



A Year of Transformation: 2024 Impact Report



A Year of Energizing Transformation

In 2023, **Nazareth Bonifacino Law** celebrated a significant milestone by becoming Maryland's first Certified Benefit Corporation - the 25th B Corp law firm in the United States. Co-Founders, **Natasha Nazareth** and **Ginny Bonifacino** are proud to lead the way in the legal industry. This achievement marked a pivotal moment in our journey, aligning our mission with the highest standards of social and environmental performance, accountability, and transparency.

2024 has been nothing short of transformative and energizing, distinguished by remarkable achievements and milestones that set new benchmarks for excellence. Our efforts culminated in widespread recognition, including the prestigious international [Clio Reisman Award](#) for Excellence in Client Service and co-founder Natasha Nazareth receiving an esteemed Lifetime Achievement Award from the American Bar Association Solo, Small Firm and General Practice Division. These honors celebrate our work and underscore the impact we continue to make in our field.

Beyond accolades, 2024 was defined by tangible progress and innovation. By leveraging AI ethically and effectively, we have passed along significant savings to clients, ensuring an efficient and client-

centric approach. We also prioritized demystifying the legal process, offering clear guidance on what clients can expect when working with us, to further strengthen trust and transparency.

Equally important, we deepened our commitment to purpose-driven initiatives. We served more underserved and mission-focused individuals, contributed additional hours to volunteering, and increased our financial donations to community-based nonprofits. All of this was achieved while refining our operations. How? We worked fewer hours yet generated greater revenue by increasing our attorney utilization rate. This synergy of impact and efficiency defined the success of our year.

Our B Corp Impact Model

B Corps are mission-driven companies that do more than turn a profit—B Corps use business as a force for good. As Maryland's first Certified B Corp, Nazareth Bonifacino Law is dedicated to joyful, purposeful work that transforms our communities and drives positive change.

As legal mavens, connected allies, and benevolent changemakers, we practice values-based lawyering as a force for good. As part of our commitment to a triple bottom line of people, planet, and profit, our women-owned firm focuses on purpose-driven organizations and the "missing middle" of underserved entrepreneurs who might otherwise fail during the critical first five years of a new business for lack of access to know-how, capital, and markets.

We Achieved our 2024 Goals

What We Said We Would Do	What We Did
Continuing to provide exceptional service to our clients	We were honored to receive the Clio Reisman Award in Excellence in Client Service.
Publishing a “ Working with a Lawyer ” series that demystifies how to work with a lawyer	We published articles about: Evergreen Retainers , Expectations of Representation , and Leveling up Service Agreements , as well as, our “What to Expect?” series: “Starting Your LLC”, “Starting A Nonprofit”, and “Registering Your Trademark”.
Reducing research costs—and passing savings on to clients—by incorporating Lexis+AI into our workflows.	We leveraged new legal tools in AI, including Lexis+AI and an enterprise Microsoft Copilot to ethically and more efficiently represent clients. By saving time without sacrificing quality, we are able to keep our legal fees affordable and accessible for our clients.
Adding a weekly Community Supported Agriculture box to the office groceries	An office CSA box allowed us to support local agriculture and eat healthier meals together. Lunch fuels our minds for creativity, courage, and innovation.

2024 Highlights: Achieving Our Goals And More



Clients

- 86% of clients are purpose-driven or underserved, up from 75% from 2023
- 95% of revenue comes from purpose-driven or underserved, up from 82% in 2023
- 100% 5-Star Reviews on Google for the third year in a row



Community

- 14% of attorney hours spent on pro bono and volunteering, up from 11% in 2023
- 1% of revenue goes back to community-based nonprofits
- Sponsored community-building events, including 2024 BLD Southeast (B Corp leadership), Kits to Heart (cancer), Comfort Cases (foster children), Maryland Women's Business Center EmpowHER: Small Business Resource Fair, Rockville City Pride, and annual meetings for the Women's Bar Association of Maryland and the North Carolina Association of Women Attorneys



Environment

- Switched to non-plastic cleaning products in the office and at home
- Saved 90+ plastic bottles using a sparkling water maker in office
- Picked up 16 bags of trash and recycling from our adopted road in 6 cleanups
- Achieved the Gold Award for the Montgomery County Green Business Certification



Profit

- 99% Collections Rate, up from 98% in 2023
- 31% increase in profit since 2023
- Worked approximately 370 hours less and increased our profit by achieving a high attorney utilization rate (more time on clients, less time on administrative)

Our Momentum Continues: What's Next in 2025

In 2025, we continue to focus on how we can provide sophisticated legal services to the “missing middle” and purpose-driven businesses. We are committed to achieve the following:

- Launch our pro bono program for new tax-exempt organizations
- Add new flat fee products to our service offerings to enhance affordability and transparency with a focus on website privacy policy, terms of use, and essential business contracts
- Continue to minimize our environmental impact by achieving the Platinum Award for the Montgomery County Green Business Certification
- Prioritize investments and initiatives that align with our values

Join us!

We invite you to join us in our commitment to purposeful transformation. Whether you're a client, partner, or community member, let's discover ways that we can collaborate to drive positive change toward a more just, equitable, and regenerative economy.

