

**F L O R I D A** FOR GOOD

**BOCA** FOR GOOD

NORTH EAST  
**F L O R I D A** FOR GOOD

**F O R G O O D** MOVEMENT

C E N T R A L  
**F L O R I D A** FOR GOOD

**S T . P E T E** FOR GOOD

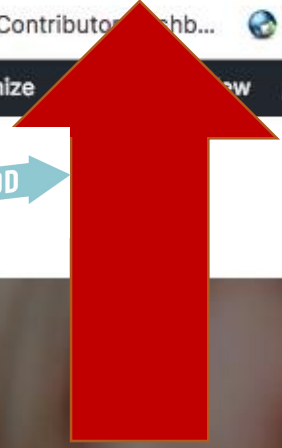


# FLORIDA FOR GOOD

The For Good Movement is the connector between B Corps, Conscious Capitalism, 1% for the Planet, like minded organizations/networks, governments, academia, and the local For Good ecosystems. It promotes business responsibility to all companies, whether they be considered irresponsible today or whether they are competing to be the Best for the World.

**How do you measure  
your impact?**

(Hint: It's really easy and free)



CHANGING BUSINESS IN CENTRAL FLORIDA

# For Good

Corporate responsibility is an enterprise, whatever you call it... Learn more and connect with businesses doing good in their communities and each other, and thriving in a purpose-driven economy.



[JOIN](#)

[MEASURE YOUR IMPACT](#)

# Create Your Account

It's free and confidential.

You are registering on behalf of Florida for Good.

First Name

Last Name

Email Address

Password

Confirm Password

Language

English

I understand and agree to the [Privacy Policy](#) and [Terms of Use](#)

Already have an account? [Sign in here.](#)

CREATE YOUR ACCOUNT

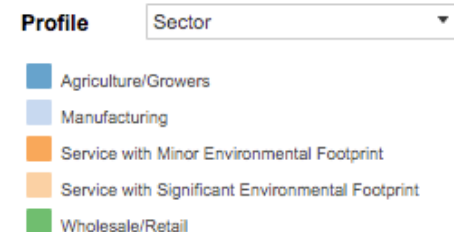
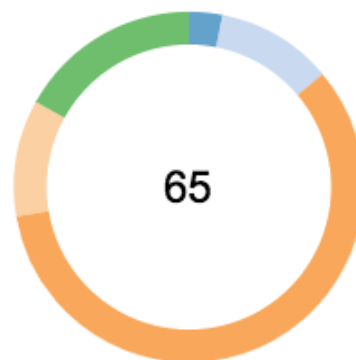
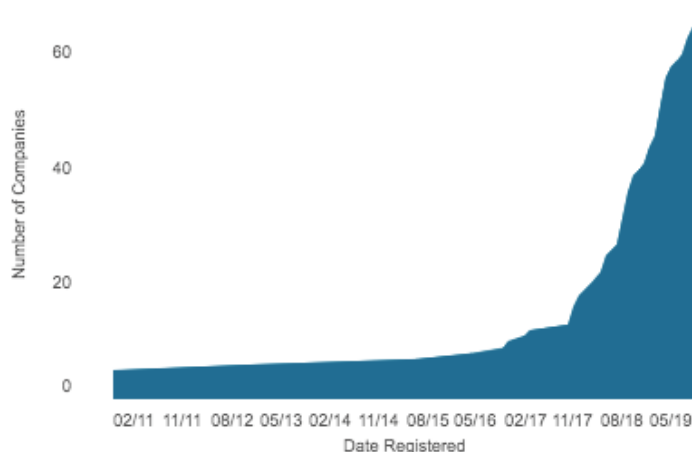
Takes about  
30 minutes  
to complete

## My Dashboard

**Period** Latest Year | 
 **Network** Florida For Good, led by Salt Palm | 
 **Companies** (All) | 
 **Assessment Year** (All)

**Total Companies Registered** All Time | 
 **Completion Type** BIA Completion | 
 **Completion Threshold** 0% | 
 **Sort Table** Latest Login

**See your Companies' Assessments**



For an Excel friendly version, click here

Company	Profile	Contact	Email	Data Sharing	Year	Progress	First Login	Latest Login	Overall Score	BIA Completion	Custom Completion
Solar Impact	Service with Significant Environmental..	JimBakhaus	jim.bakhaus@solarimpact.com	Approved	2019	Review Initiated	3/4/19	9/23/19	79	100%	100%
NDLLC	Service with Significant Environmental..	PhilPetresky	ppetresky@ndllc.com	Approved	2019	In Progress	11/3/16	9/19/19		48%	68%
The Zen Life Center, Inc.	Service with Minor Environmental..	SheilaHoehn	thezenlifecenter@gmail.com	Approved	2019	Review Initiated	4/23/16	9/19/19	86	100%	87%
Resort Services	Service with Minor Environmental..	KentSpears	kents@resortsg.com	Approved	2019	In Progress	8/23/19	9/18/19		43%	100%

