

THE
JILLY
BOX



Impact Report

2023

Table of Contents

3	INTRODUCTION
.....	
4	MISSION
.....	
7	BENEFIT STATEMENT
.....	
8	BCORP CERTIFICATION
.....	
10	WORKPLACE
.....	
12	OUR PARTNERS
.....	
13	GIVING BACK
.....	
15	ENVIROMENTAL IMPACT
.....	

Introduction

We at The Jilly Box could not be more proud to share that we are officially BCORP Certified! This achievement has been many years in the making, with multiple projects and initiatives that we have been passionate about brought to life. Since our certification in May of 2023, we have been working hard behind the scenes to continue to push forward in all areas, from community to environment to our customers and beyond. This is our very first Impact Report, where we are thrilled to share more about our mission, our vision, and some amazing milestones that we've celebrated during our 2023 fiscal year.

The Jilly Box has always been and always will be about providing value and supporting our community. We were founded on the intention of connecting people, and impactful brands and products, and we have big dreams of continuing to maximize our impact.

Read on to learn more about what we've been doing and our plans for 2024 and beyond!





Our Mission

Here at The Jilly Box, our mission encompasses four pillars that help act as a road map to lead our decision-making and drive our business forward. These pillars, along with our core values, help guide us when curating our quarterly lifestyle boxes.



COMMUNITY



INCLUSIVE



ECOLOGICAL

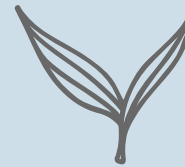


DIVERSITY

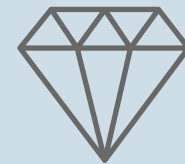


CRUELTY-FREE

Our Pillars



Sustainability



Providing Value to
Our Community



Our Team



Supporting Small
Businesses
That Have Been
Historically
Marginalized

Our Values



These pillars and values help to drive our decision-making and overall business. They help guide our plans, goals, projects, and partnerships. When we first launched The Jilly Box in 2019, we made it our mission to support small North American businesses, including many purpose-driven companies owned by historically marginalized groups.

Along the same lines, we knew that starting a business had an environmental impact. And we understood that we had the choice to contribute to waste and emissions or to set standards to eliminate plastic and other waste by working closely with suppliers and partners that vow to use environmentally friendly materials and processes. All the while, one of our primary goals is to provide our community with products that are value-driven and bring joy to the homes of those who purchase. Behind it all is our wonderful team, to whom we are committed to paying a living wage for our region through our certification as a Living Wage Employer and by creating an equitable work environment for all team members.

Benefit Statement

We have made a legal commitment by changing the corporate governance structure to be accountable to all stakeholders, not just shareholders, to achieve the benefit corporation status. As such, we aim to conduct business in a responsible and sustainable manner and to promote an economic public benefit by:

1.

Promoting and partnering with other businesses that are purpose-driven, including but not limited to local and independent community organizations, businesses that are owned by women and minority groups, businesses that are striving to be environmentally responsible and other non-profit or social enterprises.

2.

Promoting and partnering with other businesses that involve members of historically marginalized groups. Including those who have not had equal access to economic opportunities due to social barriers, including but not limited to people of colour, people who have disabilities, people who are part of the 2SLGBTQ+ community, those who come from an immigration background and people who are raised in lower income communities.

BCORP CERTIFICATION

What is a BCORP Certification?

Certified B Corporations are leaders in the global movement for an inclusive, equitable, and regenerative economy. Unlike other business certifications, B Lab is unique in its ability to measure a company's entire social and environmental impact.

