



2023-24 IMPACT REPORT



Hi. We're Marit Digital.

We are innovating the way small businesses operate in the digital landscape. Our purpose is to make tech more accessible to everyone, especially women and minority business owners who have often been left without the insights and support that help them succeed.

We provide comprehensive, insightful services and strategic guidance for your team, effectively implementing online tools and digital resources so you can spend more time focusing on your business and your impact.

Marit Digital helps small businesses and teams feel confident in their technical decisions and digital experiences. As your partner, we devise strategies, develop solutions, and provide training to take you confidently into the next generation of technology.

This report spotlights things we're proud of, and the growth edges we're working towards in the coming years.



ABOUT US



Marit Digital was **founded in June 2022** by Jen McFarland.

We help small companies make a big impact, through expert support and strategic guidance for their **digital operations**.

We're **B Corp aspirational**. That means we're behaving like a B Corp in the ways we operate and deliver. We aim to be certified by 2025.

Marit Digital believes businesses can serve as a force for good, and we're proud to contribute to our **amazing community**, especially those trying to make the world a better place through their own small businesses.



CLIENTS & PARTNERS

Our mission prioritizes **Empathy**, **Quality**, and **Partnership** to deliver solutions that match our client's needs and experience.

- 2022 Client count: 5
- 2023 Client count: 17
- Returning/retainer clients: 9
- Average client rating: 4.92 (out of 5)

Read our [Mission, Vision, and Values](#) to learn more about what matters most to us.



CLIENTS & PARTNERS (CONT.)*

We are committed to working with organizations within our local community, and partnering with underrepresented communities as much as possible.

- Local clients: 82%
- Local vendors: 18%
- Women and BIPOC-owned clients: 53%
- Women and BIPOC-owned vendors: 25%

Review our [Purchasing Policy](#) and [Supplier Conduct Review](#).

* All data from 2023.



COMMUNITY TRAINING & SUPPORT

Marit Digital is active in the Raleigh community, offering free training and guidance on technology topics to all local business owners.

In 2023, Marit Digital provided:

- 40+ hours of Open Office Hours at a local coworking space
- 10+ hours of free training on 5 different technology topics
- 4 hours of mentorship to community groups

Since 2022, Marit Digital has also donated 12 hours to pro bono projects.



We provide Open Office Hours at the local- and woman-owned business [Blush Cowork.](#)



We are an official Resource Provider with the locally-owned [Cary Founded](#) coworking space.



COMMUNITY INVOLVEMENT

Marit Digital is active in local, tech, and equality-driven communities.

We are a proud member of the following organizations:

- North Carolina Sustainable Business Council
- Grapevine's Women In Tech for Gender Equality
- NC TECH
- Ellevest
- Cary Chamber of Commerce

ENVIRONMENTAL IMPACT



With the help of [Terrapass](#), Marit Digital [offsets](#) 1 metric ton of carbon every month.

Through [One Tree Planted](#), Marit Digital plants a tree for every consultation session and five trees for each new contract project.

Our [Purchasing Policy](#) prioritizes sustainable suppliers, and we opt for recycled and renewable materials wherever possible.

GOALS & KPIs

Marit Digital is working to improve our social and environmental impacts even more by 2025.

- Achieve B Corp Certification by 2025.
- Partner with Women and/or BIPOC-owned vendors for 25+% of vendor spend.
- Begin tracking positive impacts of services for clients and partners.
- Track and prioritize B Corp partnerships.



GOALS & KPIs (CONT.)

Marit Digital is also working to improve our community and user experience impacts.

- Partner with local vendors for 20+% of vendor spend.
- Maintain satisfaction levels for clients and trainings at or above 4.5 (out of 5).
- Increase pro bono and volunteer hours by 10+% (from 66 in 2023).
- Donate 5% of revenue to charitable and community programs.



GOALS & KPIs (CONT.)

Finally, Marit Digital is seeking to research, document, and educate users on the environmental and social impacts of digital technologies.

Two projects are underway for 2024:

1. Our partnership with [Karma Wallet](#) to provide data and assessments of the ESG impacts of popular digital resource companies.
2. A white paper to help business owners and technology users mitigate negative impacts of their tech use on the environment.



Looking ahead. Moving forward with purpose.

Marit Digital is thrilled to have discovered the [B Corp](#) movement and the community of mission-driven organizations that value conscientious capitalism.

We seek to continue a focus of support and education for underserved and purpose-driven business owners, and we're looking forward to extending this network for greater impact.

**If you are a B Corp or B aspirational, please [reach out!](#)
We'd love to connect.**

Thank you for your interest in [Marit Digital!](#)

