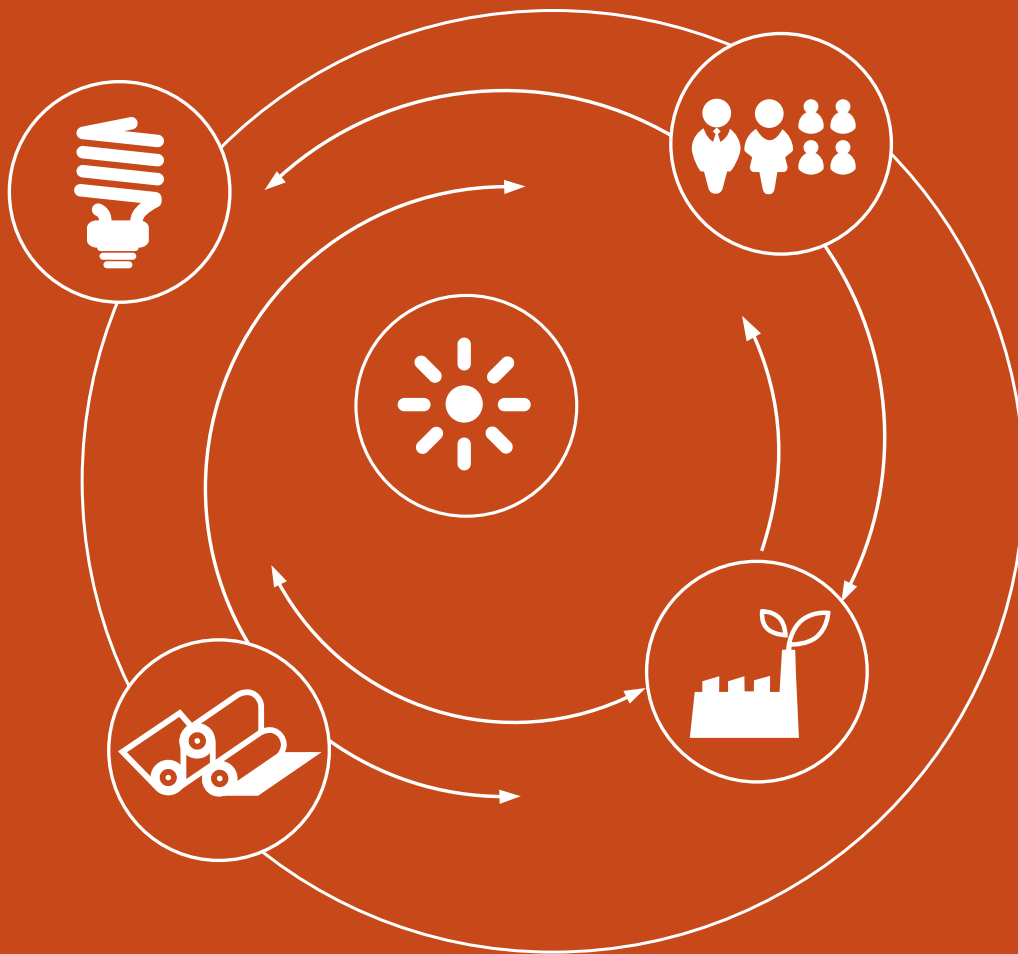


# 2012

BENEFIT REPORT



# BEING GOOD IS GOOD BUSINESS

—Anita Roddick, founder, The Body Shop



03

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2012

## CONTENTS

p 5

**Progress Report**

Letter from the Founder

p 7

**Operations**

p 9

**Work Product**

p 11

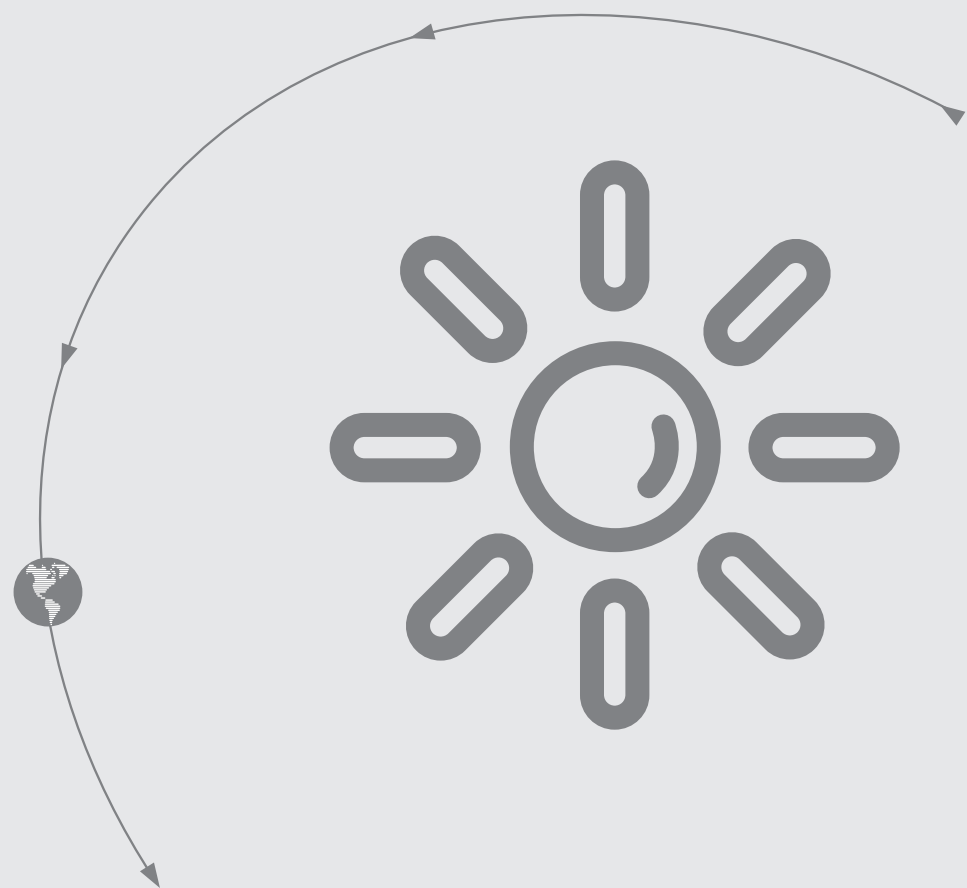
**Community**

p 13

**Impact Assessment**

B Report

# ANOTHER ORBIT AROUND THE SUN



05

2012

## PROGRESS REPORT

As we look back on the past year – our year two as a Benefit LLC – and evaluate our progress, I am thrilled to report that we’ve met our goals.

We are now 100% wind-powered through Clean Currents; we’ve purchased offsets for business travel and employee commute; we’ve donated over 12.5 weeks of pro bono and volunteer hours to the organizations that work to advance sustainable principles in our community; and we’ve participated in projects and programs that advance environmental and social justice.

And with 2013 well underway, we look forward to another year of making progress.

A handwritten signature in black ink that reads "Ida Cheinman".

Ida Cheinman  
Principal and Creative Director  
Substance 151, Benefit LLC

# SUSTAINABILITY IS IN OUR CORPORATE DNA



07

2012

## OPERATIONS

Substance151 has made a commitment to advance environmental leadership through our business activity, education and community benefit. We continually work to incorporate more sustainable practices and methodologies into our daily operations, specifically responsible energy use, waste reduction and local purchasing. [See our Environmental and Purchasing Policy.](#)

