New Hampshire Businesses for Social Responsibility convenes, inspires, and supports businesses and their community stakeholders to build a more sustainable and prosperous state for all.

• We **convene** a robust network of businesses and their diverse stakeholders that share a desire to “do well and do good.”

• We **inspire** business practitioners of all levels of experience through shared storytelling and best practices.

• We **support** businesses and their change agents to move from idea to action.
EXECUTIVE DIRECTOR’S REPORT

It is with deep gratitude that I introduce NHBSR’s first annual report—an emblem of the positive impact our network of purpose-driven businesses continues to have across the Granite State. Over the past year, NHBSR member companies came together in ever-increasing numbers to share insights and ideas for sustainable business practices that address our communities’—and the world’s—greatest challenges. From elevating the opportunities New Hampshire businesses create for employees, to supporting the incredible work done by area non-profits, NHBSR member companies are truly an incredible force for good.

This year’s programming continued our focus on engaging each and every member of the New Hampshire business community. Through a mix of in-person and online events, we strove to provide actionable information and real-world resources that support businesses at every stage in their purpose-driven journey—helping those new to sustainability find their starting point, and connecting local thought leaders in their shared commitments.

In addition to our flagship Spring Conference and Sustainability Slam, we offered focused programming that dove deeper into climate change, workplace innovation, and other leading-edge issues—like our Clean Energy Principles, which raised area businesses’ collective voice in support of public policy that promotes clean energy.

Looking ahead, I am excited to share our Measure What Matters NH (MWM NH) program as a resource for New Hampshire businesses looking to further their positive impact. Based on B Lab’s impact assessments, MWM NH offers practical tools and resources that New Hampshire businesses can use to benchmark their sustainability initiatives, identify areas of focus, measure progress, and leverage peer support. Through MWM NH, we hope to elevate New Hampshire’s standing as a destination for innovative, sustainable business.

NHBSR is on an exciting trajectory, fueled by the spirited support of our members, sponsors, and strategic partners. Your passion for creating a better world through business enables us to provide programming and opportunities for collaboration that support organizations with powerful purpose. I want to personally thank NHBSR’s Board of Directors—it is their belief, that we can all create the change we wish to see in the world, that inspires me daily.

Sincerely,

Michelle Veasey,
Executive Director
We are delighted to issue NHBSR’s first annual report, a proud sign of the growing strength and ongoing success of our organization. Over the past year, NHBSR gained in engagement as our members continued to find value in what we provide—a place for socially responsible businesses to connect, collaborate, and inspire one another.

NHBSR is, at heart, a learning community. We strive to create meaningful pathways for purpose-driven businesses to find support in our shared work toward a stronger, more equitable Granite State.

We are especially proud to launch our Measure What Matters NH (MWM NH) program. In today’s digital world, constantly evolving technologies are creating new opportunities for businesses to measure their triple bottom line and chart smarter paths forward. MWM NH provides resources to help New Hampshire businesses understand and interpret their impact, identify areas of focus, and affirm the tremendous good they already do.

If you’re new to NHBSR, welcome! We hope you’ll join us at an upcoming event and connect with our lively and engaged community of purpose-driven businesses.

Sincerely,

Lisa Drake and Mike Jurnak,
Co-Chairs
As we recap fiscal year 2018, NHBSR looks back on a year of great success and continued growth thanks to the support and dedication of our members, supporters, Board of Directors, and staff.

NHBSR’s membership rose by 8% since last year, with a 93% renewal rate. Our increases in membership and member engagement demonstrate the New Hampshire business community’s commitment to building a sustainable and prosperous state for all.

Total revenues from membership, programs, events, and other activities grew by 11% in FY18 to $139,350. In addition, we are grateful to have received $81,930 in in-kind contributions from our generous supporters.

NHBSR’s total expenses for FY18 are $128,480. 80% is for programming that directly supports our mission and New Hampshire businesses, and an additional 9% is for member engagement initiatives to deepen and increase NHBSR’s reach. By focusing on operating efficiency and expense management, we kept expenses below revenues and created a modest operating surplus of $10,870.