Certified



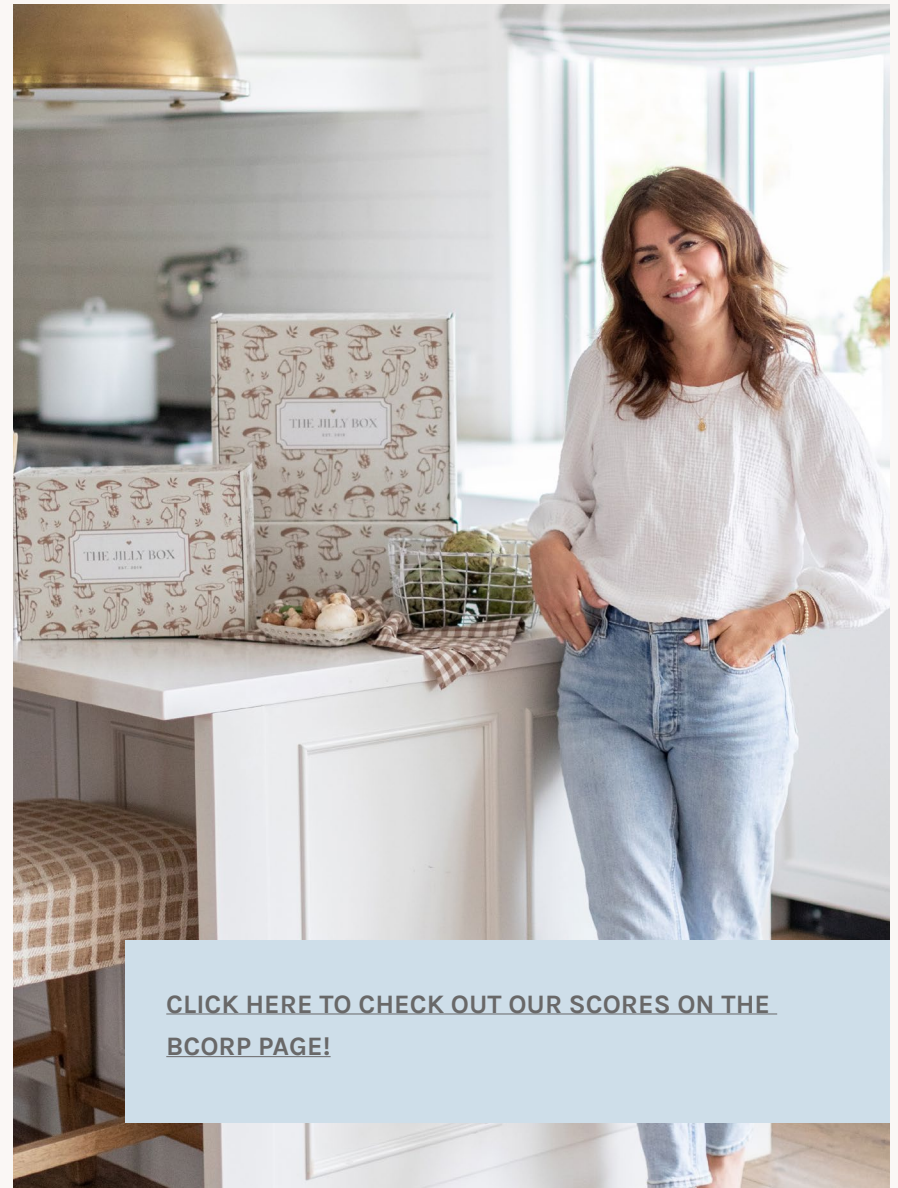
Corporation

OUR ROAD TO BCORP

We officially became BCORP certified in May 2023 with 82.8 points. B Corp certification can be achieved when companies demonstrate high social and environmental performance by achieving a B Impact Assessment score of 80 or above; make a legal commitment by changing their corporate governance structure to be accountable to all stakeholders, not just shareholders, and achieve benefit corporation status if available in their jurisdiction; and, exhibit transparency by allowing information about their performance measured against B Lab's standards to be publicly available on their B Corp profile on B Lab's website.

WHAT BCORP MEANS

Across the areas of governance, workers, community, environment and customers, we were able to make a positive impact through our business model and initiatives. We scored 63% higher than the average business in the responsibility and stewardship of these areas!



[CLICK HERE TO CHECK OUT OUR SCORES ON THE BCORP PAGE!](#)

WORKPLACE

Team Jilly

We highly value our employees and strive to implement policies and procedures that encourage an inclusive, welcoming, and supportive work environment free from barriers to promote equity and diversity.



HOW WE'RE DOING THIS:



We will continue to build a diverse workforce, ensure that all employment-related decisions are based on principles of individual merit and achievement, ensure that our policies do not have an adverse effect on the employment and advancement of members of designated groups, and ensure pay equity.



We offer an annual professional development benefit of \$2,500.

We offer a fertility treatment benefit, gender reaffirming surgery benefit, hormone replacement therapy benefit and a parental benefit of \$2,500.



We are committed to being a Living Wage employer as we recognize that paying a living wage is an investment in the long-term prosperity of the economy and it also plays a role in improving poverty. We pay all employees and contractors the living wage rate for our region, which is updated annually.



