



MARIT
DIGITAL

2025 *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 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.



HI! WE'RE MARIT DIGITAL.

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.

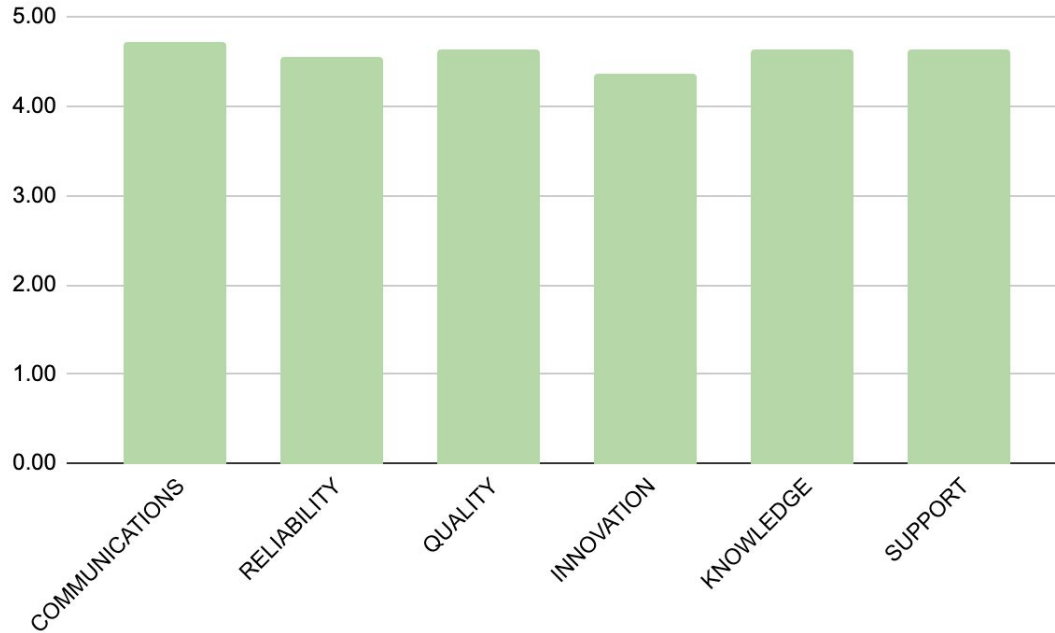
- 2025 Client count: 45
- Returning/retainer clients: 41
- Average client rating: 4.57 (out of 5)

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

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



CLIENT FEEDBACK



4.45
OPERATIONAL
IMPROVEMENTS

4.55
CUSTOMER
IMPROVEMENTS

All feedback on a scale of 1-5 with 1 lowest and 5 highest.



CLIENTS & PARTNERS (CONT.)*

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

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

Local/NC clients	75%
Women and BIPOC-owned clients	60%
B Corp clients	18%
Nonprofit clients	13%
Local vendors	18%
Women and BIPOC-owned vendors	14%
B Corp vendors	14%

* All data from 2025. Vendor calculation by % of spend.

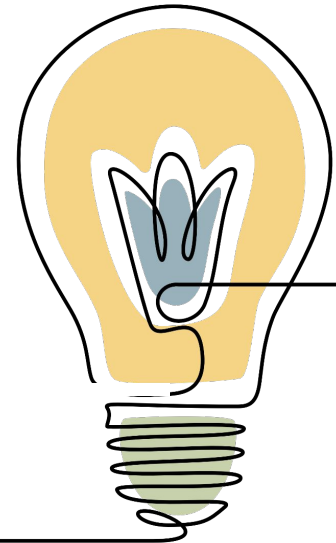


COMMUNITY TRAINING & SUPPORT

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

In 2025, Marit Digital provided:

- 100+ hours of Open Office Hours at a local coworking spaces
- 18 sessions of free training on 8 different technology topics from GreenTech to AI and SEO
- 20+ hours of mentorship to community groups
- 40+ pro bono hours for 3 community sites



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



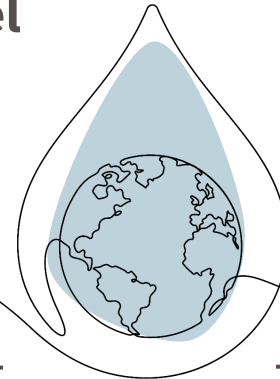
ENVIRONMENTAL IMPACT

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

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

Our [Purchasing Policy](#) prioritizes sustainable suppliers.

