

BUSINESS PRACTICES

Our Responsible Approach

- We are a Women Owned Enterprise
- We are a B corporation
- We support other small businesses
- We partner with other green companies
- We never mark up our vendors costs... we pass all discounts on to our clients
- We donate 10% of all Pivotal's profits to charity
- We offer a 10% discount for all non-profits
- We produce one event pro-bono every year
- We make sure that for every referral we get that results in new business, we make a donation to our clients charity of choice

Our Green Office

- We purchase small business carbon offsetting credits
- We monitor our energy usage
- We utilize energy efficient light bulbs
- We buy recycled paper and paper products
- We minimize our paper usage by printing only what we need to & being smart about how we print
- We print our marketing materials on 100% post consumer recycled paper by a union printer
- We ensure that all of our "leave behind" marketing materials are re-usable and/or recyclable
- We clean our office with Greenworks products
- We recycle/reuse everything we can
- We freecycle (www.freecycle.com)
- We curb junk mail (you can too, www.proquo.com)

Our Green Events

- We created the Lean, Mean & Green™ list which we use to analyze every event we produce
- We do a lot of research on new and creative ways to green events and add to our Lean, Mean & Green™ list regularly
- We include an environmental statement in all contracts
- We support local artists and musicians
- We make every effort to source our event materials locally
- We work to help green our vendors

We are Pivotal.

Certified



Corporation™
bcorporation.net



— Carbonfund.org —

We currently make financial donations to:

The Alliance for Lupus Research

Heifer International

The Human Rights Campaign

The Humane Society

The Make a Wish Foundation

The Salvation Army

The Southern Poverty Law Center

The Southwest Indian Foundation

This year's pro bono event is:

Intuit: The Center for Intuitive and Outsider Art's Annual Gala (October 25th)