

# 2022 IMPACT REPORT

Well into our third year as a certified B Corp, 2022 was a year of meaningful milestones. Now 10 employees strong, we focused on strengthening our team to better support our clients and further amplify their missions. Backing up our commitment to our most valuable resource, we distributed 66% of company profits to our team and accounted for more than 3,000 hours of paid time off. We provided more than 1,000 hours of in-kind services to two non-profits, and we donated 1% of our annual profits to organizations supporting the wellbeing of native and indigenous peoples in our communities. In addition, we implemented the pilot phase of our Carbon Neutral Initiative and charted our course to achieve a net zero carbon footprint. These are just the highlights of 2022 and reflect who we are as a company – always striving to balance people, purpose and profits in our quest to build a more inclusive, sustainable economy for all.



Chris Burchard, Managing Director

## EMPLOYEES

**66%** of gross profits distributed to employees (Including base salary)

**5%** 401K match instituted for all employees

**3,000** hours of paid time off provided

**\$46,000+** paid in home-office stipends



## COMMUNITY

**1%** of gross profits donated to six non-profits in four states

**80+** hours of paid volunteer time off

**1,000+** hours of in-kind services provided to two non-profits



## B CORP SCORE CARD:

**97.7**

2020 Official Score: 97.7 (80 points required)  
<https://www.bcorporation.net/en-us/find-a-b-corp/-company/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.*





## CARBON NEUTRAL INITIATIVE

### OBJECTIVE:

As Modus Persona operates within a fully remote office environment in four States, we have a unique opportunity to raise awareness of how we consume energy, reduce individual home office energy use, and improve the overall comfort of individual homes. The ultimate objective: a net zero carbon footprint.

### OVERVIEW:

In 2020, Modus Persona was officially certified as a B Corp. Part of the certification process includes defining areas of improvement. With a focus on positively impacting our environment, the concept of developing a Carbon Neutral Initiative (CNI) was born. As we researched the idea, we discovered that while there are some available resources focused on energy efficiency for buildings and large offices, none of the resources had a home office model to build upon. So we decided to build our own.

Throughout 2021 and the first quarter of 2022, we developed our CNI strategy and contracted with a LEED-certified expert on sustainability and carbon footprint mitigation. In June 2022, we selected four home office environments and are currently developing Phase III of our Pilot Program.

- **Phase I:** Certified Home Energy Assessment
  - Comfort assessment of home office/whole house
  - Establish a whole house baseline for efficiency improvements
  - Recommendations for home office/whole house
- **Phase II:** Home Energy Monitoring and Analysis
  - Establish a 12-month baseline of home energy use and generate awareness of where energy is being used
- **Phase III:** Carbon Footprint Workbook
  - Expand monitoring beyond home office energy use to include water, transportation, etc.
- **Phase IV:** Carbon Offsets
  - Efficiencies and Recommendations

We anticipate wrapping up the Pilot Program by the end of 2023 and expanding our CNI to the rest of our Team throughout 2024. Beyond our Team, we envision our CNI as a no-cost, turnkey program that can be made available to other like-minded companies with a remote office structure.

**CNI TIMELINE:** Pilot (4 Home Offices) - Launch (7 Home Offices)

