third party organizations which recognize the commitment to positive impact.

- B Lab
- Green America

As a Certified B Corp through B Lab, Current Shift undergoes a rigorous assessment every two years. Here's how we've scored.

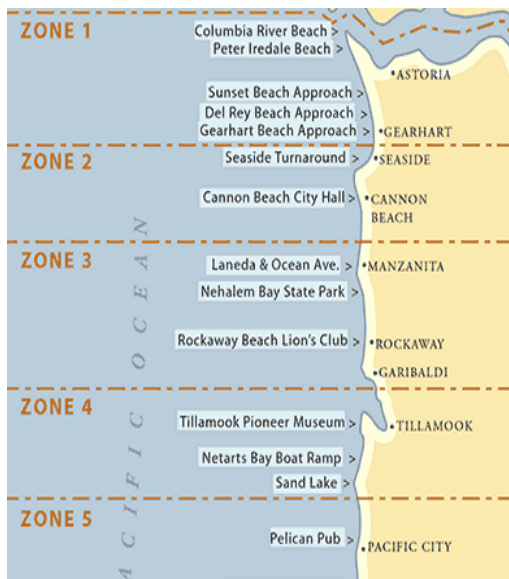
2015

	Your Total Pts	Percent Earned ⓘ	(141) Ordinary Businesses ⓘ	(1,075) Other Sustainable Businesses ⓘ	(536) B Corps ⓘ
Overall Rating	91.2 pts		51 pts**	80 pts**	97 pts**
Governance	10.4	46.2%	6	10	14
Corporate Accountability	9.9	60.0%	3	6	10
Transparency	0.5	8.3%	3	3	4
Community	42.4	56.5%	15	32	44
Community Practices	40.7	56.5%	10	16	20
Suppliers & Distributors	9.0	100.0%	2	4	4
Local Involvement	10.5	58.3%	3	5	6
Diversity	11.5	57.5%	1	2	3
Job Creation	0.0	100.0%	1	2	2
Civic Engagement & Giving	9.6	38.4%	2	4	5
Consumers	20.8		5	15	18
Consumer Products & Services	20.8		5	15	18
Serving Those In Need					
Products or Services					
Environment	17.7	88.5%	6	9	13
Environmental Products & Services			2	4	8
Environmental Practices	16.5	88.4%			
Land, Office, Plant	5.3	79.5%	3	4	5
Inputs	7.0	100.0%	1	2	3
Outputs	4.2	84.0%	1	1	1
Suppliers & Transportation	0.0	100.0%	0	1	3

2017 (in progress)

Overall Rating	SELF-REPORTED & UNVERIFIED	Your Total Pts	Percent Earned
Overall Rating		102.2 pts	
Governance		12.1	
Mission & Engagement		2.3	38%
Corporate Accountability		0.4	13%
Transparency		2.0	33%
Mission Locked		7.5	75%
Community		48.0	
Diversity & Inclusion		10.3	52%
Civic Engagement & Giving		19.3	77%
Local Involvement		10.5	58%
Suppliers, Distributors & Product	Complete this section>>	6.0	50%
Environment		18.8	
Land, Office, Plant (Virtual Office)		8.0	100%
Inputs		6.6	94%
Outputs		4.2	83%
Customers		23.3	
Support for Underserved/Purpose Driven Enterprises		23.3	52%

At the time of this report, Current Shift has not yet completed the 2017 Assessment -- as we are waiting for our interview by B Lab, as well as review and verification of the information we have provided. In addition, Current Shift has been randomly selected by B Lab for an assessment audit this year, meaning that we must provide documentation supporting our answers for 90% of the Assessment. This is where we currently stand, with our Assessment 97% completed. After completing the verification and review process, we will update this report with our final score.



A segment showing the SOLVE beach clean-up locations for the northern part of Oregon.



The invasive Yellow Flag Iris is so detrimental to aquatic areas it is on Multnomah County's "Early Detection and Rapid Removal" List. I noticed this plant growing at the Rose City Yacht Club, removed all growth and continue to monitor the area for new growth.

Clients and Projects

Overall

100% of Current Shift's clients, and 100% of the projects met the Impact Criteria. Exceeded 2015 goal.

Environment

89% of Current Shift's clients and 92% of all projects met the Environmental Impact Criteria. Exceeded 2015 goal.

