



GladRags

ANNUAL BENEFIT REPORT

2015

ABOUT

2015



Founded in 1993, GladRags has been a leader in environmentally-friendly products with a message of female empowerment for over 22 years. GladRags offers washable cloth pads and menstrual cups that are better for bodies, their budgets, and the environment. GladRags are available online at www.GladRags.com or in stores nationwide.

Like a growing number of companies around the world, GladRags believes that there's more to good business than profits. We believe in supporting our community, treating workers well, and being good stewards of the environment—and we believe these values make us a stronger company.

During 2015 we were proud to launch a new and improved website, begin our partnership with the non-profit UnTabooed, and continue to provide quality products our customers.

the change we

SEEK

Having products that serve people and the planet is not enough: we want to “do right” by the world in every aspect of doing business. We became a B Corp to challenge ourselves to continually improve and to ensure that we continue to maintain our core values of environmental & social justice as our business grows.

VISION

2015



Our mission is to provide high quality sustainable menstrual products and empower women by positively transforming the experience of menstruation.

Key Initiatives:

- To increase awareness of the environmental and health benefits of reusable menstrual products.
- To reduce the environmental impact of menstrual products on the planet.
- To align our business practices with the core values of sustainability and social justice.

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We dream of a world where menstruation is no longer taboo, but where disposable single-use products are. Where menstruators have all the facts about the products they use, so they're empowered to make the best choices for their bodies. And where succeeding in business goes hand in hand with creating positive change for our communities and our planet.

IMPACT

2015



GladRags is a certified Benefit Corporation through the non-profit B Lab, which provides an assessment tool for companies to measure their public benefit. In early 2016, we re-assessed our progress with the latest B Lab assessment available. Out of 200 possible points, GladRags earned a “B Score” of 91, a significant increase over last year’s score of 82. Some of this increase can be attributed to better tracking systems within our company. On the next page, we provide a brief overview of the factors contributing to our score in the core areas of the assessment.

overall score	91.3
ENVIRONMENT	15.5
WORKERS	19.5
COMMUNITY	38.4
GOVERNANCE	17.8
CUSTOMERS	8.2



environmental
IMPACT

We estimate that the reusable cloth pads and menstrual cups sold by GladRags in 2015 will keep over 172 million disposable pads, tampons, and pantyliners out of landfills in the course of their lifetimes.

GOVERNANCE

GladRags scores above the median level for certified B Corps on all aspects of Governance. As a very small company, we're fortunate to be able to be transparent and flexible in a way that larger businesses may struggle with. During 2015 we worked to better track key performance indicators (such as number of disposable products kept out of landfills by our products) and to better communicate progress toward financial goals with employees on a monthly basis. In 2016, we'll work to continue to strengthen these areas and integrate them better within our day to day practices.

ENVIRONMENT

GladRags also shines in the B Lab assessment area focusing on Environment. Our products are all designed to be reused for many years, and we offer organic options for all styles of our pads. During 2015, our team participated in a number of environmental challenges including Plastic Free July and the Bike Commute Challenge in September. We are excited to now be in a facility that allows us to compost office waste at the curb and look forward to reducing our office waste even further in 2016.

WORKERS

GladRags scores below the median level for B Corps in the Workers category. While our work environment score is higher than the median, there is room for us to improve our employee benefits, compensation, and training. We are proud that our team communicates satisfaction and engagement with their positions at GladRags (via semi-annual surveys).

COMMUNITY

GladRags scores lower overall on Community than the median B Corp level, but scores higher on Community Practices than the median. As a woman-owned business, we're proud that the majority of our significant suppliers are women-owned (including our sewing partner, which is located close enough that our weekly delivery arrives by bike through fellow B Corp B-Line). In 2015, we began partnering with non-profit UnTabooed to provide menstrual health education and reusable products to low-income menstruators. With the help of our community, we donated over 720 conventional menstrual products to local shelters and non-profits, along with approximately 3% of our profits in both cash and in-kind donations in 2015. Recipients of these donations include Bitch Media and UnTabooed. In 2016, we plan to expand our work with UnTabooed to reach more menstruators in need.

CUSTOMERS

GladRags' business model is not specifically designed to serve "in need" populations, and as such our score is lower than the median B Corp in this area. Through our partnership with UnTabooed, we hope to increase the percentage of our products which reach "in need" populations. We also continue to develop our ambassador and customer rewards program to further benefit our valued customers. In 2015, our ambassador program, which spearheads our educational efforts, grew by 75%.



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