

IMPACT REPORT 2024



ABOUT B LOCAL AVL + WNC

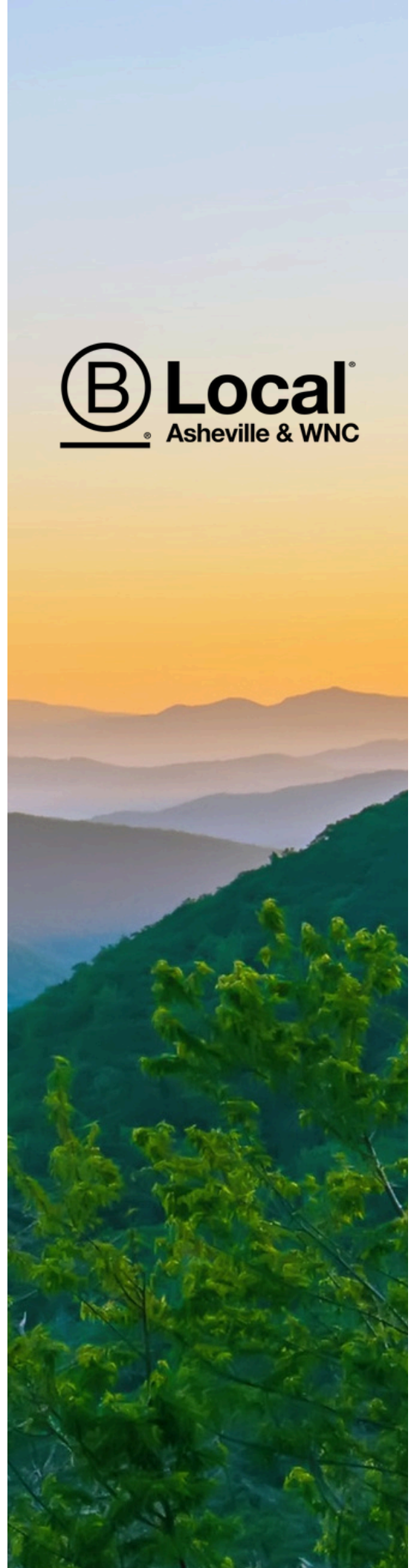
OUR MISSION

Grow the number of Certified B Corporations in Asheville & Western North Carolina.

We are proud to be one of the 30+ location-based groups recognized by B Lab US & Canada. We experienced unprecedented growth in 2024, adding **four new B Corps**. We experienced unprecedented destruction due to Hurricane Helene and responded with a **Disaster Relief Fund** that prioritized helping our B Corp community.

B Local Asheville started in 2018 with just five certified B Corps in the community. We now have 15 companies based or with operations in WNC that carry the gold standard certification for businesses committed to people, planet and profit.

To achieve wider impact across our region than we can make alone, we have come together to support companies considering B Corp certification through events, mentorship, and resources.



MEMBER COMPANIES

Big Path Capital
Bloom Communications
Deltec Homes
East Fork Pottery
New Belgium Brewing
French Broad Chocolates
Gaia Herbs

JB Media Group
Loom Imports
Into Right Relationship
Sugar Hollow Solar
Corliss & Solomon
Practical Insight
Into Right Relationship

LEADERSHIP TEAM

Adrienne Gordon, Practical Insight, Chair
Sarah Fraser, New Belgium Brewing, Vice Chair & Treasurer
Veronika Gunter, Headwaters Services, Engagement

FISCAL SPONSOR

The logo for Mountain Bizworks, featuring the text 'mountain bizworks' in a bold, sans-serif font, with a green gear icon to the right of the word 'mountain'.

PARTNERS

The logo for Lenoir-Rhyne University, featuring the text 'LENOIR-RHYNE UNIVERSITY' in a bold, sans-serif font, with 'LENOIR-RHYNE' in black and 'UNIVERSITY' in red.The logo for 1% For the Planet, featuring a blue circle with a white '1%' inside, followed by the text 'FOR THE PLANET' in a bold, sans-serif font.



GROWTH

In 2024, the certified B Corp community in the Asheville area welcomed four new members.



CELEBRATIONS

We celebrate each newly certified B Corp in our region with our “Passing the Banner” tradition. Our “Asheville’s Newest B Corp” has been passed from one company to the next. The sign’s back details which company received it and from whom providing a physical representation of our community’s growth.



*Sugar Hollow Solar received the banner from **LOOM Imports** in July at the B Certification Celebration at New Belgium.*

*Corliss and Solomon received the banner from **Sugar Hollow Solar** in August at a celebration at Southern Appalachian Highlands Conservancy’s Farm*



PROGRAMS & EVENTS

Networking & Connection We host casual networking events to bring the mission-driven business community together. In 2024, our events hosted 115 guests. Events included the Winter Warmer with 1% for the Planet gathering, a Mission-Driven Networking meetup, and a Networking & Banner Event for new B Corp Sugar Hollow Solar.

