

# YIKES

web design and development

## Annual Benefit Report

Prepared for: PA Benefit Corporation Requirement

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## B IMPACT REPORT AND SCORE



**Certified**  
**B**  
**Corporation**

**Headquarters**  
Pennsylvania, United States

**Certified Since**  
January 2010

**Industry**  
Computer programming services

**Sector**  
Service with Minor Environmental Footprint

**Operates In**  
United States

**Website**  
yikesinc.com

**YIKES, Inc**

Since 1996 YIKES, Inc. has built creative web design and development solutions for businesses and non-profit organizations, with a core speciality in WordPress themes, plugins, and functionality.

**YIKES**  
web design and development

## Overall B Impact Score

Based on the B Impact assessment, YIKES, Inc earned an overall score of 101.4. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 101.4 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

Governance

Workers

Community

Environment

Customers

### Governance 15.5

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement **2.3**Ethics & Transparency **3.2**+ Mission Locked **10**

**What is this?** A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

## Previous Overall B Impact Scores

2018 Overall B Impact Score	<b>93.3</b>
2016 Overall B Impact Score	<b>94.1</b>
2014 Overall B Impact Score	<b>100.7</b>
2012 Overall B Impact Score	<b>110.4</b>

## Best for the World

Every year, B Lab recognizes the B Corps that have achieved the highest verified scores in the five impact areas evaluated on the B Impact Assessment.

Best For The World: Workers 2016

Best For The World: Workers 2015

## COMPANY

### Overview

Since 1996 YIKES has been observing the triple bottom-line philosophy of people, planet, profit. YIKES is committed to making positive societal changes through our business practices and ethics.

YIKES is a Philadelphia-based, full-service, web design and development company. YIKES builds smart, effective, creative web solutions for businesses and non-profit organizations. We pride ourselves on outstanding quality and unsurpassed customer service.

*"At YIKES, we believe that business can change the world for the better. We are dedicated to building a more socially, environmentally, and financially sustainable local economy. Being a Benefit Corporation allows us to prove commitment to our values and beliefs as a business."*

Mia Levesque, Co-Founder of YIKES, Inc.

YIKES is proud to have earned B Corporation Certification in 2010 and is a member and sponsor of the Sustainable Business Network of Greater Philadelphia, since 2003.

YIKES was proud to accept the "Green with Envy" award in the 2012 Citywide Storefront Challenge hosted by the Philadelphia Commerce Department and the Community Design Collaborative as part of Design Philadelphia. YIKES was honored to receive the 2011 B Corporation "Most Inspirational Project" Award and was a recipient of a "Triple Bottom Line" Award at the 2005 Social Venture Institute in the service category.

### Becoming a B Corporation

YIKES is thrilled to have the opportunity to be part of the B Corporation community and share our philosophy of the power of business to do good. YIKES has an excellent reputation for conducting its business activities with integrity, fairness, and in accordance with the highest ethical standards.

We recognize the potential to participate in creating a way for businesses to leave a positive environmental footprint and are excited to be a part of a national movement toward responsible and sustainable business practices. Being a part of a local living economy has always been a priority for YIKES. Being a Benefit Corporation further solidifies YIKES position in the

marketplace as a conscious organization. On January 22, 2013, YIKES became one of the first Pennsylvania Benefit Corporations.

### **Putting the “Benefit” in Benefit Corporation**

By law, Pennsylvania Benefit Corporations must produce a “material positive impact on society and the environment.” This report details YIKES’ numerous positive impacts on people, the environment, and the community.

## PEOPLE

### **Team**

YIKES believes that employees make the company and deserve to know their worth. We believe in a strong work-life balance and provide the means for employees to meet professional and personal demands that enrich life. This includes supporting flextime and is a Results-Only Work Environment. Starting employees receive 4 weeks paid vacation, 13 paid holidays, including annual Election Day and Juneteenth, and 3 personal days, including birthdays off. YIKES also supports a policy of “if you are sick, you shouldn’t be working.”

YIKES has Volunteer Time Off (VTO) as an added employee benefit, providing 2 paid days off per year to each employee. The purpose of this is to support activities that enhance and serve the communities where we live and work. The intention is to participate in giving back and to allow employees to share in supporting their community. At the same time, YIKES recognizes that participating in these sorts of activities enriches the lives of its employees. Over half of the YIKES team members volunteer their time to a variety of organizations.

## ENVIRONMENT

### **Office Space**

YIKES has its office in a LEED Platinum Certified building in the Fishtown section of Philadelphia. The YIKES office is also powered by 100% renewable electricity using solar power installed on the building. We provide a bike rack in the front of our office and are easily accessible by several means of public transportation, including an Indego bike share station.

Several years prior to YIKES moving in August 2011, the buildings at 204-206 E. Girard Ave stood vacant, blighted and deteriorating. In July of 2010, YIKES owners, Tracy Levesque and Mia Levesque, purchased the buildings and in the following year they underwent a complete green renovation. A goal was set of bringing the buildings to LEED Platinum status, the highest level of certification of this green building certification system.

YIKES is excited to be a part of the revitalization of the Girard Avenue commercial corridor in Fishtown. Since its inception in 1996, YIKES has been dedicated to sustainable and green business practices. The opportunity to build and occupy a LEED Platinum certified office was an important milestone.

### **Reduce, Reuse, Recycle**

YIKES is thrilled to use Bennett Compost ([www.bennettcompost.com/](http://www.bennettcompost.com/)) to help reduce the amount of waste we produce through composting. YIKES recycles not only paper and plastics, but also has an e-cycling trash container for all electronics. We print promotional materials on recycled paper with soy ink as well as “seed paper” that can be planted. The YIKES office uses green cleaning and paper products. YIKES is also a 100% Replanted office ([www.replanttrees.org](http://www.replanttrees.org)). All these efforts allow our office staff of eight to produce only one kitchen bag of garbage per week on average.

## **COMMUNITY INVOLVEMENT**

In 2022, YIKES and its staff volunteered their time, expertise and other resources at the following events:

### **Contributing to Open Source**

YIKES contributes to the WordPress project, donating many hours to this free, open-source community.

### **Volunteer Speaking and Teaching**

YIKES volunteers time and staff hours to help support local organizations and share our experience and knowledge.

## In-Kind Services

YIKES provides free professional website design and development to a selection of small, organizations that are providing a service to Philadelphia communities. In 2022 YIKES continues to maintain the website for Philadelphia's Magic Gardens ([phillymagicgardens.org](http://phillymagicgardens.org)), Hood Savior, and Philly AIDS Thrift at Giovanni's Room ([queerbooks.com](http://queerbooks.com)).

## ENVIRONMENTAL IMPACT

### Reduction of Environmental Footprint

YIKES actively tries to reduce the environmental footprint caused by commuting. YIKES encourages the use of public transportation, carpooling, and biking, and also provides telecommuting options for all employees.

## AFFILIATIONS/CERTIFICATIONS



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