

# Global Gazette

*The latest news, updates, and announcements*

## *In This Issue*

### **The State of Poverty in America**

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#### Quote of the Month:

*“Never doubt that a small group of thoughtful, committed, citizens can change the world. Indeed, it is the only thing that ever has.”*

—Margaret Mead



### **January: The State of Poverty in America**

In January, Global directs its attention to SDG 1: No Poverty, with a specific focus on addressing hidden poverty and evaluating the effectiveness of assistance programs. Our workshop this month represents a deeper exploration into the intricacies of the cost of living and the welfare of Americans. In this month's workshop, we gained valuable insights into the role of government assistance programs in sustaining 53 million individuals above the poverty line during the pandemic. However, the current challenge lies in the widening gap between the rising cost of living due to inflation and the growth of wages. As citizens strive to lift themselves out of poverty, they encounter obstacles to accessing the crucial resources that are needed for achieving financial security. Global's monthly donation proudly supports Innovations for Poverty Action, a unique non-profit organization that diverges from our past beneficiaries by focusing on research and policy creation rather than direct interaction with individuals. The impact of this organization is immeasurable as they collaborate on projects aimed at discovering the most effective ways to alleviate poverty, sharing this invaluable information with influential policymakers.

# Global Features in B The Change



## How B Corps Prioritize Worker Wellness for Stronger Business Impact

January 3, 2024

**Mental Well-Being: Workplace Workshops, Increased Coverage, and Time for Treatment**



## B of Service: How B Corps Give Back to Their Communities

January 17, 2024

**Other B Corps Using Community Service as a Force for Good**

B The Change is a collaboration of B Lab, the B Corp community, and the movement of people using business as a force for good. B The Change exists to gather the voices of people using business as a force for good to inform and inspire a global shift in business. They are committed to sharing compelling stories and practical applications to an engaged and passionate audience to propel a stakeholder-driven economy. Global is proud to be featured in two articles this month focused on how B Corps prioritize employee wellness and engages in community involvement.

By showcasing the practical applications and compelling stories of Global's initiatives, we aim to inspire other businesses to follow suit and embrace the B Corp ethos. Our experiences exemplify that any company of any size or industry has the power to institute positive change. Embarking on the journey to prioritize employee wellness and community involvement can undoubtedly present challenges, with potential bumps along the road. However, Global acknowledges that it is in overcoming these challenges and learning from setbacks that real, lasting change occurs. Embracing the growth mindset, we understand that the path to achieving our goals may not always be linear, but it is our commitment to continuous improvement that propels us forward. We invite you to [check out these articles](#) from B The Change which include inspiring examples from other businesses, showcasing a collective commitment to positive impact.

# New Department: Business Development



**Tim Mustafa**  
Executive Director of BD

- Development**
  - Becca Fortsch**, Business
  - Nikita Bahmet**, Systems
  - Paul Gritsenko**, Projects
- Information Tech**
  - Mike Bachmann**, IT Support

As Global has continued growing, our goal is to increase efficiencies for our teams so they can stay focused on selling and supporting our vendors. The addition of the focused Business Development department allows for this. In the few months this department has come together, we have already seen optimizations in both the quality of reports available and the time saved to create and run them. Data is at the forefront of our minds, it drives sales and helps increase efficiencies in operations, from giving our inventory files a facelift to using Power BI to make sales reports easily downloaded and readable for our team. Tim Mustafa is managing this department to be a resource for both our Exports and Domestic departments. We know that as our vendor portfolio and our sales grow, we need systems and operations that can keep up. Thanks to the Business Development department, our sales team will have more time to get back to what they love, connecting with our partners and growing brands.

Beyond its instrumental role in enhancing background administrative functions and driving efficiency, this department creates the space for a specialized unit committed to advancing our company's growth trajectory. This dynamic team is at the forefront of expanding our network, fostering connections with new vendors, and staying on the cutting edge of leading industry trends. Their strategic focus includes collaborating with our current and future vendors to identify their unique needs, enabling us to provide a valuable range of services. This approach allows us to tailor our services to the specific requirements of each vendor, helping them build their business in areas where they need the most support. With a commitment to efficiency, relationship-building, and strategic service, the Business Development department is a key driver in shaping a vibrant and successful future for our organization and the businesses we serve.