



2022

# ANNUAL IMPACT REPORT

**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



# OUR SUPPLIERS

**32%**

LOCAL

**38%**

URM OWNED

**42%**

INDEPENDENTLY  
OWNED

**6%**

B CORP CERTIFIED



## 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.

**25%**  
OF REVENUE  
DONATED IN  
VOLUNTEER TIME

## 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.

# CHARITABLE CONTRIBUTIONS

## PPC FULFILLS PLEDGE 1% COMMITMENT



**WE**  
*the* **CHANGE**

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.



# 1% FOR THE PLANET

**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.

# ENVIRONMENTAL IMPACT



## 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.





# 2023 GOALS

## 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.

### Supply Chain

25% LOCAL  
10% URM  
50% INDEPENDENT  
10% FEMALE  
10% B CORP

### Community Impact

10% VOLUNTEER  
10% PRO BONO SERVICES  
1% REVENUE

### Carbon Footprint

CARBON NEUTRAL