NHBSR moves forward into FY19 well-positioned to continue making a positive impact in the New Hampshire business community for years to come. We invite you to join us and thank you for your continued support.

Sincerely,

Sean Matulonis,
Treasurer
# BY THE NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>2017</th>
<th>2018</th>
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</thead>
<tbody>
<tr>
<td>Members</td>
<td>173</td>
<td>187</td>
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<tr>
<td>Member Retention$^1$</td>
<td>89%</td>
<td>93%</td>
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<tr>
<td>Events$^2$</td>
<td>13</td>
<td>8</td>
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<tr>
<td>Member Engagement$^3$</td>
<td>74%</td>
<td>79%</td>
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<tr>
<td>Revenues$^4$</td>
<td>$124,984</td>
<td>$139,353</td>
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<td>Expenses$^4$</td>
<td>$129,500</td>
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<tr>
<td>In-Kind Contributions$^5$</td>
<td>n/a</td>
<td>$81,931</td>
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## Notes on the Numbers

- (unless otherwise noted, values are as of December 31, 2018)
  1. Based on cash basis membership vs. lapsed member lost revenue
  2. Based on constant contact and partner events
  3. Percentage of member companies’ event attendance
  4. Per 2016 and 2017 Forms 990, for fiscal year ended June 30
  5. Per vendor-reported and estimated values
THANK YOU TO OUR SPONSORS
## OUR BOARD OF DIRECTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Company/Membership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mark Beaudoin</td>
<td>Executive Director</td>
<td>Nixon Peabody</td>
</tr>
<tr>
<td>Lisa Drake, Co-Chair</td>
<td>Executive Director</td>
<td>Stonyfield Farm</td>
</tr>
<tr>
<td>Jessica Kinsey</td>
<td>Executive Director</td>
<td>Cirtronics</td>
</tr>
<tr>
<td>Sean Matulonis, Treasurer</td>
<td>Executive Director</td>
<td>Schleuniger</td>
</tr>
<tr>
<td>Melissa Skarupa</td>
<td>Executive Director</td>
<td>Dartmouth-Hitchcock</td>
</tr>
<tr>
<td>Paul Susca</td>
<td>Executive Director</td>
<td>NH Department of Environmental Services</td>
</tr>
<tr>
<td>Brett Cromwell, Secretary</td>
<td>Executive Director</td>
<td>Medtronic</td>
</tr>
<tr>
<td>Mike Jurnak, Co-Chair</td>
<td>Executive Director</td>
<td>BerryDunn</td>
</tr>
<tr>
<td>Gary Lemay</td>
<td>Executive Director</td>
<td>NH Electric Cooperative</td>
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<tr>
<td>Chris Rooney</td>
<td>Executive Director</td>
<td>Pax World Funds</td>
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<tr>
<td>Jillian Smith</td>
<td>Executive Director</td>
<td>Hitchiner Manufacturing</td>
</tr>
<tr>
<td>Colleen Vien</td>
<td>Executive Director</td>
<td>Timberland</td>
</tr>
</tbody>
</table>
Drawing more than 300 attendees, NHBSR’s 17th Annual Spring Conference—New Hampshire’s premier event on corporate social responsibility—joined local business leaders and areas professionals for a day of focused programming on all things sustainable business in the Granite State. Emphasizing collaboration and connection, participants learned about and shared insights, issues, and ideas at the forefront of corporate social responsibility, including:

- A keynote address from Leith Sharp, Director of Executive Education in Sustainability Leadership at Harvard University, on the future of leadership
- Focused sessions on energy and environment, workplace and community, leadership for change, and sustainable innovation
- A panel discussion from local CEOs on sustainability opportunities and challenges and how the NH business community can drive positive impact in our region
CEOs Robert Craven (MegaFood), Mindy Lubber (Ceres), Joe Keefe (Pax World Funds | Impax Asset Management), Amy LaBelle (LaBelle Winery), and Jesse Laflamme (Pete and Gerry’s Organics) discuss sustainability opportunities and challenges in the Granite State.

NHBSR has been instrumental in educating its members on viewpoints and day-to-day actions of individuals and corporations relative to sustainability and social responsibility that are enlightening and achievable. They are a compass for positive change. LaBelle Winery is happy to be a member and to support NHBSR.