BLD Southeast 2024

Our B Local chapter chair and engagement chair served on the Planning Committee for this dynamic leadership conference held in Atlanta. We hosted a B Local table and provided two speakers and two sponsors.

Proceeds benefit B Local chapters. We use these funds for our certification grant program. We shared banner passing tradition with more than 200 attendees from 26 states.



Knowledge & Skills

In 2024, we held or participated in events designed to share information and resources to support the mission-driven business community to grow, prosper, and have a positive impact on people and planet.

- Conversations About Charitable Giving for Businesses with the Community Foundation of WNC - January
- B Corp Certification Information Session - February
- B Local Community Garden Volunteer Event - May

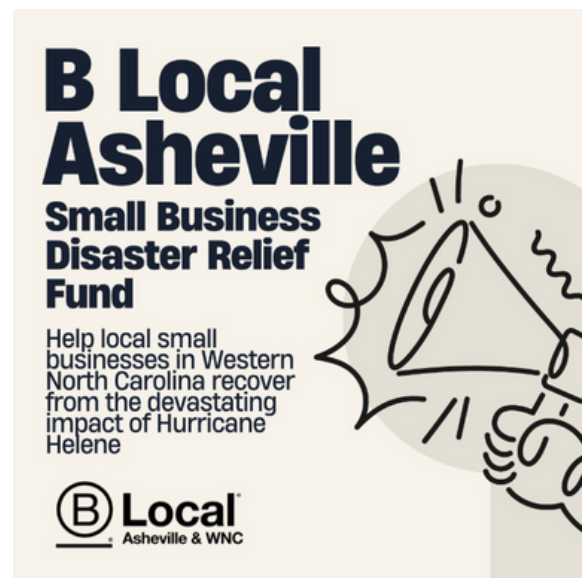
COMMUNITY IMPACT

The B Corp community, locally and globally, is committed to creating a more equitable and sustainable future so that all people and the planet can thrive. Normally, B Local Asheville + WNC focuses our work on events and offer programming to support this commitment. 2024 was no normal year and so like everyone in WNC, we pivoted after Hurricane Helene struck in September.

Disaster Relief Fund

In response to Hurricane Helene, our B Local launched a disaster relief fund.

The eligibility guidelines included businesses located in WNC with at least partial ownership by a resident of WNC, had re-opened or intended to re-open in WNC, and had physical damage, were unable to operate, and/or lost revenue due to Helene. We prioritized funds for those who were certified B Corps.



We raised \$12,575 from donors around the nation allowing us to provide eight grants to area businesses impacted by the storm. In all, these companies employed 164 people when Helene hit.

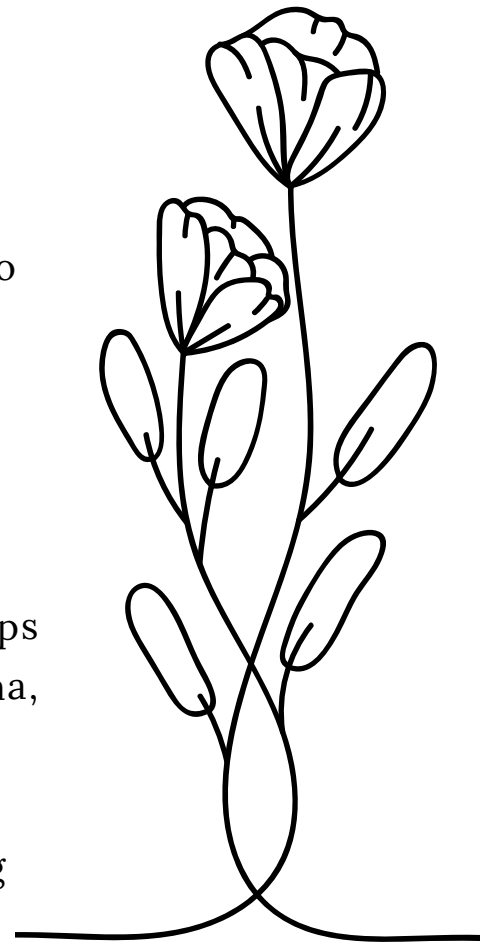
Certification Reimbursement Grant

Since 2023, we offer grants to defray the costs of B Corp Certification for small businesses. We awarded two grants in 2024.

LOOKING AHEAD-2025

Our mission is clear and our commitment to leveraging business as a force for good is strong. Here's what's to come for B Local Asheville & WNC:

- Grow the B Corp community - we hope to welcome new B Corps!
- Sustain the B Corp community - provide resources to local B Corps who are entering their recertification process. The standards to certify or recertify as a B Corp will change in 2026. Watch the video posted with B Lab's [raising the bar post](#).
- Award more Certification Reimbursement Grants to help defray the cost
- Once again combine forces with B Local groups from Georgia, Tennessee, Florida, DC, Alabama, and DC to plan a regional conference for mission- driven companies. Learn more at bldsoutheast.com.of certifying or recertifying for small businesses in our region.



STAY UP TO DATE

Sign-up for our newsletter to learn about our events and programs.
blocalavlwnc.com

