

2021 IMPACT REPORT

Throughout 2021, Modus Persona remained focused on our established goal of making a meaningful difference in the lives of all our stakeholders – our employees, clients, suppliers, communities and the planet we share. While the emotional and physical reality of the pandemic presented challenges, it also created opportunities to be even more intentional. Building on the momentum of our B Corp certification and re-classification as a Benefit Corporation, our unofficial B Impact Score increased to 105.2. We once again distributed more than 50% of gross profits to our employees, our team invested more than 85 hours of paid volunteer time off in our communities, and we nearly quadrupled the amount of in-kind services provided to two non-profits compared to 2020. While these and the other numbers presented here highlight our commitment to our stakeholders, they reveal just a part of the Modus Persona journey in 2021. The less tangible side of our story is how we work together with a genuine sense of respect, understanding and patience – this unified mindset reverberates well beyond our small but mighty team of nine.



Chris Burchard, Managing Director

ENVIRONMENT

As a dispersed Team in four different States, we are working to establish a baseline of energy and water consumption for each of our nine employee households. Our goal through 2023 is to affect the efficiency and improve the overall comfort of individual homes. We anticipate being able to supplement home efficiency improvements and purchasing carbon offsets to achieve our goal of a net zero carbon footprint.

EMPLOYEES

51%

of gross profits distributed to employees (Including base salary)

5%

401K match instituted for all employees

3,000

hours of paid time off provided

\$48,000+

paid in home-office stipends



COMMUNITY

1%

of gross profits donated to six non-profits

85+

hours of paid volunteer time off

626+

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

B CORP SCORE CARD: UNOFFICIAL SCORE

105.2

2020 Official Score: 97.7 (80 points required)
<https://bcorporation.net/directory/modus-persona>

Governance: 14.5

- Mission & Engagement: 2.0
 - Ethics & Transparency: 2.5
 - Mission Locked: 10
- Result of amended Articles of Incorporation*

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.