# Measure Your Impact – Small to Medium-Sized Enterprises

- [Start Your Impact Assessment](#)
- [What is the Impact Assessment?](#)
- [Complete Guide to Certifying Your Small to Mid-Sized Company](#)
- [Impact Assessment FAQ](#)

• [Sign Declaration of Interdependence](#)

• [Provide Supporting Documents for 5-10 random responses](#)

## Webinars

- [Maximizing the Impact Assessment for Certification](#)
- [Attract & Retain Talent](#)
- [How to Build Credibility & Amplify Your Voice](#)

## Cost and Ongoing Requirement

- Certification fee is \$500-\$50,000 (based on revenue)
- Recertification every three years
- 20% of B Corps receive onsite audit

JOIN OUR MAILING LIST



# Events

VIDEO

Search Events...



SATURDAY, OCT 5TH 4:00 PM  
**Central Florida's Festival For Good**



THURSDAY, NOV 7TH 12:00 AM  
**Seed Plant Based Food and Wine Festival**



**Catch the Buzz**  
**12th Annual Sustainable Buzz!**  
November 13, 2019 | 6:00 pm to 9:00pm | VIP 5:30  
Straz Center on the Riverwalk

WEDNESDAY, NOV 13TH 6:00 PM  
**12th Annual Sustainable Buzz!**

JOIN OUR MAILING LIST



# How

CHANGE YOUR MIND FOR GOOD. CHANGE



# Actions You Can Take Now

## Responsible Buying

Shop Smart. Save Money. Support Causes. No Cost.

[FIND YOUR LOCAL SMALL BUSINESSES](#)

[SHOP BY VALUES](#)

[BUY FROM "FOR GOOD" BUSINESSES](#)

[HAVE FUN! SHOP RESPONSIBLY ON INSTAGRAM](#)

[MORE RESOURCES](#)



## Responsible Entrepreneurship

[GUIDE TO SAVING THE WORLD](#)

[MAKE SURE YOU AREN'T PURPOSE-WASHING](#)

[MEASURE YOUR IMPACT](#)



## Responsible Employment

Align Your Work With Your Values.

[JOBS WITH FLORIDA B CORPS](#)

[JOBS WITH FORGOOD COMPANIES](#)

[B WORK: WORLD'S LARGEST IMPACT JOB SITE](#)

[MORE RESOURCES](#)



## Responsible Banking/Investing

If you use a bank, you are an impact investor. Your bank invests your deposits as it sees fit, whether that be in the tobacco industry or back into your local economy. Learn more at the Global Alliance for Banking on Values.

[VIEW GABV MEMBERS](#)

[VIEW B CORP BANKS](#)



## Responsible Community

Connect, Support, Facilitate

[BEST FOR THE WORLD HONOREES](#)

[LEAD A MOVEMENT](#)

[CONTACT YOUR LOCAL B CORP COMMUNITY](#)

[MORE RESOURCES](#)



# Conscious Capitalism

CHANGE YOUR MIND FOR GOOD. CHANGE YOUR BUSINESS FOR GOOD.



## Conscious Capitalist **Credo**

We believe that business is good because it creates value, it is ethical because it is based on voluntary exchange, it is noble because it can elevate our existence, and it is heroic because it lifts people out of poverty and creates prosperity. Free enterprise capitalism is the most powerful system for social cooperation and human progress ever conceived. It is one of the most compelling ideas we humans have ever had. But we can aspire to even more.

Conscious Capitalism is a way of thinking about capitalism and business that better reflects where we are in the human journey, the state of our world today, and the innate potential of business to make a positive impact on the world. Conscious businesses are galvanized by higher purposes that serve, align, and integrate the interests of all their major stakeholders. Their higher state of consciousness makes visible to them the interdependencies that exist across all stakeholders, allowing them to discover and harvest synergies from situations that otherwise seem replete with trade-offs. They have conscious leaders who are driven by service to the company's purpose, all the people the business touches, and the planet we all share together. Conscious businesses have trusting, authentic, innovative and caring cultures that make working there a source of both personal growth and professional fulfillment. They endeavor to create financial, intellectual, social, cultural, emotional, spiritual, physical and ecological wealth for all their stakeholders.

