

PROFITABLE PURPOSE CONSULTING

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LETTER FROM THE CEO

2022...what a year. In July, we made the decision to go more than full-time on Profitable Purpose, leaving our job to focus on building our business. We grew revenue by 400% and continued our commitments to Pledge 1%, joined the 1% For The Planet community, and certified our business as a B Corp.

In addition to our own certification, we helped two companies cement their status as B Corps, helped ten more submit their applications, and worked with countless others on everything from mission, vision, and values to company training implementations.

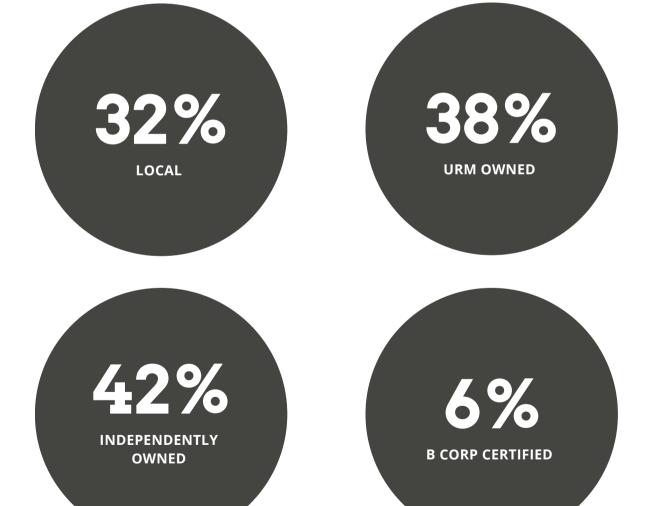
As we turn our focus to 2023, we are excited to continue, and grow, our work helping businesses scale both profit and purpose. We'll also continue to keep our commitments—to our community and our mission through Pledge 1% and 1% For The Planet. In 2022, we gave back 44% of revenues in the form of charitable contributions, pro bono consulting for underserved entrepreneurs, and volunteer hours.

This annual impact report is a summary of what we accomplished in 2022 and what we aim to achieve in 2023. If you have any questions, please don't hesitate to reach out.

Nathan a. Stuck

Founder & CEO, Profitable Purpose Consulting

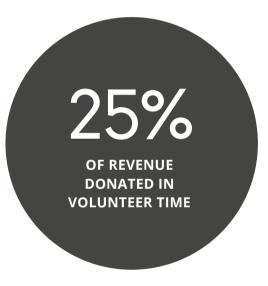






COMMITMENT TO OUR COMMUNITY

Our team is committed to doing more than talking--we're going to be leaders in our community, aiming to donate at least 10% of our time to volunteering & pro bono efforts.



OUR VOLUNTEER CAUSES









PPC'S COMMITMENT TO BUILDING THE B CORP MOVEMENT



Each year, we aim to spend at least 5% of our time providing pro bono B Corp certification services to companies owned by underrepresented minorities.



PPC FULFILLS PLEDGE 1% COMMITMENT









We are happy to report that we more than surpassed our goal of 1% donated. Combining pro bono time, volunteer hours, and charitable contributions, we gave back 44% of revenue.



PPC JOINS 1% FOR THE PLANET





We're excited to announce that we've become official 1% For The Planet Member and have partnered with the Y On Earth Foundation, an official 1% nonprofit foundation.







CARBON NEUTRAL & BANKING WITH OUR VALUES

2022 marked our second year of banking with Climate First Bank, which joined us as a certified B Corp in 2022!

And through our partnership with We Are Neutral, we offset 11.41 tons of CO2 emissions.

Unfortunately, our emissions went up as we scaled our business activity, but they decreased as a % of revenue, from .03% in 2021 to .02% in 2022.



GROWTH AND OPPORTUNITY

As we scale our business in 2023, we are have a chance to scale our impact. Below are just some of the lofty goals we'll aim to achieve.