Diversity & Inclusion

Current Shift selected a woman- and minority-owned business as its Pro Bono client in 2016. New goal, added in 2016.

2017-2018 Goals:

- 75% or more of our clients and projects meeting the Impact Criteria.
- 50% or more of our clients and project meeting the Environmental Impact Criteria.
- Continue to allocate the pro bono client slot to a minority- and/or woman-owned business in the local area.

Civic & Local Engagement

In 2016 Current Shift achieved a major milestone with 66% of the client base in the local area, defined as a 250-mile radius from the office, exceeding the goal set in 2015.

In addition, I selected a local company as my pro bono client.

In 2016, I was an active participant in the fight to save the Elliott State Forest in Southern Oregon from being sold to private interests including writing letters to the members of the Oregon State Land Board, raising awareness through direct outreach and social media, and by supporting nonprofits fighting the sale of the forest by helping them connect with for-profit organizations that provided direct matching grants on fundraising campaigns. This work continues in 2017, as a final decision regarding the fate of the Elliott State Forest has not been reached.

In addition, all of my volunteer work in 2016 was for local organizations that work on either environmental or social/community oriented projects (see "Volunteer Work" below).

2017-2018 Goals:

- Maintain a client base of at least 50% from the local area
- Continue to work with a local, minority-owned business as my pro bono client
- Continue to volunteer for local organizations and non-profits
- Connect with an organization or nonprofit in the Portland Metro area that supports local nonprofits and/or mission driven businesses and work to develop a partnership whereby Current Shift can offer free trainings and workshops to that organization's members

Pro Bono & Discounted Work, In-Kind & Cash Donations

In 2016 Current Shift hit a few milestones when it comes to Pro Bono Work, discounted work and cash donations. I joined the organization 1% For The Planet, formalizing my commitment to donate a minimum of 1% of our total sales to environmental nonprofit organizations.

Current Shift provided discounts to minority-owned businesses and nonprofits totaling 10% of total sales.

Current Shift provided pro bono services to clients and organizations meeting the Impact Criteria and nonprofit organizations totaling 20% of total sales, double the 2015-2016 goal.

2017-2018 Goals:

- Maintain 1% For The Planet membership and formal giving commitment.
- Continue to provide discounts to minority-owned, women-owned, and/or nonprofit organizations totaling 10% or greater of sales.
- Continue to provide pro bono services to clients and organizations meeting the Impact Criteria totaling 10% or greater of sales.

Current Shift is proud to support the following organizations with cash contributions totaling a minimum of 1% of sales.



Volunteer Work

In 2016, I volunteered on 6 different projects, totaling just over 60 hours, meeting the goal set in 2015.

- Invasive species removal in Portland's Forest Park with the No Ivy League
- A beach cleanup with SOLVE
- Donating blood to the American Red Cross
- Volunteering as a member of the Oregon Marine Board's citizen advisory committee, BOATS
- Volunteer graphic design and layout of the annual club yearbook for the Rose City Yacht Club and Sailing Association
- Invasive species removal and research about replanting with native species on the banks of the Columbia River for the Rose City Yacht Club and Sailing Association

2017-2018 Goals:

- Participate in a volunteer vacation
- Continue to volunteer at least 60 hours annually
- Continue to volunteer at least 50% of overall volunteer hours in the local area
- Volunteer with a local organization whose focus includes diversity and inclusion such as Outdoor Afro or Latino Outdoors



