

B-Corp Basics and How They Benefit Nonprofits

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What is a Benefit Corp?

Benefit Corporations, commonly referred to as B-Corps, are a hybrid business model combining a for profit company, with defined goals for positive social impact at an institutional level.

B-Corp versus Benefit Corp

- **B-Corp** is a certification by B-Lab
- **Benefit Corporation Status** is legal structure designated at the state level

C-Corp vs. B-Corp vs. Nonprofit

	Traditional Corporation	Benefit Corporation	Nonprofit
Stated Purpose	Profit	Profit & Social Good	Social Good
Transparency	Fiscal Only	Fiscal and Social Impact	Fiscal and Social Impact
Taxation	Taxable	Taxable	Tax Exempt

Examples of Benefit Corporations

- Patagonia
- Ben & Jerry's
- Seventh Generation
- Etsy
- Sunrise Banks
- My Sister

How They Help Nonprofits

- Financing
- Human Capital
- Awareness

Exercise



- What would be your shared mission or value?
- Why should they select you as a recipient or partner?

Resources

- www.bcorporation.net
- www.benefitcorp.net
- B-Corp status in Michigan

<http://housedems.com/article/lawmakers-unveil-bipartisan-plan-bring-b-corps-michigan>

Final Thoughts

Benefit Corporations:

- Offer another resource
- Must value positive social impact, even when times are tough
- Can be approached based on shared values