

2023

Annual Impact Report



Letter From The CEO

2023 was a big year for our team. For starters, it's now a team, with Jenna moving into a full-time role as our Lead Sustainability Consultant. 2023 was also my first full year running PPC as a full-time endeavor, and we more than tripled our 2022 revenue.

The year started with a bang, as I had the honor of delivering a talk at TEDxFolsom titled, "Reimagining Capitalism Through Purpose, With Purpose, & On Purpose." Throughout the year, I was fortunate to travel the country delivering some iteration of this talk to rooms full of entrepreneurs, conference attendees, and university students, including a keynote at Warren Wilson College in November.

Spring also saw us start our first two cohorts in Alabama & Georgia. In all, we worked with nine companies, certifying seven of the nine businesses as B Corps. Our work in Alabama has kickstarted their growing B Corp community, and we've had the privilege of working with all six certified companies in the State.

In 2023, we worked with companies in six states and two countries, and also launched our fractional services, working as part-time Chief Culture and Impact Officer at several Georgia based companies.

Entrepreneurship hasn't been easy, and I've learned a lot along the way, especially last year. It's my goal to continue to grow the company this year, empower Jenna to take on more of the day-to-day of the company, and hopefully grow her consulting team. We'll also continue to be a part of B Local Georgia and BLD Southeast as we get the chance to put our home state in the spotlight this year.

Most importantly, we'll continue to work for our clients, helping them not only certify, but also to be better versions of themselves, scaling both their purpose and their profit.

Nathan A. Stuck
Founder & CEO



2023 Highlights

2023 was an eventful year at PPC. Check out a few of our major accomplishments and favorite moments of the year!

In January 2023, Nathan Stuck, CEO, delivered his Reimagine Capitalism TEDx Talk in Folsom, CA

We conducted our first two purpose-driven B Corp Cohorts in Alabama and our home state of Georgia

PPC welcomes our first full-time hire, Jenna Franke, Lead Sustainability Consultant

Lots and lots of travel! Our team travelled to 17 US states and 3 countries

Our team participated in the first Trained B Consultants training cohort in North America.

PPC organized and sponsored the first ever in-person BLD Southeast, hosted in Raleigh last September



Shopping With Our Values

As corporate sustainability consultants, we go out of our way to put our money where our mouth is. That's why we make a conscious effort to integrate our sustainability efforts into our corporate purchases.

Whenever possible, we purchase from local, purpose-driven vendors, making an intentional effort to spend money with diverse-led businesses as well.

We also spent over \$6,000 in purchases from B Corps, including Swift Printing, Classic City Consulting, and Rockridge Venture Law.

23%

LOCAL

13%

BIPOC OWNED

\$6K

B CORP SPEND

58%

INDEPENDENT

15%

FEMALE OWNED



Our Clients

2023 was a great year for our clients as we continued to grow our footprint and delivered incredible results (beyond just certification) to our partners.

In Alabama, we ran the *Certifyin' and Storytelling* cohort, comprised of 5 women-owned-and-operated businesses in the state of Alabama. And in Atlanta, our *B Corp Technical Assistance Cohort*, sponsored by Invest Atlanta, took 3 black-female-owned businesses through the B Corp process. Of the eight participating companies, six have successfully certified.

Overall, PPC assisted **16 of the last 18** B Corps in Georgia and all 6 B Corps in Alabama. In fact, **25%** of our 2023 clients started **and** finished their certification process within the calendar year! We also worked with clients all around the globe, including companies from New Orleans, Denver, Seattle, New York, and even Germany.

Check out some fun customer highlights below:

99.9

**Average Client
B Impact
Assessment
Score**

69%

**BIPOC-owned
companies**

44%

**purpose-driven
companies**



Giving Back

Giving back is a foundational part of PPC. When we made our first full-time hire this year, we ensured this culture of giving was built into our operations by offering 20 hours of Volunteer Time Off.

The PPC team participated in regular volunteer events in 2023, including trash walks, roadside clean ups, urban garden work days, non-profit volunteer days, volunteer event planning, board service, and pro-bono work.

Combined, our team serves on six nonprofit boards and volunteered more than 600 hours last year.

