



# SOCIAL IMPACT REPORT 2021

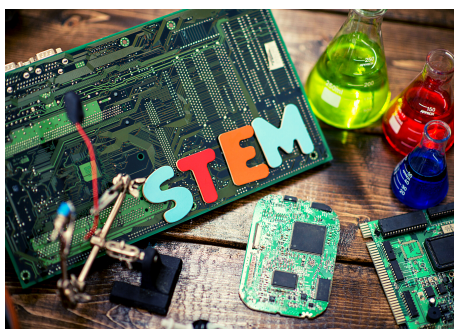
**PROFOUND IMPACT™ CORPORATION**

This report presents the social impacts of our company activities during the calendar year ending December 31, 2021.

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—— PrfoundImpact ——

CONNECTING GREAT PEOPLE TO  
DO GREAT THINGS.



## TABLE OF CONTENTS

- 2 CEO's Letter
- 3 COVID-19 response
- 4 Social Impact Philosophy
- 5 Corporate Giving
- 6 In-kind Contributions
- 7 Team Wellness Programs
- 10 Environment
- 12 Diversity, Equity, & Inclusion
- 13 Sponsorships & Memberships
- 15 Awards
- 17 Looking Ahead to 2022





## CEO'S LETTER

On behalf of Profound Impact Corporation, I am so proud to share our first annual Social Impact Report representing our company activities during the calendar year ending December 31, 2021. When Profound Impact started, our team worked together to create a list of five-year goals which included a goal of developing a corporate social responsibility (CSR) plan that empowers our team to contribute to causes important to them and to the company. This plan was completed in December 2020 with a roster of programs that began in January 2021.

Our first year of social impact programs ran during a challenging year with the COVID-19 global pandemic upon us. This did not deter our teams' desire to give back through donation matching, volunteerism, in-kind contributions, and taking steps to better our environmental footprint. Our CSR committee meets on a bimonthly basis to discuss upcoming events and program promotion opportunities.

The 2021 Social Impact Report can be considered our "introduction" to this important area of work. The programs we have instilled are poised for growth alongside our company's growth. We do this now as a start-up with a small team of fiercely passionate people. As our team and customer base expand, so too will our ability to report year over year contributions, team engagement, and diversity demographics that truly maximize our societal impact.

Running a company with a higher social purpose holds great importance to me and my team. We believe that we can do well by doing good and this guides our decision making daily. Impact is a part of our company name for a reason - we connect great people doing great things and this includes managing our own operations in a socially responsible way. As we move forward, we will hold true to our roots of generosity and will amplify our societal impacts through annual reports like this.



A handwritten signature in black ink, reading "Sherry Shannon-Vanstone".

Sherry Shannon-Vanstone  
Chief Executive Officer





## COVID-19 RESPONSE

Two years into the global COVID-19 pandemic represents half of Profound Impact's existence. Founded in late 2018 as an entirely virtual organization, Profound Impact continues to grow our team through use of remote and asynchronous processes through the post-pandemic world. The health and wellness of our team is of paramount importance and within this report, there are many examples to demonstrate our actions in fiercely protecting this wellness.

In 2021, a new onboarding process was introduced to better support remote team members to settle in successfully. This process intentionally thought through some of the main challenges in building connections and knowledge in a remote environment. It starts with the first day of work being a set-up day and day to focus on wellness - in whatever form that takes for each individual. This could mean taking a long hike, or visiting with family to reset, recharge, and get ready. The rest of week 1 involves some foundational introductions, meeting with the CEO, and systems set-up. The months to follow include check-ins and feedback opportunities at the 30, 60, and 90 day marks.

Knowing that the pandemic affects everyone differently, team members are provided the flexibility for full-time or fractional work. These options allow team members to obtain balance with other life priorities so that work adds a positive experience to life, not a stressful one. Our full team meets once a month for an all hands meeting in order to keep alignment and build connections virtually. Regular check-ins and frequent team communications have been well-received by team members to convey important company information, share successes, and engage in social impact programs.

# ProfoundImpact

## SOCIAL IMPACT PHILOSOPHY

Similar to the Pledge 1% structure, Profound Impact believes that giving for the betterment of society can be done through contributions of equity, time, product, and profit.

