

2024

Impact Report

An overview of ArcStone's social and environmental impact throughout the year

2801 Hennepin Avenue South, #601
Minneapolis, MN 55408


(612) 455-7200
www.arcstone.com



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company, we intend
for our positive impact
to grow with it.”**

A LETTER FROM OUR FOUNDERS

Over the course of 2024, we have been able to pursue formal certification for our social and environmental impact. This is something we have been working toward for several years. We are grateful to be using our mission and principles to make a practical difference for people and our planet.

This report is intended to detail the direct impact ArcStone has had within specific areas of our community and environment. It is also used as a tool to keep our work and processes accountable.

As we grow as a company, we intend for our positive impact to grow with it. We are proud to present the progress we made this year, and look forward to the many more ways we can contribute in the future.



In community,

David & Lisa

OUR CERTIFICATION JOURNEY

Sustainable and ethical practices have been at the heart of ArcStone since its founding in 1997.

With a large nonprofit client base and value-minded leaders, it's our mission to deliver our services with purpose and have a positive impact on our community.

B Lab is a global, independent organization that certifies for-profit companies as B Corps when they've met specific high social and environmental standards. These standards closely align with ArcStone's foundational principles, and we chose to apply for certification in an effort to provide tangible evidence that we are upholding our values centered around people and planet. It's clear that B Lab is the global standard, and one we can trust to keep ourselves accountable in our pursuit of public benefit.

In 2023, we dedicated the time and resources required to apply for B Corp certification. While we had to change very little about the way we operate our business and manage our team, we did formalize systems, write policy, update our handbook, and make legal changes to our company's structure and ownership.

We officially submitted our B Impact Assessment for review in January 2024. From January to July, we worked with various B Lab analysts to clarify assessment responses and upload concrete documentation of our practices. At the end of August 2024, we received the news that we had passed the assessment and were officially a Certified B Corporation.

Our B Impact Score



Governance	Workers	Community	Environment	Customers
16.7	29.0	18.5	7.0	13.4

CERTIFICATION HIGHLIGHTS

Implemented Code of Ethics

Implemented Ethical Marketing Policy

Implemented Sustainable Practices Policy

Became Woman-Owned

Changed Legal Structure to a General Benefit Corporation

UNLEASH THE GOOD®

Partnering with Purpose-Driven Organizations

From homelessness to healthcare, our goal is to grow the impact of organizations that care. We approach each project as a true partner, invested in the success organizations and thoughtful brands striving to do good.

Our Mission

To provide the best suite of tools and services to help nonprofits and purpose-driven brands make the world healthier, happier, fairer and more connected.

Unleash the Good Grant®

Founded by ArcStone, the Unleash the Good Grant® supports 501(c)(3) organizations dedicated to creating meaningful change. By providing access to professional website design and marketing services, the grant strengthens nonprofits' digital foundations—helping them communicate their mission more effectively, engage their communities, and deepen their impact.

The Link

Since 1991, The Link has been a beacon of hope in North Minneapolis, working to combat poverty and social injustice. Focused on empowering young people and families, the organization creates pathways out of poverty and fosters social equity.

As an Unleash the Good Grant® recipient, The Link has enhanced its digital presence with a redesigned website that improves accessibility, streamlines services, and increases awareness of its programs. The new site makes it easier for supporters to engage, for those needing resources, and for The Link to amplify its mission.

ArcStone is proud to partner with organizations like The Link—champions of change who work wholeheartedly to create measurable, lasting impact in their communities.

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Every member of the ArcStone team went above and beyond to help The Link create a beautifully designed website that meets the needs of youth, partners, and supporters. They are true collaborators who listened to our team's ideas and feedback and worked tirelessly to bring our vision to life.

