



**Benefit Corporation  
Annual Benefit Report  
March 31, 2014**

**Certified**



**Corporation™**

## ***Mission***

At Kimpacto, our mission is to promote financial education and to scale social entrepreneurs & impact investors while helping them 'Maximize Financial + Social Impact.' We are legally bound to this mission, as set forth in Kimpacto's articles of incorporation and registered with the State of California. Our global focus is to connect the U.S., Europe and Latin America, as we support greater collaboration and financial growth, along with long-term social change.

## ***Offering Unique Services***

We are the only impact investing consultants operating internationally as both a Certified B Corporation and a registered Benefit Corporation offering a full range of multilingual financial advisory and educational services, and utilizing an extensive global network. In addition to meeting the rigorous standards necessary to become a Certified B Corporation, we have chosen to incorporate as a California Benefit Corporation ensuring we are legally bound to our mission. A unique aspect of the Benefit Corporation is the legal requirement to prepare this 'Annual Benefit Report' and to make it publicly available, which is a positive global trend towards greater transparency.

Our services are unique as the only online, affordable consulting practice to support small and under-resourced social firms by offering both Financial Accounting services *and* Social Impact measurement (IRIS metrics). Now, social firms can communicate total IMPACT to help scale business. We offer financial training, advisory and other global consulting related to scaling organically or the process of capital raising. Finally, our significant investor database provides an added value resource for those seeking global investment connections.

## ***With Years of Experience***

Building on many years of experience in financial services, consulting and education, we can provide a variety of financial training courses - to individuals or groups. These courses can be tailored to your business needs, social impact reporting requirements, global communications, accelerator and entrepreneur programs, or to offer guidance for impact investor relations and fundraising.

## ***Across a Global Network***

We collaborate with global industry leaders, practitioners, academics, consultants and across many stakeholder groups - lawyers, lenders, investors, and social entrepreneurs. Our services consider the latest trends and global business practices in the United States, Europe, and Latin America.

## ***Benefit Corporation - Third-Party Standards***

Per California Corporation Code 14630, a Benefit Corporation must utilize a third-party to assess its public benefit. Kimpacto is a Certified B Corporation and has elected to utilize these third-party standards, administered by the B Lab - a United States-based non-profit organization. The B Lab Impact Assessment provides comparability across sectors and industries, and transparency among those certified. Mission-alignment was another consideration, as the B Lab has developed a quantitative and qualitative approach for companies who are pursuing a triple bottom line - people, planet, profit.

The role of B Lab is to provide this annual assessment (and potential audit) and to promote local and national events, in which Kimpacto is a participant. It is important to note that we are not affiliated nor compensated by B Lab, which remains purely an independent and unbiased 3rd party. The below B Lab Assessment is therefore objective in nature and utilizes global standards, processes and metrics, which provide consistent and comparable results.

Nearly 1,000 companies around the globe have utilized B Lab's Impact Assessment, creating a deep network that spans across industries and geography, connecting businesses that have a greater understanding of public benefit. The assessment measures all operations of a business including four impact categories; environment, workers, community, and government. Businesses must earn a minimum score of 80 out of a possible 200 points in order for a company to be eligible for B Lab certification.

## ***B Lab Impact Assessment Results***

Below is a snapshot of Kimpacto's actual B Lab Impact Assessment from July 2013. It demonstrates the ways in which Kimpacto has pursued our public benefit. Also it shows a comparison of the average scores of other Certified B Corporations in the four Impact Assessment categories; Environment, Workers, Community and Government:

# Kimpecto, Inc. 2013 B Impact Report



	Company Score	Median Score*
<i>Overall B Score</i>	<b>81</b>	<b>80</b>
<i>Environment</i>	<b>6</b>	<b>9</b>
Environmental Products & Services (e.g. Renewable energy, recycling)	0	4
Environmental Practices	5	6
Land, Office, Plant	3	4
Energy, Water, Materials	1	2
Emissions, Water, Waste	1	1
Suppliers & Transportation	N/A	N/A
<i>Workers</i>	<b>N/A</b>	<b>22</b>
Compensation, Benefits & Training	N/A	15
Worker Ownership	0	2
Work Environment	N/A	4
<i>Community</i>	<b>64</b>	<b>32</b>
Community Products & Services	23	15
Community Practices	30	15

Suppliers & Distributors	3	4
Local	10	5
Diversity	7	2
Job Creation	0	2
Civic Engagement & Giving	10	4
<b>Governance</b>	<b>12</b>	<b>10</b>
Accountability	8	6
Transparency	2	3
<b>Overall</b>	<b>81</b>	<b>80</b>

