

IMPACT REPORT 2023



ABOUT B LOCAL AVL + WNC

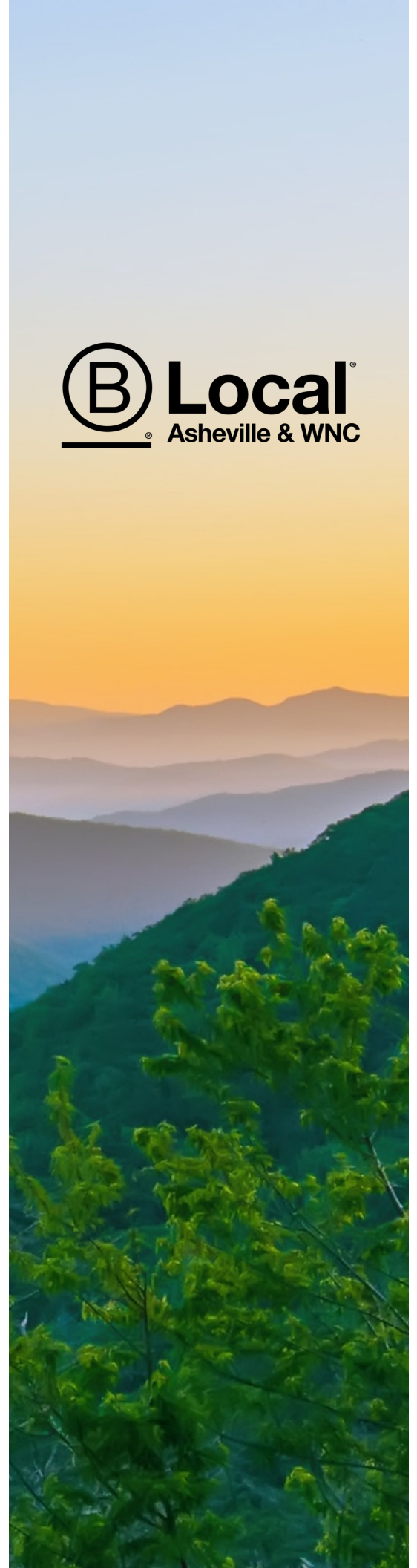
OUR MISSION

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.

B Local Asheville + WNC was formed in 2018 to catalyze the growth of a values-led business community. We see B Corp certification as a commitment to transparency, community, service, inclusion, and fairness. The more companies in the area that make this commitment, and uphold the standards of independent certification, the greater the positive impact our business community will make.

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
Blue Earth Planning
Deltec Homes
dmarcian
East Fork Pottery

French Broach Chocolates
Gaia Herbs
JB Media Group
Loom Imports
New Belgium
Practical Insight

LEADERSHIP TEAM

Adrienne Gordon, Practical Insight, Chair
Sarah Fraser, New Belgium Brewing, Vice Chair & Treasurer
Russ Hall, JB Media Group, Events & Communications

FISCAL SPONSOR



PARTNERS





GROWTH

In 2023, the certified B Corp community in the Asheville area welcomed two new members.



CELEBRATIONS

We celebrate each newly certified B Corp in our region with our “Passing the Banner” tradition. Since our founding in 2018, 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.



Bloom Communications received the banner from Blue Earth Planning August 2023.



LOOM Imports received the banner from Bloom Communications Sept 2023.

PROGRAMS & EVENTS



Networking & Connection

We host casual networking events to bring the mission-driven business community together. In 2023, we held two of these to celebrate our new B Corps with over **90 attendees**

New Belgium Brewing hosted B Local Asheville + WNC for a networking event and banner passing August 2023.



Knowledge & Skills

In 2023, we held or participated in six 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.

- B Corp Certification Information & Support - 3 events
- *Supply Chain Impact* with Gaia Herbs and students from Duke University
- *Supporting Financial Literacy Among Employees* with OnTrack Financial Education & Counseling and Self Help Credit Union
- *Reimagining Capitalism by Reimagining Business* at Warren Wilson College

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. At B Local Asheville + WNC we host events and offer programming to support this commitment.

Volunteering

In 2023, we hosted three community service related events:

- Two blood drives, one at Deltec Homes and one at New Belgium Brewing
- Invasive Species Removal with RiverLink - 27 total hours served



Certification Reimbursement Grant

In 2023 we initiated a grant program to help defray the costs of B Corp Certification for small local businesses. We awarded our first grant to LOOM Imports, a mission-centered social enterprise that promotes and celebrates traditional crafts from around the world.

LOOKING AHEAD - 2024



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 as many as 4 new B Corps!
- Expand community service opportunities - increasing from one annual event to two in 2024.
- Award more Certification Reimbursement Grants to help defray the cost of certifying or recertifying for small businesses in our region.
- Provide a small travel stipend to help our leaders from B Local Asheville + WNC attend Champions Retreat, the largest gathering of B Corps in North America.
- Join 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.

STAY UP TO DATE

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