Karla Gallien, Development Director at The Link

FEATURED PARTNERS



Minnesota State Horticultural Society



The Troth



Project Angel Heart



Rosenau Family Research Foundation



Hunger Solutions



Emma Norton



Decoding Dyslexia Minnesota



College Success Foundation



Children & Nature Network



Bridging



BlueSky Online



West Central Initiative



Student Leadership Network



National Council for History Education



Jack Jablonski Foundation



Southern Minnesota Initiative Foundation



Minnesota Association for Children's Mental Health



Scholarship America



Simpson Housing



United Family Medicine



VEAP



Mind Body Solutions



Habitat for Humanity® of Minnesota



Steve Rummeler Hope Network



LiveMore ScreenLess™




378

partners to which ArcStone has
provided services in 2024

78%

of our partners in 2024 were
registered as 501c3 or 501c6



Steve Rummler
HOPE
NETWORK.®



CLIENT & TRAINING SPOTLIGHT

Naloxone Certification with the Steve Rummier Hope Network

The Steve Rummier Hope Network is a local Minnesota nonprofit organization dedicated to opioid overdose prevention. Providing care and resources since 2011 to those affected by the opioid crisis, SRHN is a source of hope both in the local community and nationally.

One of the resources they provide is naloxone training and certification. A free course offered both in person and virtually, SRHN's naloxone training brings education, awareness, and tools to the public. In August 2024, the ArcStone team was able to take the course and get naloxone certified. Read all about our naloxone training journey on our blog.

We're proud to work the SRHN team year round, and are especially grateful to have participated in their naloxone training course. Find out more at steverummierhopenetwork.org/.

SERVING THE COMMUNITY

Giving Back

As a company who serves a multitude of nonprofit organizations, it's a priority of ours to give back to our local community and lift others up. In addition to providing many hours of pro bono work to our deserving clients throughout the year, we also held a coat drive and volunteered as a team in November.

As the temperatures drop in Minnesota, the need for outdoor clothing donations rises. We were able to compile a car-load full of coats, sweaters, and other warm items for a local clothing drive hosted by [Southside Harm Reduction Services](#) in Minneapolis. These donations will go directly to shelters and unhoused folks in the community who are in need of winter protection from the frigid temperatures heading our way.

[The Sandwich Project of Minnesota](#) is an organization that manages the volunteers and donations of sandwiches to food shelves and shelters in the area. Participants choose a date and a donation recipient, and then purchase and prepare the food per the provided instructions. Once the sandwiches are assembled, packaged, and counted, the participants drop them off directly to the designated recipient for distribution.

In November, our small-but-mighty team made 405 sandwiches for the [Division of Indian Work](#). Through various programs including youth, elders, victims of domestic violence, anger management support, foster care, healthcare, pregnancy care, and food shelves, this organization serves and supports the urban American Indian community in the greater Minneapolis area. This is a powerful force for good in our local community, and we are honored to have had the opportunity to support them with food donations.

TOTAL GIVING HOURS: 211.82 TOTAL EMPLOYEES 12

Volunteer: 18, Pro Bono: 193.82



To learn more about the organizations we supported in 2024, visit their websites:

Southside Harm Reduction Services: <https://southsideharmreduction.org/>

The Sandwich Project of Minnesota: <https://thesandwichprojectmn.org/>

Division of Indian Work: <https://www.diw-mn.org/>

GOALS FOR RECERTIFICATION

What's Next?

To stay B Corp Certified, ArcStone will recertify in 2027. In addition to maintaining our current initiatives for social, economic, and environmental impact, our goals include:

Volunteer More

We're aiming to get 75% or more of our team to use Volunteer Paid Time Off, and collectively contribute 0.5% of our total hours worked to volunteer or pro bono initiatives

Improve Parental Policy

Our goal is to restructure our parental leave policy and offer additional paid parental leave, providing more support to employees who become new parents

Advance Accessibility

We believe the web is for everyone. We're developing accessibility software to ensure people of all abilities can use and navigate the web effectively. By 2027, we plan to have this rolled out and in the world, driving good and equitable web design.



Our Core Values

SERVICE

CRAFTSMANSHIP

EVOLUTION

HARMONY

HAPPINESS

