



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



2024 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 2024.

All the best,
Krista Gray
Vice President

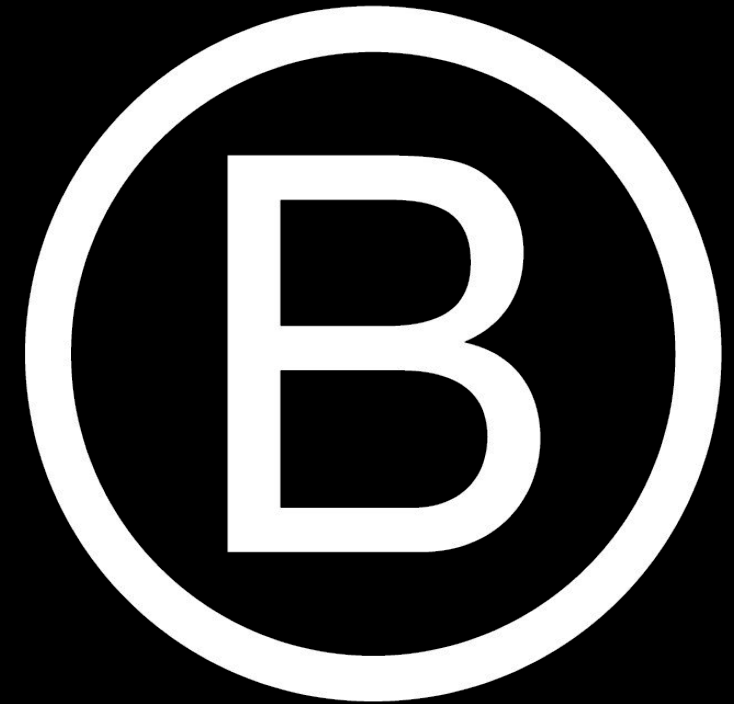
About Us

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 2024, 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 the majority 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 are a
**CERTIFIED
SUSTAINABLE**
salon



Environmental Performance by Salon Location



Slabtown

Beauty waste recovered + **13%**

Fremont

Beauty waste recovered + **63%**

Foster-Powell

Beauty waste recovered + **40%**

Multnomah Village

Beauty waste recovered - **7%**

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 a living wage to all employees, including apprentices, on their first day. In 2024, we increased our base wage rate. In addition, we have a 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, and vision. Employees have short-term and long-term disability benefits. In addition, Ginger & Maude pays into Social Security, Medicare, and Unemployment for employees.

Time Off

Stylists 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 2024, Ginger & Maude® continued its efforts to support the inclusion and well-being of all members of the Portland community.

Donating Money

The Ginger & Maude Scholarship Fund was created in 2023 for Black students in Portland who want to attend beauty school.

- \$2,000 was added to the fund, administered by OSAC, this year

We used CharityNavigator.org to evaluate nonprofits that had been nominated and donated to those that are delivering results for Portland:

- \$2,000 for Meals on Wheels People (Portland program)
- \$1,500 for New Avenues for Youth
- \$1,000 for Rose Haven
- \$1,000 for Raphael House
- \$1,000 for Blanchet House
- \$500 for Oregon Coalition Against Domestic and Sexual Violence
- \$500 for Oregon Friends of Shelter Animals
- \$500* for Oregon Humane Society

Donating Goods & Services

- Haircuts for houseless youth at New Avenues for Youth
- Mentoring a female- and American-Indian-owned small business
- Gift cards for Portland Public Schools elementary schools
- Individual haircare products for Rose Haven
- Home furnishings to Habitat for Humanity's ReStore

*Does not include additional \$1,500 for Oregon Humane Society Mobile Cuddle Crew event



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, 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.