Additionally, we *officially* joined **1% For the Planet**, donating a minimum of 1% of our 2023 revenue to charitable causes. We also maintained our membership to **Pledge 1%**, formally committing us to donating 1% of our time/revenue/services.

Between our charitable giving and pro-bono work, we donated 7.5% of revenue in 2023.

Over 600+ hours
of total
employee
volunteer time

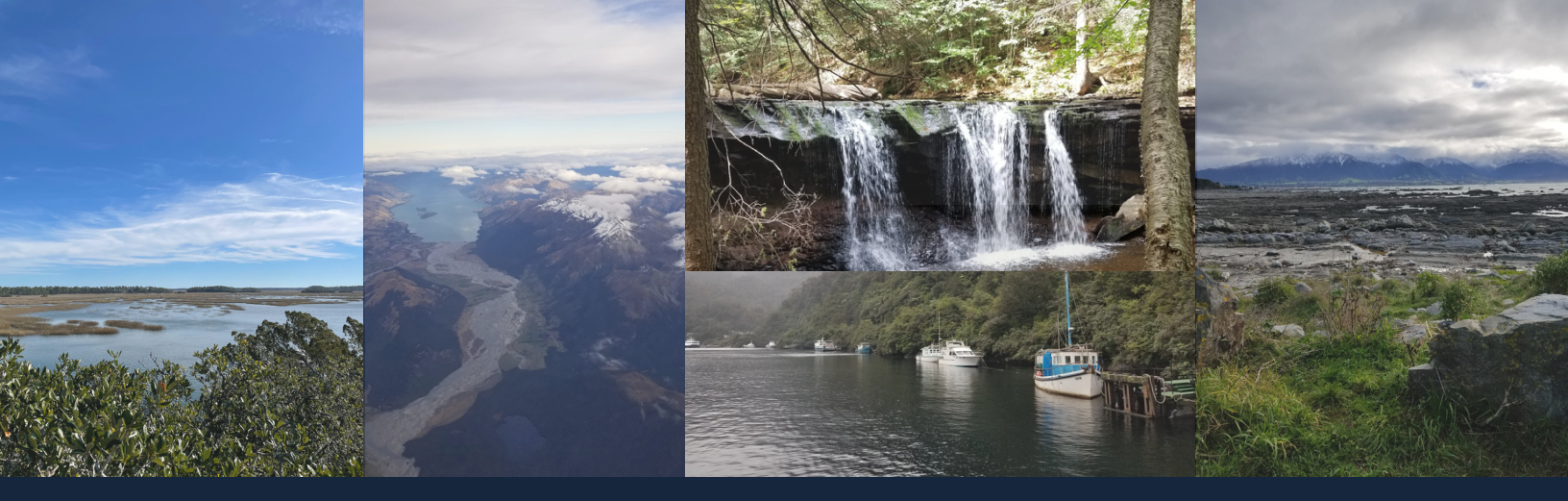
50 hours of pro-
bono work to
purpose-driven
clients

Donated 2.3% of
revenue to 12
different
nonprofits



**FOR THE
PLANET**
— MEMBER —





Environmental Impact



PPC doesn't just aim to reduce our environmental impact, we aim to actively better the planet.

Thanks to our friends at We Are Neutral, PPC has been carbon neutral since its inception in 2022 and we are proud to say 2023 is no different.

Additionally, much of our company community service was environment focused. Our trash-walks this year averaged **6 bags of trash, an estimated 60 bags of trash** for 2023!

Our team at PPC loves and appreciates the outdoors. That's why in 2023, we made sure to pencil in PTO time for our team to unplug and enjoy the outdoors. While this isn't directly contributing to our environmental impact, we think spending time in the outdoors is imperative for a company so deeply rooted in sustainability.

PPC is also a member of **1% for The Planet**, which formally commits us to donating 1% of our revenue to conservation-related endeavors that support a healthy environment. See our Giving Back page for more details.



Good Business Advocacy

Giving Back is about more than just community service and charitable contributions. For the B Corp community, it also includes advocacy work. At Profitable Purpose Consulting, our advocacy comes in the form of a microphone and a stage, and sharing our vision for a better world with anyone that is willing to listen.