80 out of 200 is eligible for certification

\*Of all businesses that have completed the [B Impact Assessment \(/benchmarks\)](#)

\*Median scores will not add up to overall



In July 2013, Kimpacto completed our first B Lab Impact Assessment (above). Today, we continue to demonstrate our ongoing commitment to the Environment, Workers, Community and Governance, and here are just a few examples:

### **Environment**

Kimpacto aims to protect and conserve the environment in many ways, to include:

- 1) Recycling efforts of plastic and paper
- 2) Reducing carbon emissions, transportation costs and energy by performing work and collaboration services remotely - using internet, phone, video
- 3) Maintaining an office in the Impact HUB-Bay Area, a shared work space that ultimately reduces overall consumption of energy, space, waste and travel time

- 4) Conserving water waste, drinking tap water, and re-using water bottles
- 5) Buying recycled paper products and other naturally-derived, bio-degradable soaps and cleaning supplies, such as the “Method” brand, and other certified B Corporation products and services

### ***Workers***

Kimpecto does not have any permanent employees at this time but does collaborate with other businesses and hires independent consultants, as necessary. In all working relationships, we consider equal opportunity, appropriate wage compensation, and healthy working conditions. We maintain an environment that fosters open communication and transparency in order to maximize worker satisfaction.

### ***Community***

Kimpecto’s community joins together the U.S., Europe and Latin America, to promote sharing and collective impact. In San Francisco, we strive to buy local products and services, such as office supplies or produce, and whenever possible to support local B Corporations. During 2013, Kimpecto offered significant training, research, support and pro bono services to San Francisco State University, Net Impact, Impact HUB members, and other educational and entrepreneur programs abroad. Kimpecto dedicates time, money and resources to local charities, participates in fundraising and crowdsourcing for mission-aligned social businesses, and promotes energy conservation and shared transportation options - also encouraging others to follow by example.

### ***Governance***

Kimpecto abides by the Certified B Corporation standards for accountability and transparency, and other ethical business standards. Whenever possible, and considering private financial or confidential information, we promote the sharing of data, insights and other key learnings in order to foster the field of impact investing and help scale social entrepreneurs. We hold ourselves, our suppliers, customers, consultants, and other relationships accountable for our shared ethical and business values, and will terminate relationships that do not adhere to these values. Through our website, social media and global network, we provide transparency and external communication of our mission, values, product offerings and geographies served. In both our impact investment approach and our relationships, we apply negative/positive screening to proactively seek social change. This means selecting impact investments and

collaborations with those who abide to similar standards in accountability, transparency, reliability and overall corporate governance.

### ***Reflections and a Look to the Future***

Reflecting on 2013 and looking to the future, we see enormous potential for global expansion. Since we utilize the internet and other technology to work remotely, we are able to collaborate with others across the globe, albeit a specific focus on the U.S., Latin America and Europe. Currently, we are tapping into opportunities in Spain as a result of the economic crisis- to help build the entrepreneurial eco-system, improve financial education, and bring investment to the housing sector. Similarly, in Latin America we are focused on education initiatives, scaling entrepreneurs and improving deal flow. Organically, we are working with clients to collect and build databases and platforms to share information globally, including valuable connections and insights from our headquarters in San Francisco.

Locally and abroad, we have learned that philanthropy is not alone a sustainable solution, and impact investing does not mean a sacrifice or a trade-off of returns. Today, we are seeing more examples of positive returns, and even market rate returns in impact investing along with the B Corporation movement that promotes standard metrics, objectives and rigorous assessment. Together, we have a recipe for both financial return and social impact, and an increase in accountability across social businesses and socially responsible investments. Already, new leaders are emerging and impact investing literature and conferences are expanding rapidly, signifying greater demand for social funds and solutions.

Yet, impact investing is a nascent market and we need more success stories and longer track records, to really entice investment dollars to flow towards social entrepreneurs and impact investments. This may require investors to take some risk for their return, or to use philanthropy or a guarantor to mitigate risks and encourage early-stage investments. Although, the field of impact investing has many issues yet outstanding - including how to measure social impact - Kimpacto offers client solutions based on the latest industry trends, and we welcome ideas, collaboration and deal flow across the U.S., Europe and Latin America. Within Kimpacto and across the globe, there are examples for how technology and good business sense can improve education, poverty, the environment and other social issues. To create these success stories, we need action! We encourage your support in helping entrepreneurs and investors to take risks, create change, and maximize their financial return - in a socially responsible way.

**Contact us - To Maximize Financial + Social IMPACT!**

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