



Charting New Waters

Making Waves' journey to B Corp Certification





Why B Corp Certification?

300+ Staff

5 Pools

8000 Splashes

80%

Aged 15-24



90°

Pool Temp



61%

BIPOC





Our Why



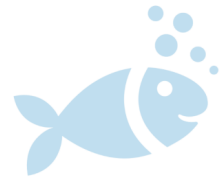
PURPOSE

To build a brighter, safer and sustainable future



MISSION

Teaching our community to swim through connection and celebration





Measuring Impact

While we have always known Making Waves Swim School positively impacted our team, families, and the environment, we lacked a structured approach to measure these impacts.



Impact Areas



Accountable &
Transparent



Committed to
wellbeing



Support
local



Champion
sustainability



Make someone's
day



- 102.5 Making Waves Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Businesses

Impact Areas



- All Stakeholders
- Transparency
- Social Purpose



- Fair Wages
- Health & Safety
- DEI



- Local Sourcing
- Charitable Giving
- Reconciliation



- Carbon Footprint
- Awareness
- Education



- Safety
- Customer Satisfaction
- Accessibility

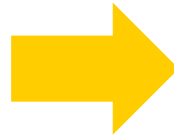
Roadmap to Certification



[Link to Impact Assessment](#)



What's Next?



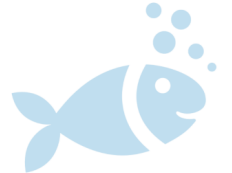
1. Purpose
2. Fair Wages
3. Collective Action
4. Worker Engagement
5. JEDI
6. Human Rights
7. Climate Change
8. Circularity
9. Risk Standards

Resources For Certification





Questions? **Let's Connect!**



BBOT Special Promo

New
Families

ANNIVERSARY SPECIAL

\$30
OFF

Code:
SWIM30

