



## **Staying Afloat: Balancing a Cooperative Mission with Financial Stability**

### **Agenda**

- Who We Are and Why We Are Here
- Triple Bottom Line and Transparency: A Different Approach
- Reading and Understanding a Financial Document – The Problems
- How to Talk About Finances: Member and Manager Perspectives
- Collective Problem Solving

### **An Introduction to the Triple Bottom Line**

Most business ventures subscribe to the concept of a 'bottom line' with the idea that the ultimate number that can be used to measure their health is profit, and profit alone. In Corporate Social Responsibility circles, a new concept and measurement was coined in 1994 by John Elkington to look not only at the outward financial health of a company, but its impact as well. This concept was the Triple Bottom Line, or a measurement of an organization's social, environmental, and financial impact, or People, Planet, Profit for short.

People: How are workers treated? What impact does your organization have on the community? Do you work with suppliers who treat their workers fairly?

Planet: How do we use energy? How do you dispose of waste? What is the impact of the materials you use on the greater environment?

Profit: Do our profits meet our expenses? What economic impact do we have on all our stakeholders? How do we deal with waste, and what is its value?