

# 2020 IMPACT REPORT

In 2020, Modus Persona began a new chapter in our company's history. We earned our B Corp certification. We amended our Articles of Incorporation to re-classify as a Benefit Corporation. And most importantly, we devoted time to clearly articulate our purpose and delineate how we achieve our goals of making a meaningful difference in the lives of all our stakeholders – our employees, clients, suppliers, communities and the planet we share.

## PROGRESS REPORT:

**2020 was a year of profound growth for Modus Persona.** Not in terms of revenue or scale – although it was a fiscally sound year – but in terms of maturation and purpose. The process of earning our B Corp certification established credibility to what we already knew about ourselves – this idea we all share is a meaningful one. We set out many years ago to build a company that benefits the lives of all of its stakeholders, and the certification process bore that out. While we're proud of the incredible momentum we have right out of the gate, we also recognize the challenges that lay ahead when we've set our bar so high. But that's not all. In 2020, we redesigned our website from the ground up. We rolled out new, substantial benefits for our employees. And we laid the groundwork for a healthy, meaningful future for all of us.

**Chris Burchard, Managing Director**

## ENVIRONMENT

### 2023 Goal: Net Zero

- Establish a baseline of energy and water consumption for each of our employee households.
- Improve the efficiency and overall comfort of our individual homes.
- Achieve a net zero carbon footprint across the company.

## COMMUNITY

## EMPLOYEES

**23%**

of gross profits distributed to employees (in addition to base salaries)

**5%**

401K match instituted for all employees

**LTD & AD&D**

Insurance added to our employees' benefits portfolio

**\$40,000+**

paid in home-office stipends



**1%**

of gross profits donated to six non-profits

**167+**

hours of in-kind services provided to two non-profits

**24 hours**

set aside per employee, per year for paid volunteer leave

## B CORP SCORE CARD: INAUGURAL SCORE

**97.7**

(80 points required to certify)  
(<https://bcorporation.net/directory/modus-persona>)

### Governance: 7.0

- Mission & Engagement: 2.0
- Ethics & Transparency: 2.5
- Mission Locked: 2.5

### Workers: 30.1

- Financial Security: 13.4
- Health, Wellness & Safety: 6.1
- Career Development: 3.2
- Engagement & Satisfaction: 4.4
- N/A Points: 2.8\*

### Community: 28.5

- Diversity, Equity & Inclusion: 4.2
- Economic Impact: 2.1
- Civic Engagement & Giving: 4.3
- Supply Chain Management: 2.2
- Designed to Give: 13.4
- N/A Points: 2.0\*

### Environment: 7.2

- Environmental Management: 2.8
- Air & Climate: 0.0
- Water: 0.0
- Land & Life: 1.0
- N/A Points: 3.4\*

### Customers: 24.8

- Customer Stewardship: 2.1
- Support for Underserved/  
Purpose Driven Enterprise: 12.7
- Serving in Need Populations: 9.8

*Due to rounding, displayed totals may not add up exactly.  
\*Indicates an Impact Area where the company has earned additional credit.*