Amy LaBelle, CEO of LaBelle Winery
SUSTAINABILITY SLAM & JUST ONE THING

NHBSR’s Sustainability Slam is an exciting evening of dynamic storytelling that brings together businesses across the Granite State to give life to moments of sustainable success through fast-paced presentations focused on content, brevity, and most importantly—fun! A recipient of NH Business Review’s ‘Best of Business’ award, the Sustainability Slam has been called “THE business event of the fall to attend.”

NHBSR’s Just One Thing campaign helps local businesses share simple stories of sustainability initiatives with positive impact—on the environment, our communities, and our workplaces—and encourages others to take the first step toward a more sustainable future.

Just One Thing stories are shared on NHBSR’s website and featured in NH Business Review. Stories from organizations of similar size and focus are scored based on scalability and impact. Finalists present their stories live at the Sustainability Slam, where winners are selected by the audience via live mobile polling.

Image 4 supports NHBSR as the most effective and consistent advocate of our aspirational business values. As we concentrate on the day-to-day, in-the-trenches tasks of building, maintaining, and expanding the principal of “People, Principles and Profits”, NHBSR moves forward the high-level mission of discovering, connecting to, and empowering other socially responsible business leaders.

Jeffrey Baker, President of Image 4
David Maestri, Vice President of Operations and Human Resources at award sponsor Wire Belt, with ‘Large Company – Workplace’ finalists Stonyfield and W.S. Badger, and NHBSR Executive Director Michelle Veasey.

Photo by John Benford Photography

This year’s Sustainability Slam winners include…

**Small Company**
- **COMMUNITY**: Jewett Construction
- **ENVIRONMENT**: Throwback Brewery
- **WORKPLACE**: 7th Settlement
- **NON-PROFIT**: Goodwill Industries

**Large Company**
- **COMMUNITY**: Hanover Co-op Food Stores
- **ENVIRONMENT**: Monadnock Paper
- **WORKPLACE**: W.S. Badger

**NON-PROFIT**
- Goodwill Industries
The Cornerstone Award is presented to a member of the NHBSR network—an individual, business, or non-profit organization—that exemplifies the concepts of corporate social responsibility and promotes its principles to New Hampshire and its business community.

This year’s recipient, Dr. Fiona Wilson, Executive Director of the Center for Social Innovation and Enterprise at the University of New Hampshire, Paul College of Business, is recognized for her innovative programs and efforts to educate, inspire, and empower future generations of leaders to create positive change in their communities.

US Senator of NH Jeanne Shaheen honors Dr. Fiona Wilson, Executive Director of the Center for Social Innovation and Enterprise at the University of New Hampshire, with the Cornerstone Award for her work’s positive impact on the state at NHBSR's Spring Conference.

Photo by Annie Card Creative Services
The Partnership for Innovation Award recognizes New Hampshire businesses and non-profits for their collaborative efforts to create synergy and progress on issues at the leading edge of local sustainability initiatives. Their partnered approach magnifies local companies’ collective ability to do good, promoting a mutually beneficial approach with measurable results that can inspire other business leaders in the Granite State and beyond to take action.

This year’s award is presented to Hannaford and Manomet for their collaborative work to advance sustainability in grocery stores across the country.

US Senator of NH Jeanne Shaheen honors Partnership for Innovation Award winners Hannaford Supermarkets and Manomet for their commitment to partnering with local business and industry leaders to create positive change.

Photo by Annie Card Creative Services
Measure What Matters NH (MWM NH), launched at this year’s Spring Conference, is a multi-pronged program designed to help New Hampshire businesses measure, assess, and improve their impact on communities, customers, employees, and the environment.

Built upon B Lab’s impact assessments, MWM NH to help companies gauge their sustainability efforts and build a more purpose-driven business through webinars and local workshops, peer-to-peer collaboration across multiple industries, and support from sustainability consultants in partnership with UNH’s Center for Social Innovation and Enterprise.