100%

of the company is woman-owned

4.69  
TONS

of CO2 emissions have been offset

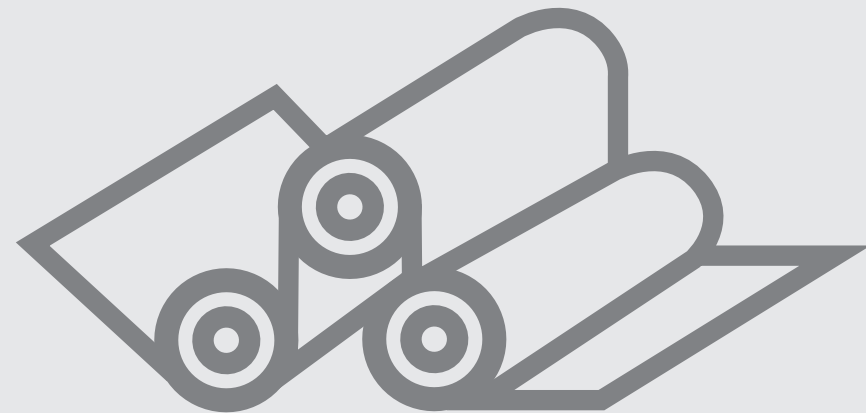
100%

of operations is powered by windpower

# ENVIRONMENTAL SAVINGS FROM PRINTING

The first rule of sustainability is to align with natural forces, or at least not try to defy them.

—Paul Hawken, environmentalist, entrepreneur, journalist, and author



09

2012

## WORK PRODUCT

The savings in printing are achieved by increasing recycled fiber content in place of virgin fiber and carbon neutral paper production, plus we always specify soy-based inks. In addition we only use local, FSC certified printers.



**19.15**  
TREES

were preserved for the future



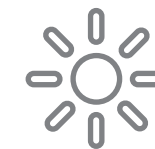
**147.6**  
POUNDS

of solid waste not generated



**1555**  
GALLONS

wastewater flow saved



**1837**  
BTUS

of energy not consumed



**243.1**  
POUNDS

of ghg emissions not generated

# OUR SHARED RESPONSIBILITY

There is no more strategic issue for a any organization, than its ultimate purpose.

—Ray Anderson, founder and chairman, Interface Inc.



11

2012

## COMMUNITY

We've created a culture within the firm where everyone contributes their time and expertise to organizations that improve our lives and benefit our communities – and who otherwise would not have access to quality marketing and branding services. We also offer a reduced agency rate to all nonprofits.

In 2012, Substance151 recorded 505 volunteer and pro-bono hours, or 12.625 weeks, of company time donated to the organizations we support.

The organizations that have benefited from our professional services, volunteering, and board/committee involvement in 2012: Koolhof Earth, U.S. Green Building Council (USGBC) Maryland, Delaware Valley Green Building Council (DVGBC), Chesapeake Regional Tech Council, The ASSOCIATED Jewish Charities, Chesapeake Sustainable Business Alliance, and National Association of Women Business Owners (NAWBO) Baltimore Regional Chapter.

7  
ORGS.

supported through board/  
committee participation

505  
HOURS

company time donated to  
organizations we support

6  
ORGS.

supported through  
probono work

# HIGHER STANDARDS OF ACCOUNTABILITY

In an age when everyone claims to be green or responsible, higher standards of accountability and transparency are the best way to separate the authentic companies from those that just pretend to be.

—Jeffrey Hollender, Founder, Seventh Generation



13

2012



## SUBSTANCE151

Composite B Score: 85  
B Consumer Report / Last update

	Points Earned	% Value
<b>Governance</b>	<b>13.5</b>	<b>61.4%</b>
Corporate Accountability	9.7	70.7%
Transparency	3.3	46.7%
<b>Workers</b>	<b>20.7</b>	<b>41.4%</b>
Compensation, Benefits and Training	10.9	36.5%
Worker Ownership	2.7	33.3%
Work Environment	5.6	66.7%
<b>Community</b>	<b>23.4</b>	<b>42.6%</b>
Suppliers and Distribution	6.9	85.7%
Local Involvement	7.0	50.0%
Diversity	2.5	22.2%
Civic Engagement and Giving	5.9	37.0%
<b>Environment</b>	<b>27.3</b>	<b>77.9%</b>
Environmental Products and Services	15.0	50.0%
Environmental Practices	11.8	61.3%
Land, Office, Plant	6.8	76.8%
Inputs	3.7	57.1%
Outputs	1.4	34.2%
Supplies and Transportation	n/a	n/a

# substance151

Substance151, Benefit LLC

2304 E Baltimore Street, Baltimore, MD 21224

410 732 8379 [contact@substance151.com](mailto:contact@substance151.com)

[www.substance151.com](http://www.substance151.com)

