



WE DON'T JUST LOVE HAIR, WE LOVE PEOPLE.



2023 Public Benefit Report





Dear Reader,

Ginger & Maude® is North America's first B Corp® salon. This means we work to create a positive impact on the triple bottom line: profit, people, and planet. We consider social and environmental results on the same level as financial results. Our business practices are reviewed and certified by a third-party organization. Ginger & Maude has been a Certified B Corporation® since 2015.

In addition, Ginger & Maude is a registered Benefit Corporation in the State of Oregon, which is in alignment with our B Corp business practices. As a Benefit Corporation, we have committed to creating transparency and sharing reports with our employees, our clients, and our community.

This report provides information about our public benefit performance for 2023.

KRISTA GRAY

VICEPRESIDENT

she/her

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About Us

Ginger & Maude® was founded in 2008 and became North America's first B Corp® salon brand in 2015. Our boutique salons offer hair services and products in a welcoming environment, with a focus on promoting and supporting inclusion and the well-being of our customers, employees, and community. We operate four salon locations to serve our community in Portland, Oregon.

As both a Certified B Corporation® and a registered Benefit Corporation in the State of Oregon, we strive to be a successful model for better business and to inspire change in the salon industry. In 2023, we made positive impacts in three main areas:

- sustainability
- employees
- community



Certified



®

Corporation

Sustainability

In 2018, Ginger & Maude® became a Certified Sustainable salon brand with Green Circle Salons. Ginger & Maude has always participated in local recycling programs, but many types of salon waste (used foils, color tubes, hair clippings, and excess hair color) are not recyclable through traditional recycling programs. By partnering with Green Circle Salons we are able to recycle and recover 95% of our beauty waste.

In 2022, Ginger & Maude also became Certified Carbon-Neutral through Green Circle Salons' program, which offsets carbon created by salons.

Green Circle Salons provides a pathway to sustainability for the beauty industry in North America. Green Circle Salons takes the beauty waste and turns it into a variety of beneficial materials and products, such as:

- Hair booms for oil spill cleanup
- Bio-composite plastic for items like recycling bins
- Recycled metal for items like bicycles
- Clean energy
- Clean water



**WE PROUDLY RECYCLE
& RECOVER UP TO
95%
OF OUR BEAUTY WASTE**



Ginger & Maude®

You recovered and recycled up to

95% of your beauty waste

Our planet thanks you!



You helped the Green Circle community keep

1,017,917

pounds of beauty waste out of landfills so far in 2023.

(That's a BIG difference!)



All the beauty with zero carbon.

You offset your scope 2 carbon emissions and helped create

true carbon neutrality

with your beauty services.



Ginger & Maude – Multnomah Village

Environmental Performance



Ginger & Maude - Slabtown

Environmental Performance



Ginger & Maude – Foster-Powell

Environmental Performance



Ginger & Maude – Fremont

Environmental Performance



Employees

In the salon industry, unethical employment practices are commonplace. At Ginger & Maude®, we are committed to fair labor practices and supporting our employees' long-term success.

Living Wages & Profit Sharing

Ginger & Maude provides competitive compensation that is a living wage to all employees, including apprentices, on their first day. In addition, we have a monthly profit-sharing program for stylists and a quarterly profit-sharing program for all employees. We also offer a retirement plan with company matching.

Healthcare & Insurance Benefits

Our employees receive platinum-level health benefits, including health, dental, vision, and alternative medicine. Employees have short-term and long-term disability coverage. In addition, Ginger & Maude pays into Social Security, Medicare, and Unemployment for employees.

Time Off

Employees have 35-hour work weeks. They receive six self-chosen paid holidays and up to five weeks of paid time off.

Continuing Education & Career Development

Ginger & Maude strives to provide long-term careers for our employees. We offer continuing education and career development opportunities.



Community

In 2023, Ginger & Maude® continued its efforts to support the inclusion and the well-being of all members of the Portland community. Here are some examples.

Donating Money

Ginger & Maude's focus for 2023 for cash donations was to support Portland's youth, especially youth in underserved communities:

- \$3,000 for the [Native American Youth & Family Center's](#) (NAYA) Scholarship Fund
- \$6,000 for scholarships for Black students in Portland who want to attend beauty school (via [OSAC](#))
- \$1,000 for [New Avenues for Youth](#) programs

Donating Goods & Services

- Haircuts for houseless youth at [New Avenues for Youth](#)
- \$1,000 in Visa gift cards for [Portland Public Schools](#) elementary school teachers
- Ginger & Maude® gift card for [Family Dogs New Life Shelter](#)

Amplifying Voices

- Anti-bullying: [NAPAB](#), [TAB](#), [Stomp Out Bullying](#), [Cybersmile](#)
- Native American and Indigenous businesses: [Eighth Generation](#), [Bison Coffeehouse](#), [Ginew](#), and others
- Animal welfare: [Oregon Human Society](#), [Global Cat Day](#)
- [B Corp®](#) businesses
- and more!



Third-Party Assessment of Public Benefit

As a Benefit Corporation, Ginger & Maude® is required to have a third-party assess and report on our social and environmental performance. This requirement has been met through the B Corp® certification process conducted by B Lab, an independent non-profit. B Lab evaluates performance on a regular basis and reports scores to the public on their website.

The infographic on the right is the result of B Lab's latest evaluation and to which shows Ginger & Maude's Overall B Impact Score of 92.4. (B Lab notes that the median score for an ordinary business is 50.9.)

This score is higher than Ginger & Maude's previous score of 80.5 and demonstrates Ginger & Maude's efforts to continually improve.

B Lab also provides scores for how B Corp® companies perform in different categories. Ginger & Maude currently ranks highest in the Workers category.

You can see our full B Impact report at bcorporation.net

Overall B Impact Score

Based on the B Impact assessment, Ginger & Maude earned an overall score of 92.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 92.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance **Workers** Community Environment Customers

Workers 31.1

Workers evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction. In addition, this section recognizes business models designed to benefit workers, such as companies that are at least 40% owned by non-executive employees and those that have workforce development programs to support individuals with barriers to employment.

Financial Security	11.3
Health, Wellness, & Safety	9.2
Career Development	4.3
Engagement & Satisfaction	6.2



GINGER[®]

&
Maude

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To learn more about Ginger & Maude,
visit gingerandmaude.com.