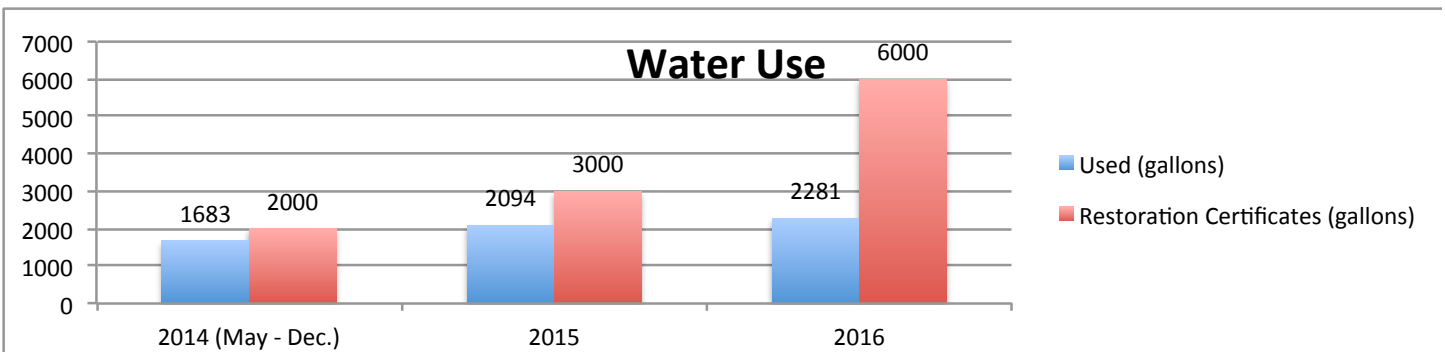
Environmental Impact: Operations

The Office

Current Shift monitors and tracks the environmental impact of our operations including the energy and water use of the office, as well as the the carbon footprint of the office and all travel. Because the hours the office is open directly correlates to how busy we are, the goal is to maintain use rates within 10%.

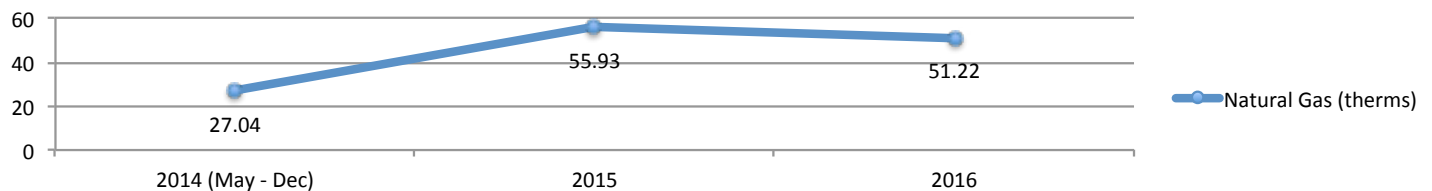
We achieved this goal in both 2015 and 2016.

In addition, we have set a goal to offset 100% of the environmental impact of the office through REC's, carbon offsets and Water Restoration Credits purchased from the Bonneville Environmental Foundation. Here's the overview of our usage since we started tracking in 2014.

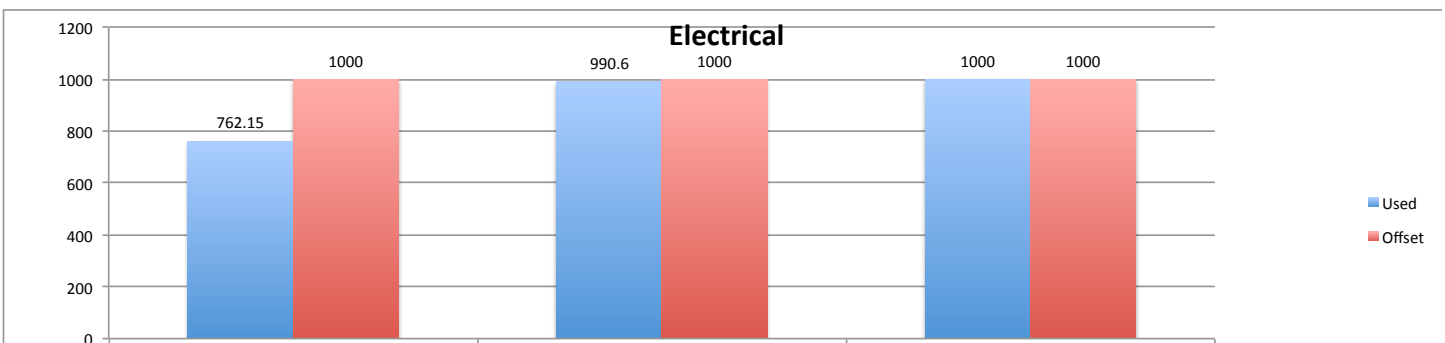


WATER: +8.9%. Most likely due to the fact that the drip irrigation system was expanded in 2016 to cover almost twice as much terrain as I continued to plant and landscape.

Natural Gas Use



NATURAL GAS: -8.4%. Despite the fact that the winter of 2016-2017 was the fifth coldest winter on record, our natural gas use actually declined, down 8.4% compared with the previous year.



ELECTRICAL: +9.9%. Most likely due to the increase in work hours and changes within the house overall resulting in slightly higher electrical use, rather than any changes to the office or electrical use within the office.

