

2019 SPC Report

Who We Are

Milepost Consulting, SPC is a team of enthusiastic, dedicated, compassionate, and quirky individuals who come to work each day in hopes of shaping a more livable, sustainable society – all while having fun. We believe thoughtful engagement produces better results, and use compelling storytelling and innovative strategies to tackle today's most pressing issues.

Milepost was founded as a mission-driven organization in 2006, has been a certified B-Corporation since 2010, and registered as a Social Purpose Corporation (SPC) in the State of Washington in 2017. Our purpose is to create a material, positive impact on society and the environment through the business and operations of our company. We promote positive, long-term social and environmental outcomes for the company's employees and customers, conducted in a manner that considers the interests of our stakeholders.



**2019 Best for the World:
Governance (B Lab)**

The SPC governance model provides a solid foundation for Milepost's long-term mission alignment and value creation through additional commitments to higher standards of purpose, accountability, and transparency.

What We Do

We define ourselves as engagement specialists – we connect our clients with target audiences by building meaningful, tailored engagement strategies in the form of strategic planning, storytelling, sustainability reporting, graphic design, strategic communications, and more.

Our Commitment

We are committed to creating positive, long-term impacts by prioritizing our employees, community, and environment over earnings. Economic, environmental, and social needs do not have to be at odds. We strategically pursue projects that address our environmental and social responsibilities, and we work with clients to design, communicate, and implement sustainable thinking – by doing so, we hope to spark transformational change toward a more livable, just, and prosperous society.

PEOPLE

67%

of our employees identify as women, including the CEO

15

employees: 9 full-time and 6 part-time, plus 2 interns

2.45:1

high to low wage ratio

\$4,500

per employee set aside for training and development

Our employees are the heart of Milepost. When asked to describe what it's like to work at Milepost, employees described the culture as passionate, people-centered, flexible, and innovative – but the phrase we hear most is “a family.” We pride ourselves on the tight-knit culture we have created, and by doing so, we are better equipped to tackle the challenges that come our way.

We want our people to succeed both personally and professionally, so we offer the following benefits to full-time employees:

- 4 weeks of paid vacation
- 2 weeks of paid sick time and holiday pay
- Health insurance, dental, vision and disability (regular part time workers are eligible for full benefits when working at least 20 hours per week)
- 40 hours of paid volunteer time
- 401k program with a 100% employer match up to 4% of income (part time workers are eligible)
- Flex-time and remote work options

Fostering a culture where all employees feel valued is essential to Milepost. There is no difference in compensation between genders, and wages are higher than the living wage for both Nashville and Seattle. By leaning on each other, we effectively deliver creative, top-notch work for all our clients.

“The flexibility Milepost offers for my workspace is the best part of my job. Not only do I have more time to spend with my daughter, but I can take time for my own health and wellbeing. Working from home gives me hours of my day back – letting me live a more rewarding, balanced life.”

- Rebecca Nelson, Creative Director

PLANET

The need for environmental action is more pressing than ever, and we believe business must lead the way. CO₂ emissions are the main driver of climate change – reducing, managing, and offsetting emissions is one crucial step businesses can take to minimize their environmental impact. At Milepost, our largest source of emissions result from business travel. Travel emissions include air miles, road miles, train miles, and hotel stays.

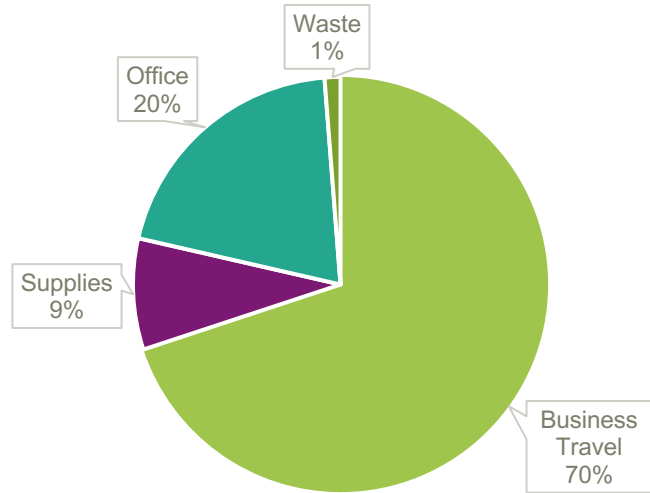
Total emissions: 48.648 tons CO₂e

Scope 1: 9% (supplies)

- Supplies: 4.21 tons

Scope 3: 91% (office and travel)

- Business Travel: 34.0 tons
- Office: 9.81 tons
- Waste: 0.6 tons



Above: 2019 CO₂e emissions by category

In 2019, we adopted more online conferences, expanded remote work, and continued our offsets with Cocobolo Nature Reserve to manage our emissions from travel. Because we rent our shared office space and lack access to accurate energy, water, and waste metrics, we estimated our CO₂ office emissions based on square footage to be 9.8 tons. To further manage our emissions, we advocate for sustainable office behaviors and energy efficiency in our workspace.

“The Cocobolo Nature Reserve is Milepost’s key partner for offsetting carbon emissions. Located in Panama, Cocobolo works with CREA, a nonprofit conservation organization, to conserve and manage over 1,100 acres of Panamanian rainforest. In addition to carbon offsets, Cocobolo protects crucial habitat for many endangered and unique species like jaguars, ocelots, tapirs, and howler monkeys. It also serves as an educational resource for students and scientists alike to study the unique ecology of the region.”

I have experienced Cocobolo firsthand, and I am proud Milepost is supporting a project making a positive impact in the fight against climate change.”

- Michael Roy, Principal and Owner

PROSPERITY

\$1.8M

in revenue, with a 10% profit margin¹

61%

of profits given as employee bonuses

20%

reinvested in our business

19%

distributed to shareholders

Like all business, financial prosperity is necessary for us to both thrive and propel positive change. Increased profits in 2019 allowed us to invest in our company through growth and internal tools that will advance and streamline our work.

As part of our financial principles, we value complete financial transparency, shared profits, and meaningful involvement for all of Milepost’s team. The more we earn, the more we can invest in our employees and company, which increases the positive impact we can make. Our continued ability to increase profits while prioritizing social and environmental needs demonstrates that business can be a leverage point for changes toward a more sustainable society.

“To Milepost, business is more than just making money – but still making money. Generating profit equips us to strategically facilitate projects that promote long-term social and environmental responsibility.”

- Erik Froyd, Chief Financial Officer

In 2019, Milepost’s financial objective was to hit \$2 million in revenue with a 12% profit margin. Although we did not hit our target, the company experienced increased profits that allowed us to invest in our company and employees.

Normalized P&L (Q1-Q4, 2019)

Revenue	100%
Operating Expenses	
- Payroll & benefits	79%
- Professional fees	6%
- Travel expense	3%
- Interest	<1%
- G&A	9%
Total Operating Expenses	96%
Net Income	4%

¹ Pre-profit distribution