Beyond our benefits and support policies for our team members, we also invest in strengthening our team's knowledge and education around diversity, equity and inclusion. We partner with Bloom to support our learning and development in these areas for hands-on feedback around how we can implement DEI conversations and initiatives into our business and culture.

Our Partners

The brands, companies, suppliers and partners that we chose to work with are of utmost importance to us. We strive to partner with organizations that share many of our same values, and are committed to empowering and highlighting brands that have been at a disadvantage historically. Through our seasonal boxes and the development of our Jilly Box Market, we are thrilled to share some of the ways we have made an impact through our amazing brand partners:

72%

of the brands we worked with (either supplied products or add-ons that were included in the box or were featured as a coupon in the box) were women-owned brands

27%

of the brands we worked with (either supplied products or add-ons that were included in the box or were featured as a coupon in the box) were brands owned by people in underserved groups (BOPOC, 2SLGBT+, or other historically marginalized groups)

38%

of the product included in the box or as add-ons were made in Canada. By partnering with Canada Post, our delivery services are carbon neutral through the purchase of high-quality, verified and accredited carbon offsets. In 2023, the Canada Post carbon offsets supported the Great Bear Forest Carbon project.

Giving Back

**OUR TOTAL DONATION
AMOUNT WAS \$193,887**

Giving back financially and through various hands-on volunteer opportunities within our team has always been of high importance to us. Since 2020, we have been donating \$2 per box sold to a different charitable organization that's close to our hearts. In addition, we proudly work on various initiatives throughout the year that have a charitable or "give back" component. This allows us to react and support in real time, as happenings in our local and global community take place. We also strive for each employee to each contribute 20 volunteer hours per year to various causes, and provide our team with opportunities to participate in impactful volunteer days.

We worked with Helen's Acres and participated in their community farm, harvesting food and weeding and pruning the gardens. In 2023, our team completed a total of 103.5 volunteer hours. Lastly, a \$2500 scholarship was awarded to a student at Okanagan College this year. The scholarship fund was created in 2021 to support Indigenous students, Black students and students of Colour at Okanagan College





OUR 2023 DONATIONS INCLUDE:

\$20,000 to the Central Okanagan Food Bank

\$25,000 to Mamas for Mamas

\$4,512 to the Breakfast Club of Canada

\$17,500 to QMUNITY

\$12,500 to Queer Collective

\$5,000 to Humanitarian Coalition in support of the Turkey and Syria earthquake

\$500 to the Armenian Prelacy of Canada in support of aid to Syria

\$10,000 to the Canadian Mental Health Association (CMHA)

\$29,500 to the Okanagan Mental Health Services Society (OMHSS)

\$20,000 to the Raincoast Conservation Foundation

\$20,000 to Surfrider Foundation


\$17,775 to Awasis Agency

\$11,600 in product donated to aid fundraising efforts for various charities and community organizations

OUR 2023 FUNDRAISING EFFORTS INCLUDE:

Through a collaboration giveaway with Tofino Towel Co in 2023, we raised an additional **\$91,200** for Mamas for Mamas in support of BC wildfire relief

\$9,279 was raised for Resilient Minds and Food Banks BC in support of the BC Wildfire relief



Environmental Impact

This past year, we implemented an Environmentally Preferred Practices Policy. We now avoid, when possible, working with items that will end up in the landfill as we know the impact that companies can make when it comes to wasted materials, products and packaging. We strive to use products that at the end of their life cycle can be either reused, recycled or are biodegradable. We look at our office supplies, shipping practices, brand partnerships and product offerings with this lens, and are continually aiming to reduce our footprint even further.

OUR IMPACT

By partnering with Canada Post, our delivery services are carbon neutral through the purchase of high-quality, verified and accredited carbon offsets. In 2023, the Canada Post carbon offsets supported the Great Bear Forest Carbon project. Our shipping boxes are printed with environmentally friendly ink. Because the boxes do not use any glue to assemble them, they are fully recyclable and biodegradable. Additionally, our magazines and coupons that appear in every seasonal Jilly Box are printed on environmentally friendly paper. And the QR stickers included in each box are fully recyclable, repulpable, and have a water-based varnish to make them as environmentally friendly as possible.

 Carbon-Neutral Shipping