Conscious businesses will help evolve our world so that billions of people can flourish, leading lives infused with passion, purpose, love and creativity; a world of freedom, harmony, prosperity, and compassion.

<https://www.consciouscapitalism.org/>

Support our  
Conscious Capitalism FL Chapter

[DONATE](#)



CUSTOMERS



EMPLOYEES



SUPPLIERS [JOIN OUR MAILING LIST](#)

# Make a Donation

[No Tit



## Donate to our For Good Movement

The dollars you spend at your local charity may count towards your 1% for the Planet commitment and help you earn points on your B Corp Certification assessment. Any funds you donate to For Good Movement, Inc may be eligible for gift matching. Ask for details at [info@floridaforgood.com](mailto:info@floridaforgood.com) (Please note: all contributions benefit the core operation of For Good Movement, Inc.)

Thank you First GREEN Bank, Florida Title Company, Legacy Vacation Club, Salt Palm and First GREEN Foundation for your donations.

[DONATE](#)



## Donate to your environment

A global network of businesses, nonprofits and individuals working together for a healthy planet. More than \$175 Million dollars given back to the environment.



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# For Good

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[JOIN](#)

[MEASURE YOUR IMPACT](#)

# Directory

The CentralFloridaForGood directory exists to connect and recognize good businesses so that job seekers, investors, and consumers can find the organizations they want to be a part of and support. We spotlight each other's good efforts and work to facilitate further meaningful business involvement in Central Florida.

Google



Map data ©2019 Google, INEGI Terms of Use

**FITNESS & NUTRITION**  
**The Zen Life Center**  
Martial arts training, physical fitness and wellness training



[VIEW LISTING >](#)

**CONSULTING**  
**Do Good Well Consulting**  
We empower changemakers to do good well.



[VIEW LISTING >](#)

**FITNESS & NUTRITION**  
**Natural Force**  
Natural Force is a whole-food based nutrition company.



[VIEW LISTING >](#)

**FITNESS & NUTRITION**  
**Crow Practice, LLC**  
Holistic Services



[VIEW LISTING >](#)

**HOSPITALITY**  
**Legacy Vacation Resorts**  
Family-friendly vacation destinations



[VIEW LISTING >](#)

**OTHER**  
**Clean the World**  
We recycle hygiene products and distributes world wide to those in need.



[VIEW LISTING >](#)

**BENEFIT CORPORATION | FL**

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## Certifications and Affiliations

WORLD FOR GOOD



### About World For Good

We founded the company in 2019 to:

- Make an economic difference for women living in poverty where opportunity is scarce and exploitation is common
- Provide retail consumers a quick and accessible eco-friendly fabric bag to use as an alternate to using plastic bags

We are a business run by women, for the purpose of empowering women. We also LOVE living as green and sustainable as we can. Our products are made from recycled and up-cycled materials.

Our partner artisans are living in countries where there is very little support from governments and families are often left with no resources. We work with non-profit organizations that are on the ground in each country where we source products. We believe these organizations know the pulse of their countries. They help us find small independent cooperatives and home-based artisans to partner with.

Whether you are excited about empowering marginalized women, or protecting our planet, World For Good is the place to purchase gifts for yourself and people you love.

Carry with Care bags are ethically made and always fairly traded. As a Benefit Corporation, we are focused on balancing purpose with profit and creating positive outcomes for our stakeholders (everyone we do business with) – including artisans, employees and customers.

Our ongoing goal is that you will be pleased every time you open a package from us, both because the item you chose is beautiful and high quality, but also because you have made a direct difference in the life of a woman and her family.



### Certifications and Affiliations



### Non-Profits We Partner With



## Non-Profits We Partner With



### Send a Message

Full Name

Email Address\*

Phone Number

Your Message\*

How Did You Hear About

Send me occasional emails from Florida for Good

# Resources

Search Resources



Click box to sort by category

RESPONSIBILITY

B CORPS

DATA

IMPACT ASSESSMENT



// B CORPS // RESPONSIBILITY

If you can't answer these 3 questions about your social impact, you're

// RESPONSIBILITY

FAQ: Investing in Benefit Corporations

// B CORPS

B Corp vs Benefit Corporation (Venn Diagram)



# Collaborators

## Academia



Crummer  
Graduate School of Business  
Rollins College

Crummer School of  
Business – Rollins College



LYNN  
UNIVERSITY

Lynn University



University of Central  
Florida



UNIVERSITY OF FLORIDA



University of South Florida

B Corp & Conscious  
Business  
Community

For Good  
Community

Environmental  
Action

Government &  
Business  
Organizations

Academia

We Support . . .