This year we worked with B Corp partner **Brand Fuel** on a recycled, reusable bag for marketing purposes, and Ecoenclose for recyclable mailers.



2025 HIGHLIGHTS

- Launched **Boost Grants**, with a goal of supporting nonprofit and minority-owned businesses with critical projects.
- Planted **more than 1,500 trees** in partnership with [One Tree Planted](#).
- Developed and released the [Green Web Checker extension](#) for **Chrome**.
- Received the **Real. Good. Business. Award** from the NC State Business Sustainability Collaborative
- Added **3 team members**: Britt Novakowski, Tosh Acosta, and intern Kairavi Gardé.



2025 GOALS & KPIs

- Partner with Women and/or BIPOC-owned vendors for 40+% of vendor spend.
- ✓ Donate 500+ trees to One Tree Planted.
- ✓ Track and prioritize B Corp partnerships.
- ✓ Begin tracking specific impacts of services for clients and partners.
- Partner with local vendors for +40% of vendor spend.
- ✓ Maintain satisfaction levels for clients and trainings at or above 4.5 (out of 5).

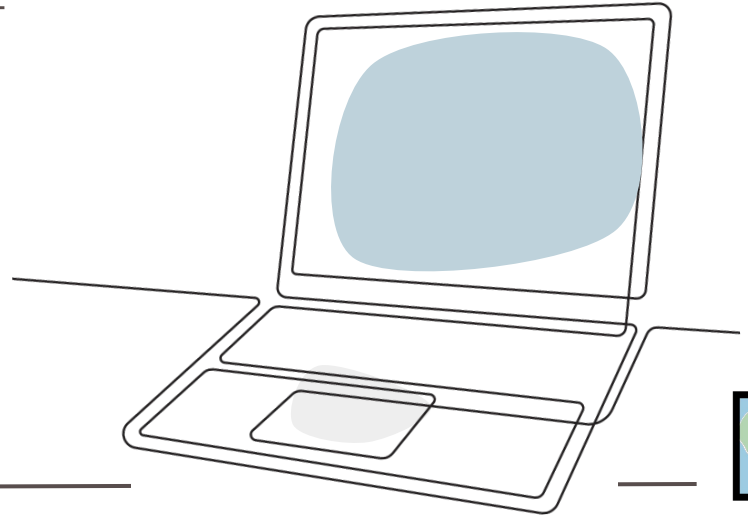
ITEM FOR 2026

ITEM FOR 2026



2025 GOALS & KPIs

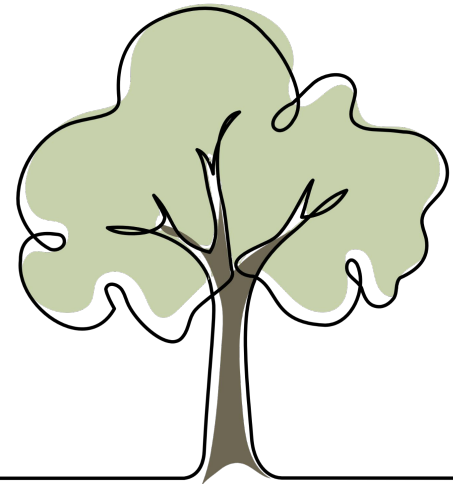
- ✓ Increase mentorship, pro bono and volunteer hours by +10%.
- ✓ Donate 5% of revenue to charitable and community programs.
- ✓ Begin tracking specific impacts of services for clients and partners.



2026 GOALS & KPIs

Marit Digital is working to improve our social and environmental impacts even more in 2026...

- Increase mentorship, pro bono and volunteer hours by +10%.
- Donate 5% of revenue to charitable and community programs.
- Collect more impact data on services for clients and partners.
- Donate 1,500+ trees to One Tree Planted.
- Maintain satisfaction levels for clients and trainings at or above 4.5 (out of 5).



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 a repository of training & materials to support small businesses and startups with their early technology needs.
- Expansion of the Boost 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 2025 and already busy on the challenges of 2026.

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](#)!

