

2025 IMPACT REPORT

Since 1998, Modus Persona has operated on a simple belief: business should be a force for good. Success is not measured solely by revenue, but by the positive and measurable impact we create for our employees, clients, partners, communities, and the environment.

Becoming a Certified B Corporation in 2020 formalized that belief. Our initial B Impact score of 97.7 confirmed that our purpose-driven model was working. In 2023, we strengthened that commitment through recertification, earning a score of 98.5 and reaffirming that accountability and transparency are not aspirations – they are operating principles.

In 2026, we begin our third B Corp recertification – a rigorous 18-month process that challenges us to examine every facet of our governance and performance. For us, recertification is not about maintaining a score; it’s about raising the bar and ensuring our mission evolves alongside our careful growth.

This past year, we continued to diversify and strengthen our small but mighty team. We distributed more than 59% of profits to employees, maintained our 5% 401K match, and provided more than 4,180 hours of paid time off, including 19 paid holidays and 15 vacation days per employee. We remain committed to building a workplace where shared success is tangible and opportunity expands as we grow.

We are proud to maintain 100% Carbon Neutral Status across our fully remote workforce. As we responsibly add team members, we continue to measure, manage, and offset our footprint – proving that growth and sustainability can move forward together.

Most ambitiously, 2026 is the year we are determined to unlock full employee ownership. We believe ownership deepens accountability, protects culture, and creates enduring financial security. It is the next evolution of our commitment to shared prosperity.

There is still work ahead, but we move forward with clarity and conviction.

To our team, clients, and partners: Thank you for building what’s next with us.



Chris Burchard, Managing Director

EMPLOYEES

59%

of gross profits distributed to employees (including base salary)

5%

401K match instituted for all employees

4,180

hours of paid time off provided (PTO)

\$60,000+

paid in home office stipends

COMMUNITY

1.03%

of gross profits donated to five non-profits in five states

192+

hours of paid volunteer time off (VTO)

1,000

hours of in-kind services provided to one non-profit

modus persona
MARKETING CHARACTER

Certified



Corporation

EMPLOYEES: (KEY STATS OF 2025 INITIATIVES)

- More than 59% of profits distributed to employees (Including base salary)
- More than \$60,000 paid in home office stipends
- Just over 4,180 hours of paid time off provided (PTO)
 - Includes 19 paid holidays, in addition to 15 paid vacation days per employee
- 5% 401K Match
- Health Plans renewed

COMMUNITY: (KEY STATS OF 2025 INITIATIVES)

- 1.03% of profits donated to five non-profits in five states
- Nearly 1,000 hours of in-kind services provided to one non-profit
- More than 192 hours of Volunteer Time Off (VTO)
- 4.19% of total agency hours donated

ENVIRONMENT:

Accounts for 12 home offices, determined as a percentage of each home's overall square footage

- **Greenhouse Gas Emissions Total:** 14,210 mT (Includes fuel for vehicles, natural gas use, propane use, electricity use, and business air travel)
- **Water Use Total:** 32,232 gallons
- **Offsets Purchased to Balance 100%:**
 - Carbon Offset Certificates: 9
 - Water Restoration Certificates: 32
 - Renewable Energy Certificates: 8



**B CORP SCORE CARD
OFFICIAL SCORE 98.5**

Based on the B Impact Assessment, Modus Persona earned an overall score of 98.5.

Governance: 15.5

- Mission & Engagement: 1.7
- Ethics & Transparency: 3.7
- Mission Locked: 10 (Result of amended Articles of Incorporation)

Workers: 28.9

- Financial Security: 12.3
- Health, Wellness & Safety: 5.9
- Career Development: 3.4
- Engagement & Satisfaction: 4.6

Community: 31.6

- Diversity, Equity & Inclusion: 4.4
- Economic Impact: 4.5
- Civic Engagement & Giving: 4.5
- Supply Chain Management: 2.2
- Designed to Give: 13.4
- N/A Points: 2.0

Environment: 7.0

- Environmental Management: 2.8
- Air & Climate: 0.1
- Water: 0.0
- Land & Life: 1.0

Customers: 15.3

- Customer Stewardship: 2.4
- Support for Underserved/Purpose Driven Enterprises: 12.8

No benefit director compensation was paid in 2025.

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