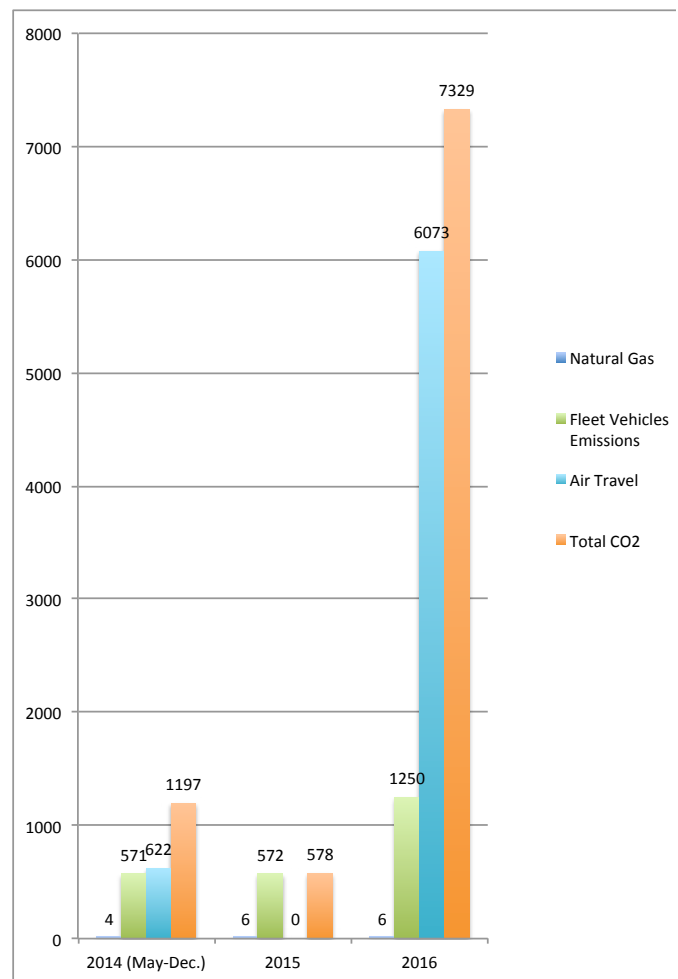
Travel

The one significant increase in 2016 was in the overall carbon footprint, which increased 1,168% compared to the previous year.

This was due to a significant increase in both air and car travel. Car travel increased 119%, as a result of reaching the goal of having at least 25% of the client base within a 250-mile radius .

In 2016, air travel alone generated 6,073 pounds of CO₂ compared to 0 in 2015, and 622 in 2014. This was offset 100% through the purchase of REC's from the Bonneville Environmental Foundation.

As travel is a necessary part of doing business, Current Shift does not set any goals with regards to the carbon footprint of our travel. We maintain a commitment to offset 100% of the carbon generated from travel.



The Grounds

Current Shift continues to maintain its Backyard Habitat certification at the gold level, planting a mix of both natives and non-natives. In 2015 and 2016, two rain gardens were constructed. Rain gardens are basically small ponds that are designed to fill with water during heavy rain, allowing water run-off from roofs and other impermeable surfaces to be safely redirected back into the water table. The rain gardens on the Current Shift grounds are planted almost entirely with native plants including deer ferns, red twig dogwood, large-leaf lupine yarrow, wild ginger, orange New Zealand sedge (non native), watercress (edible non-native) and a number of other flowering plants.

Obviously, the amount of water diverted from the sewer system depends on the amount of rain we get, but during an average storm in which ½ an inch of rain falls, the rain gardens divert about 195 gallons, allowing that water to return to the water table, while the plants in the rain garden filter and clean it. For example, in November and December of 2016, according to USGS data, NE Portland received a 12.65 inches of rain; which means the rain gardens diverted about 4,936 gallons of water from the sewers back to the water table – more twice the entire amount used by the office.

2017-2018 Goals

- Get an energy audit to identify any additional ways in which Current Shift could reduce energy use and environmental impact.
- Continue to offset 100% of unavoidable carbon emissions from natural gas, heating and travel.
- Continue to balance 100% of our water use by purchasing BEF Water Restoration Certificates®.
- Maintain the electrical plan currently in place whereby 100% of our electricity comes from renewable resources such as wind.
- Continue to double down on our commitment to renewable electrical energy by also matching 100% of our annual electricity use through the purchase of REC's from the Bonneville Environmental Foundation.

