

All the help and guidance you need to become — and stay — a public benefit corporation

Discover how Kim Allchurch-Flick guided DG Copyright Management through the entire certification process — and now helps them **showcase their deepening social impact** through recertification each year



“Kim helped us figure out what certification was a match for us and walked us through the certification process step-by-step. She also helps us through the recertification process each year. As a small company, it can be intimidating to pull everything together that’s required, but having Kim in our corner makes it so much easier.”

DEBORAH MURAD

Executive Director, DG Copyright Management

When Deborah Murad joined DG Copyright Management (DG©M) as its executive director, she knew the company was designated as a benefit corporation so it could make business decisions that weren't necessarily driven by profit alone.

What came as a surprise to her was the extra paperwork that designation required: the filing of an annual Benefit Report and certification with a third party certifier.

Deborah went online to get the certification started but soon found herself overwhelmed.

"I was immediately confronted with large surveys that didn't apply to what we do," Deborah said. "We didn't fit squarely into what many other public benefit companies

look like, so there were many questions on the surveys that I couldn't even attempt to answer."

Deborah reached out to the attorney who had set DG©M up as a public benefit company, and was given Kim's name as a social enterprise consultant who had extensive experience in helping companies with certification.

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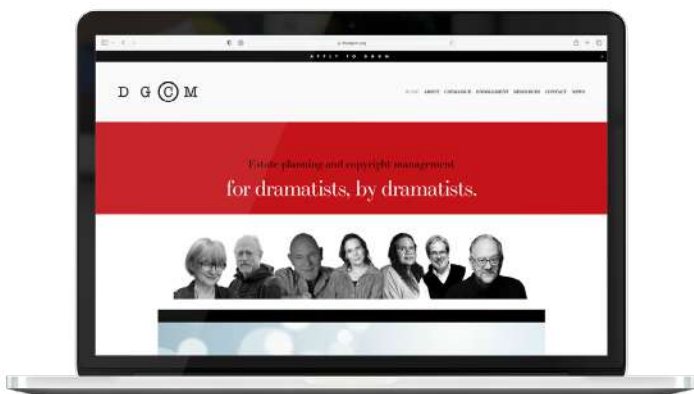
"I contacted Kim and she immediately calmed my anxiety," Deborah said. "She told me she'd walk me through everything step by step and even do as much of the work for me as she could."

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Deborah hired Kim and she quickly got started, **providing strategic guidance on the type of certification that was right for Deborah's business size, budget, and needs.**

Kim recommended DG©M certify with Benefit Corporations

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for Good — a company that provides certification that's ideal for smaller companies and includes a more flexible survey and certification process at a highly accessible price.

Recognizing it as a great match, Deborah decided to go ahead with the Benefit Corporations for Good certification and Kim learned everything she could about DG©M before preparing the certification materials on their behalf.

When the materials were ready, Kim submitted them and was the primary point of contact as they were reviewed and approved.

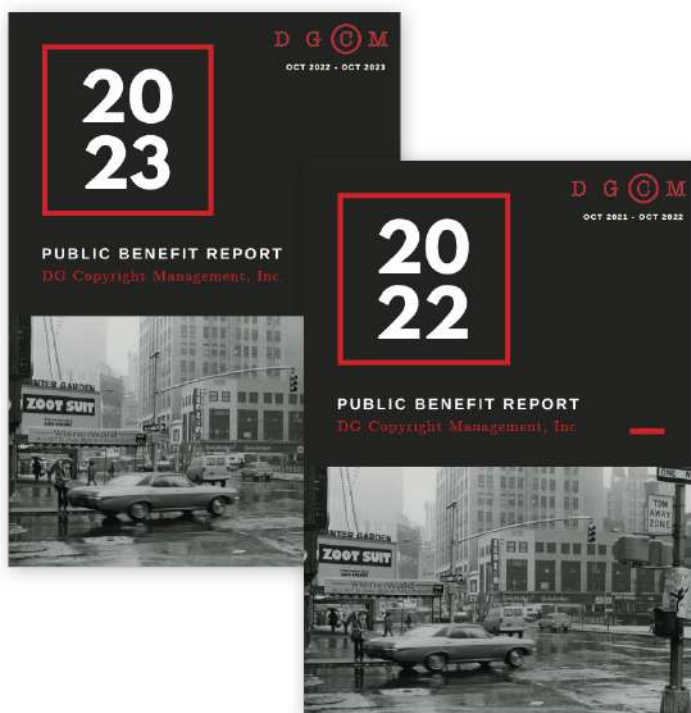
Tom Hering, co-founder and managing partner of Benefit Corporations for Good, said having a consultant like Kim manage the certification process makes obtaining approval more assured.

“Kim has been a part of the triple bottom line movement of ‘people, planet, and profit’ longer than anyone I know. This work is part of her DNA, and **she can help guide leaders like Deborah through the process better than anyone because she’s gone through it for her own business** — both to certify as a B-Corp and as a Benefit Corporation for Good.”

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“She’s also been a part of so many different aspects of environmental rights and social justice organizations, and she constantly stays abreast of the social impact issues that are important to businesses. She’s a true subject matter expert.”

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After the Benefit Corporations for Good certification was awarded, Kim continued on with DG©M, and has consulted and guided Deborah through each of their annual recertifications, including writing their yearly Benefit Report.

Deborah said collaborating on the Benefit Report with Kim each year has been an especially valuable experience, and she appreciates the accountability it provides.

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“Kim is wonderful at helping me reflect on the work we’ve done over the past year and put together a Benefit Report that makes our case for recertification. She presents our work in a way that makes us shine.

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“Going through the recertification process with Kim also holds me accountable to the requirements of a public benefit corporation. For example, as a company that

provides copyright management and estate planning for dramatists, we didn’t naturally do much to fulfill our commitment to the environment. **With Kim’s encouragement, I found the Broadway Green Alliance, an initiative that aims to implement environmentally friendly practices on Broadway.** I’ve become a Green Captain on behalf of our organization.

“If we didn’t have to account for that environmental aspect and we weren’t coming back to the drawing board every year, I don’t know that something like that would have happened.”



To maintain its Benefit Corporations for Good certification, DG©M needs to continue recertifying each year, and Deborah said she plans to have Kim lead that process every time.

“I wouldn’t want to go through this process without Kim. She makes the recertification and Benefit Report process so much easier. Moreover, **the conversations we have and the ideas she suggests are impactful and helpful.**

“My interactions with Kim are building DG©M in a positive way, and I really appreciate having her in my corner all year long.” ☾



To learn more about how Kim and Mighty Epiphyte can help your business obtain and/or maintain Benefit Company status, go to mightyepiphyte.com.