The Clean Energy Principles are a joint effort with Ceres to impress upon policymakers the positive benefit of clean energy investment on the local and global business community, understanding that the road to a more sustainable future for New Hampshire requires a balanced approach to meeting the State’s energy needs.

Over 70 companies signed NHBSR’s Clean Energy Principles, communicating the New Hampshire business community’s commitment to advancing clean energy innovation and improving our competitiveness, prosperity, health, and security.

Interested in signed learning more about the Clean Energy Principles and signing on? Visit nhbsr.org/energy.
An annual event in March, New Hampshire Energy Week features a series of events geared toward education and awareness of the economic benefits and impacts a clean energy future provides—and will continue to provide—for the Granite State.

New Hampshire Energy Week is a collaborative effort of area non-profits led by The Nature Conservancy, NH Sustainable Energy Association, NH Clean Tech Council, Ceres, the Environmental Defense Fund and NHBSR.

Together, we hope that NH can develop the infrastructure and investment opportunities to make the state a leader in innovative business opportunities, advancing workforce development and preserving the environment we value.

Developed in connection with Business NH Magazine’s Best Companies to Work For, NHBSR’s Breakfast with the Best showcases local companies advancing workplace innovation in the Granite State.

Featuring on-site visits and in-person interviews with employees and leadership, Breakfast with the Best has been a proud part of NHBSR’s programming and a powerful force for driving positive change.

With 2018 marking the Breakfast with the Best program’s final year, we are truly grateful for Business NH Magazine’s enduring commitment to helping NHBSR shares stories of workplace innovation across the state and elevating workplace best practices in our local business community.
OUR MEMBERS

BY THE NUMBERS
Member Businesses 126
Member Not-Profits 55

LEADER/INNOVATOR MEMBERS

BerryDunn
Cirtronics Corporation
Fidelity Investments
Granite River Studios
Hannaford
Hypertherm
Image 4
Lewis Family Foundation
Liberty Utilities
Lonza Biologics
Mascoma Bank
Medtronic
MegaFood, Inc.
NH Electric Cooperative
Nixon Peabody
Northeast Delta Dental
Pete and Gerry's Organics
Stonyfield Farm
Timberland
Velcro USA