2016 Memberships and Certifications



2016 Partnerships



Memorable Events

Green Business Network
AT GREEN AMERICA

SPECIAL INVITATION
CURRENT SHIFT

Dear {{First Name}} {{Last Name}} at {{Organization}},

How you communicate about your company's sustainability program, operations and impact plays an important role in your overall brand communication strategy.


Join us **Tuesday, November 15 at 2:00 PM ET** for a free webinar to learn how to tell your company's sustainability story.

[Register Now >](#)

This webinar covers the key practices for effectively integrating sustainability storytelling into your communication in a way that builds credibility and strengthens your relationship with your customers.

We'll help you determine what's worth talking about, help you prioritize the marketing channels you should focus on, and show you how to accurately and authentically communicate your company's unique sustainability stories.

The presenter for this session is Green Business Network member **Melissa Bearn**, founder of **Current Shift Media** — a Portland-based agency specializing in Digital Marketing and Communication Strategy for Sustainable Brands.




Current Shift is a member of Green America and a Certified B Corporation with a mission to support environmentally and socially conscious companies and organizations. Since 2007, Melissa has been helping companies and organizations use digital channels including web, email, digital advertising and social media to build connections with customers, supporters, and fans through strategic communication, authentic dialog and shared experiences — the foundations of change.

Melissa has a Master's degree from Northwestern University in New Media journalism. She began her career as a reporter for the Associated Press, was a web developer for Public Television in Chicago, co-founded *Wend Magazine*, and has 12 years of experience in marketing within the outdoor and sustainable lifestyle industries.

Space is limited for this special webinar, and RSVP is required. [Please register now to secure your spot.](#)

BONUS OFFER: All attendees are invited to schedule a free 1-hour consultation with Melissa after the webinar.

Thanks for all you do,



Fran Tepiltz
Co-Executive Director
Green America®
Green America's Green Business Network®

Email announcing the "Sustainability Storytelling" webinar for Green America members.



The SH/FT Summit in Jackson Hole, WY was eye opening.



Trash collected at the SOLVE beach clean-up.

2017-2018 Goals: In Review

Clients and Projects:

- 75% or more of our clients, projects and project hours meeting the Impact Criteria.
- 50% or more of our clients, projects and project hours meeting the Environmental Impact Criteria.
- Continue to allocate the pro bono client slot to a minority- and/or woman-owned business in the local area.
- Formalized the Supplier evaluation and screening process, allowing for comprehensive screening of suppliers for both negative and positive practices.

Civic & Local Engagement

- Maintain a client base of at least 50% from the local area
- Continue to work with a local, minority-owned business as my pro bono client
- Continue to volunteer for local organizations and non-profits
- Connect with an organization or nonprofit in the Portland Metro area that supports local nonprofits and/or mission driven businesses and work to develop a partnership whereby Current Shift can offer free trainings and workshops to that organization's members

Pro Bono & Discounted Work, and Donations

- Maintain 1% For The Planet Membership and formal giving commitment.
- Continue to provide discounts to minority-owned, women-owned, and/or nonprofit organizations totaling 10% or greater of sales.
- Continue to provide pro bono services to clients and organizations meeting the Impact Criteria totaling 10% or greater of sales.

Volunteer Work

- Participate in a volunteer vacation
- Continue to volunteer at least 60 hours annually
- Continue to volunteer at least 50% of overall volunteer hours in the local area
- Volunteer with a local organization whose focus includes diversity and inclusion

Environmental Impact: Operations

- Get an energy audit to identify any additional ways in which Current Shift could reduce energy use and environmental impact.
- Continue to offset 100% of unavoidable carbon emissions from natural gas, heating and travel.
- Continue to balance 100% of our water use by purchasing BEF Water Restoration Certificates®.
- Maintain the electrical plan currently in place whereby 100% of our electricity comes from renewable resources such as wind.
- Continue to double down on our commitment to renewable electrical energy by also matching 100% of our annual electricity use through the purchase of REC's from the Bonneville Environmental Foundation.
- Continue to track and offset the carbon footprint of all travel.
- Maintain current usage levels of electricity and natural gas within 10%.

For more information, or to contact
Melissa Bearns and Current Shift:

Email: melissa@currentshiftmedia.com

Phone: (503) 841-6366