In 2023, Nathan took the stage 17 times in eight different states and two countries. His talk leans into harnessing the power of the free market, and reimagining capitalism through everyday actions of everyday citizens. If we build the business case for B Corps and good business, the rest of the business world will follow.

As consumers, employees, and business owners, we control the free market because we are the free market. And in 2024, Nathan will continue to talk to anyone, anywhere, about the work it will take to make this world resemble the one we want to live in.

NATHAN A. STUCK
2023 B CORPIN' TOUR

- LAS VEGAS, NV: 1/13
- *FOLSOM, CA [TEDX]: 1/21
- NASHVILLE, TN [B TENNESSEE]: 1/31
- *ATLANTA [TECHSTARS]: 2/2
- *ATLANTA [NIKE C.O.T.Y.]: 2/10
- *BIRMINGHAM [NIKE C.O.T.Y.]: 2/16
- *BIRMINGHAM, AL: 2/28
- *ATLANTA, GA: 3/21 [CCATL], 3/23 [B LOCAL GA]
- *NEW ORLEANS, LA [NOEW]: 3/28-4/1
- *CINCINNATI, OH: 4/10-4/11
- *LOUISVILLE, KY [GOOD BUSINESS SUMMIT]: 4/13
- *ATLANTA, GA [GOETHE ZENTRUM]: 4/18
- AUSTIN, TX [MO SUMMIT]: 4/23-4/26
- *ATLANTA, GA [USASBE]: 4/27
- AMERICUS, GA: 5/1
- MACON, GA: 5/2
- *MADRID, ES: 5/4-5/11
- AMSTERDAM [B LEADERS SUMMIT]: 5/12-5/14
- NEW ORLEANS: 6/2
- NASHVILLE: 6/15
- MADISON, WI [CULTURECON]: 8/15-8/17
- CHICAGO: 8/18
- *RALEIGH, NC: 8/31
- *DALLAS [PXP SUMMIT]: 9/6-9/7
- *RALEIGH [BLD SOUTHEAST]: 9/20-9/23
- ATLANTA [VENTURE ATLANTA]: 9/26-9/28
- *GRAND RAPIDS: 10/27

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ppc profitable purpose consulting

MORE INFO:
WWW.LINKEDIN.COM/NATHANASTUCK

*SPEAKING ENGAGEMENT



2023 Goals In Review

2023 Goals

Supply Chain

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

Carbon Footprint

CARBON NEUTRAL

Community Impact

10% VOLUNTEER
10% PRO BONO SERVICES
1% REVENUE

2023 Actual

Supply Chain

24% LOCAL
13% URM
59% INDEPENDENT
15% FEMALE
6% B CORP

Carbon Footprint

CARBON NEUTRAL

Community Impact

62% VOLUNTEER
5% PRO BONO SERVICES
2.7% REVENUE

2024 Goals

Supply Chain

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

Carbon Footprint

CARBON NEUTRAL

Community Impact

10% VOLUNTEER
1% PRO BONO
2% REVENUE

2024 Advocacy

PPPC will embark on an advocacy tour in 2024. See all our destinations below! Dates marked * are speaking engagements

1/17 Mobile, AL*

1/18 New Orleans, LA*

2/10 Augusta, GA

2/29-3/1 Savannah, GA

3/2 Atlanta, GA

3/4-3/5 Louisville, KY

3/6 Cincinnati, OH*

3/7 Atlanta, GA*

3/12-3/15 New Orleans, LA

3/18-3/22 Vancouver, Can

3/26-3/27 Birmingham, AL*

3/28 Montgomery, AL*

4/8 Athens, GA*

4/11-4/12 Lincoln, NE*

4/15-4/17 Austin, TX*

5/1 Greenville, SC*

5/2 Atlanta, GA*

5/6-5/8 Miami, FL*

5/14 Connecticut*

6/2-6/5 Baltimore/DC*

6/11 Atlanta, GA*

36/26-6/27 Atlanta, GA*

8/10-8/17 Colorado

8/28-8/29 Madison, WI

9/10-9/12 Atlanta, GA*

10/7-10/9 Atlanta, GA

10/ 24 Athens, GA*

11/12-11/14 Las Vegas, NV