MEMBERS

2 B Green Profitably
36creative
900 Degrees Pizzeria
A Cleaner Solution
Admix
American Sustainable Business Council
Annie Card Creative Services
Antea Group
Anthem Blue Cross/Blue Shield
Antioch University of New England
b fresh consulting
Baker Salmon Design
Beechleaf Design
Bechard, Maurice
Bellwether Community Credit Union
Breathe New Hampshire
Brown & Company Design
Bruss Project Management
Business Consulting of NH
Business NH Magazine
Calypso Communications
Casella Waste Systems
CCA for Social Good
CCA Global Partners
C&S Wholesale Grocers
Carnevale Design
Carsey School of Public Policy
Center for Wildlife
Ceres
Cigna
Coca Cola Bottling of Northern New England
Cole Haan
Constant Contact
Corflex
Coruway Film Institute
Crescendo Inclusive Curriculums
Dartmouth-Hitchcock Medical Center
Demarest Directions
Digital Prospectors
Diversity Workforce Coalition
DreamTech Solutions
Downs Rachlin Martin
Edible New Hampshire
ELA Consulting
Elliot Health Systems
Eversource
Exeter Events and Tents
Fiddlehead Magazine
Filtrine Manufacturing Company
Five Rivers Conservation Trust
Freedom Energy Logistics
Full Spectrum Broadband
Gale River Motel
Gaunt, Dr. Cary
GDS Associates
Girls At Work
Goodwill of Northern New England
Global Round Table Leadership
Granite State College
Granite State Quality Council
Grappone Automotive Group
Grappone Conference Center
Gravity Group
Great Bay Community College
Greater Dover Chamber of Commerce
Greater Keene Chamber of Commerce
Greater Peterborough Chamber of Commerce
Green Alliance
Green Concord
Half-Acre Beekeeping
Hannah Grimes Center for Entrepreneurship
Harvey Construction
HealthyKart
Henry Whipple House Bed & Breakfast
Hero Pups
Hitchiner Manufacturing
HR Synergy
Human Resource Partners
Hypertherm
IdeaShare Designs
Jewett Construction
John Benford Photography
Klüber Lubrication
LaBelle Winery
Left Hook Digital
Libby + Miner Tax and Bookkeeping
Liberty Utilities
LifeWise Community Projects
Lisa Hix
Loueiro Engineering
Mather Associates
Medicus Healthcare Solutions
The MacDermott Group - Merrill Lynch
Millipore Corporation
MobilityWorks
Monadnock Paper Mills
Mount Washington Valley Chamber of Commerce
National Human Resources Association Greater Concord
NEMO Equipment
New Directions Collaborative
New England College
New England Commercial Solar Services
New England Document Systems
New Futures
New Hampshire Association for the Blind
New Hampshire Ball Bearings
New Hampshire Business Review
New Hampshire Center for Nonprofits
New Hampshire Charitable Foundation
New Hampshire Community Development Finance Authority
New Hampshire Department of Environmental Services
New Hampshire Food Bank
New Hampshire Made
New Hampshire Public Health Association
New Hampshire Public Radio
New Hampshire Public Television
New Hampshire Solar Garden
New Hampshire Sustainable Energy Association
New Hampshire Tech Alliance
New Hampshire Women’s Foundation
Normandeau Associates
Now or Never Media
Peter T. Paul College of Business and Economics - UNH
PAUSE, Just Be Mindful
Pax World Funds | Impax Asset Management
PeopleSense Consulting
Post-Landfill Action Network
PRIMMER
Project PLAY
RAM Companies
Red Blazer Restaurant & Pub
ReVision Energy
Ridgeview Construction
Rumbletree
Saint Anselm College
Seacoast Local
Schleuniger
Service Credit Union
Shepard Financial Partners
Smuttynose Brewing Company
Society for the Protection of New Hampshire Forests
Sojourn Partners
Star Leadership
Stay Work Play New Hampshire
Strategic Potential
Sustainable Futures Consulting
Sustainserv
The Browne Center
The Carsey School of Public Policy
The Elm Street Group at Morgan Stanley
The Hanover Co-op Food Stores
The Hvizda Team - Keller Williams Realty
The Lawson Group
The Nature Conservancy, NH chapter
The Terra Firma Company,
Traverse Advising
True North Networks
U.S. Small Business Administration
UNH Advising and Career Center
Unitil
Vapotherm
Vermont Businesses for Social Responsibility
Vested for Growth
Vital Communities
Volunteer NH
W. S. Badger Company
Warrenstreet Architects
Wire Belt Company of America
World Affairs Council of New Hampshire
Worthen Industries
Yes! Ventures
OUR COMMITTEES

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Brett Cromwell, Medtronic
Lisa Drake, Stonyfield
Mike Jurnak, BerryDunn
Sean Matulonis, Schleuniger

FINANCE COMMITTEE
Mike Jurnak, BerryDunn
Sean Matulonis, Schleuniger
Michelle Veasey, NHBSR

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Bethany Davis, MegaFood
Ryan Hvizda, The Hvizda Team - Keller Williams Realty
Lisa Landry, Gravity Group
Priscilla Lane, 900 Degrees
Michael Redding, Loureiro Engineering
Allan Reetz, The Hanover Co-op Food Stores
Dennis Sasseville, Worthen Industries
Paul Susca, NH Department of Environmental Services
Joe VanGombos, Unitil

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Jillian Smith, Hitchiner Manufacturing

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Thomas Carter, Freedom Energy Logistics
Eric Cimon, Jewett Construction
Robin Eichert, PeopleSense Consulting
Mike Jurnak, BerryDunn
Chris Rooney, Pax World Funds | Impax Asset Management

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William Allen, ChopShop Media Works
Peter DiGeronimo, 36Creative
Dee Fitzgerald, W.S. Badger Company
Lisa Landry, Gravity Group
Atlanta McIlwraith, Timberland

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Kyle Barker, Warrenstreet Architects
Denise Champagne, Hypertherm
Sandy Demarest, Sojourn Partners
Matthew Gardner, Sustainserv
Debra LeClair, Sojourn Partners