



2024 IMPACT REPORT & GOALS



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 and supporting your digital resources so you can spend more time focusing on your business and your impact.

This report spotlights the things we're proud of, and the growth 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 a B Corp. We support mission-driven organizations with sustainable hosting and by working to identify values-aligned technology solutions.

Marit Digital believes businesses can serve as a force for good. 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 clients' needs and experiences.

- 2024 Client count: 26
- Returning/retainer clients: 12
- Average client rating: 4.7 (out of 5)

In categories: Communication, Reliability, Quality, Innovation, Knowledge, and Support

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 underrecognized communities as much as possible.

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

Local clients	61%
Local vendors	53%
Women and BIPOC-owned clients	50%
Women and BIPOC-owned vendors	40%
B Corp clients	15%
B Corp vendors	47%

* All data from 2024. Vendor calculation by % of spend.

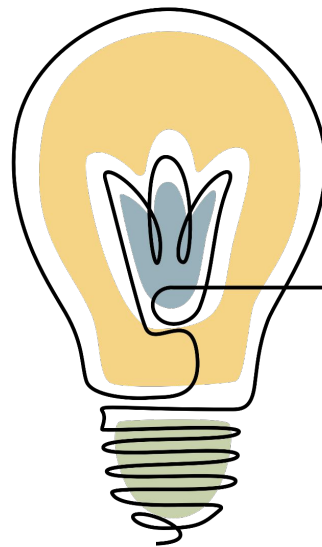


COMMUNITY TRAINING & SUPPORT

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

In 2024, Marit Digital provided:

- 100+ hours of Open Office Hours at a local coworking spaces
- 20+ hours of free training on 5 different technology topics
- 5 hours of mentorship to community groups
- 35 pro bono hours



COMMUNITY INVOLVEMENT

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

We are a proud member of the following organizations:

- Earthshare NC
- North Carolina Sustainable Business Council
- B Corp groups 'We The Change' and B Local Triangle
- Grapevine's 'Women In Tech for Gender Equality'
- Cary Chamber of Commerce

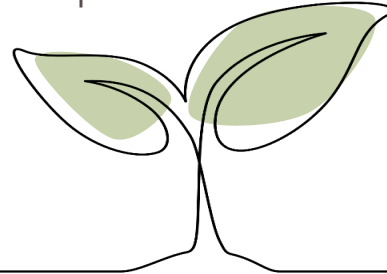


ENVIRONMENTAL IMPACT

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

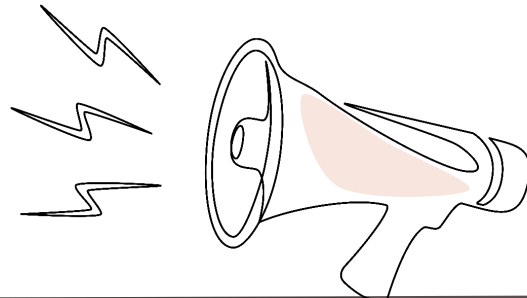
Through [One Tree Planted](#), Marit Digital plants a tree for every consultation session, 5 trees for each new contract project, and 5-10 trees/month for each WordPress Hosting client.

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



2024 HIGHLIGHTS

- In August we completed B Corp certification with a score of 90.9.
- Added a sustainable WordPress Hosting & Support service offering.
- Hired our first employee, Noel Nielsen, in October.
- Planted more than 200 trees in partnership with One Tree Planted.
- Lowered page weight on maritdigital.com to achieve .1g of carbon dioxide per page load.



2024 GOALS & KPIs

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

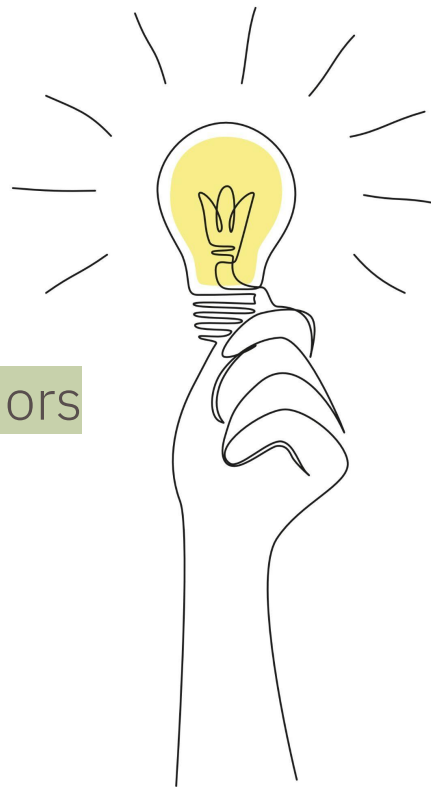
ITEM FOR 2025



2025 GOALS & KPIs

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

- Partner with Women and/or BIPOC-owned vendors for 45+% of vendor spend.
- Donate 500+ trees to One Tree Planted.
- Begin tracking specific impacts of services for clients and partners.
- Prioritize and increase B Corp partnerships.



2025 GOALS & KPIs (CONT.)

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

- Partner with local vendors for +55% of vendor spend.
- Maintain satisfaction levels for clients and trainings at or above 4.5 (out of 5).
- Increase mentorship, pro bono and volunteer hours by +10% (from 140 in 2024).
- Donate 5% of revenue to charitable and community programs.



OTHER PROJECTS & GOALS

Marit Digital is seeking to contribute in other ways as well:

- A Green Tech site for providing assessments of heavily-used technology businesses.
- Introduction of training & materials to support small businesses and startups with their early technology needs.
- Creation of a grant to cover technology expenses for small businesses and nonprofits.



LOOKING AHEAD.

MOVING FORWARD WITH PURPOSE >>

We're thrilled with all that we achieved in 2024 and looking forward to facing the challenges of 2025.

If you are a B Corp looking for partnership...

A small business or startup looking for support getting started...

An organization trying to integrate AI into your policies and operations...

Or anyone seeking support for your digital experiences, please [get in touch!](#) We'd love to hear from you.

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

