



## 2021 Bloom Works Annual Benefit Report

### Introduction

In June 2021, Bloom Works received certification as a Public Benefit LLC (PBLLC) in the Commonwealth of Pennsylvania. A PBLLC is a for-profit business entity committed to building their business strategies and practices around contributing to the public good and operating in a sustainable and responsible manner.

Our team is made up of a seasoned group of technologists, storytellers and designers and our business operates at the intersection of government, business, non-profits, academics and technology – in an emerging area called [public interest technology](#), or PIT. We work exclusively with public interest organizations and all of Bloom’s revenue-generating activities are connected to creating public good. This report aims to summarize those activities for the calendar year 2021.

### Pursuing and Generating Public Benefit

Bloom Works has just begun to assemble the framework necessary to report on its public benefit offerings, which includes pro bono work and selecting projects that provide large-scale public benefit value. Bloom’s clients include government agencies, non-profit organizations, peer companies, and philanthropic funders. In 2021, Bloom Works worked with the following organizations:

### **20+ Clients:**

- City of San Francisco
- City of Springfield
- City of Syracuse
- City of Waco
- State of Connecticut
- State of Connecticut Office of Early Childhood (OEC)
- Federation of American Scientists
- Layer Aleph
- Login.gov
- Next Distro
- Organize
- Tech Talent Project
- The Inter-American Development Bank
- Think of Us
- U.S. General Services Administration Technology Transformation Services
- World Health Organization
- **...and more!**

### **11+ Partners:**

- Fearless
- Jarvus
- Knight Foundation
- New America Foundation
- Open Cities
- Pluribus
- Schmidt Foundation
- Skylight Digital
- Very Little Gravitass
- X Tech
- **...and more!**

### **18+ Projects:**

- OPOdata.org
- WHO Infographics
- Connecticut Early Childhood Education Reporter
- Improveunemployment.com
- Knight Foundation - CNI Analysis
- Connecticut Office of Early Childhood Website
- TaskTackler.com
- Springfield Communications & Outreach
- Vision 2023, California Department of Technology
- Report: COVID-19 Impact on Organ Donation
- Many workshops
- Think of Us Aged Out Report
- Foster Family Resource Family Recruitment Toolkit
- Connecticut Public Benefits Discovery
- City of Waco website
- City of Syracuse Forms and Content
- **...and more!**

Many of the projects that Bloom led or participated in were long-term or ongoing bodies of work. Additionally, many of the projects were implemented collaboratively with unique partnership models, including primary contractors, subcontractors, freelancers, consultants, full-time employees, research participants, and more. This innovative business model allowed Bloom to create opportunities beyond the parameters of a traditional company.

## **How Bloom Fulfilled Its Purpose to Create Public Benefit**

In addition to its for-profit projects, Bloom employees contributed 137 pro bono hours to projects serving the public good.

## **Challenges That Bloom Encountered**

Bloom encountered the challenges of a shifting landscape due to impacts of COVID 19 in 2021. The largest specific challenge was our ability to support our business despite team outages due to illness, lack of childcare, or other pandemic-related issues that arose.

## **Bloom's Standard for Impact Assessment**

Bloom Works used the [B Impact Assessment](#) standard to thoroughly measure its public benefit efforts. This management tool, used by over 50,000 businesses worldwide, including over 3,000 Certified B Corporations, helps companies assess their impact on various stakeholders, including their workers, community, customers, and the environment.

Bloom selected the B Impact Assessment due to its thorough process and relevance to Bloom's work. The standard uses a rigorous questionnaire system that can be continuously updated and adjusted as the organization grows. The standard has five categories of impact: Community, Customers, Environment, Governance and Workers, each with relevant subsections concerning stewardship, impact, sustainability, and more.