Our social impact programs reflect a blend of these gifts and in 2021 represented a very generous percentage of profit. All activities align to the United Nations Sustainability Goals, particularly quality education, gender equality, and good well-being.



## CORPORATE GIVING



At Profound Impact, giving is truly a part of our DNA – right from the beginning. We believe that as a corporate entity, we have the responsibility to conduct our business with the highest standard of integrity that extends past our bottom line and supports strong, resilient communities. Providing donations to advance the missions of nonprofits locally and globally has been part of Profound Impact’s giving programs since our first year of operation.

Our two focus areas for donations include:

- **Impactful, educational outreach**

We believe strongly in the highest quality education and training that unleashes the potential of every person whether student, entrepreneur, professional, or researcher to start or continue their own impact journey. In particular, with a focus on removing barriers for all women, we support innovative educational initiatives that connect the next generation of STEM experts.

- **Online wellness**

Inclusivity is an important part of overall well-being and connectivity. We support Canadian and US initiatives that empower all minds with the knowledge, skills, and experience they need to nurture their mental wellness.





## IN-KIND GIVING



As a young start-up, contributing in-kind has been a key part of Profound Impact's overall social impact programs. Our platform and product offerings provide a unique opportunity for our technology to build capacity in the non-profit sector. This natural extension beyond educational and research institutions allows social impact organizations to measure program impact, tell their story, and inform strategy more effectively. We have seen this in practice with our first-in-kind partnership of 2021.



## International Women's Day

When WCT-WR decided to run a virtual, inclusive, day of programming for International Women's Day (IWD) 2021, Profound Impact proudly provided the digital platform to host it. The 2021 theme, #ChooseToChallenge, provided an excellent fit for our female founder (Sherry Shannon-Vanstone) who spends a great deal of time promoting STEM careers for women and girls. The inaugural event attracted participation from approximately 400 women and allies locally in Waterloo Region, the greater Toronto area, and even from as far away as Egypt and India. Collectively, this group of participants contributed \$2,000 to the Kitchener Waterloo Community Foundation's Fund for Gender Equality. Profound Impact has committed our support to host events for IWD 2022.

## TEAM WELLNESS PROGRAMS

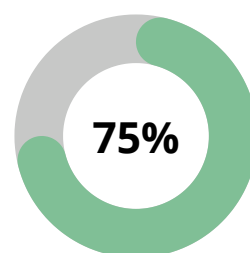
In 2021, Profound Impact launched a roster of team wellness programs as a key tenant of the overall social impact strategy to foster an engaged workforce. We recognize the importance of a strong and committed team, so we launched the following programs that are poised for growth in the years to come.



### MATCHING GIFT PROGRAM

Profound Impact cares about the causes that are important to its team members. The Matching Gift Program (MGP) is a way for us to build team member engagement and donations while multiplying the positive impact on communities through a 1:1 match up to \$250 CAD per team member annually.

In 2021, seventy-five percent of our small but mighty team contributed a \$1,000 CAD match to ten non-profits in North America and Profound Impact provided a \$1,000 CAD match! Causes supported ranged from essential human services to health to animal welfare.



### VOLUNTEER TIME OFF

1200 hours

The intention of the Volunteer Time Off (VTO) program is to create community engagement opportunities that are meaningful, purposeful, and help those in need.

Participating in purpose-driven activities will also enrich and inspire our team members to think about the social impact their time can create.

In a challenging year for volunteerism (due to COVID-19 restrictions), the Profound Impact team was not deterred. By contributing to non-profit organizations through Board of Directors, Committees, and frontline volunteering, our team reports approximately 1,200 hours of volunteerism in 2021.

## TEAM WELLNESS PROGRAMS



### PROFESSIONAL GROWTH SUPPORT

In the Spring of 2021, Profound Impact formalized and expanded the Professional Growth Support (PGS) program to foster a culture of life-long learning and future advancement aspirations with Profound Impact. PGS is intended to assist with expenses and time needed for:

- Educational courses/seminars
- Virtual conferences
- Certification or association fees
- Books and educational materials
- Webinars and virtual events

Efforts are being made to recommend and promote this program for use in 2022.



### VIRTUAL TEAM EVENTS

Cultivating a sense of belonging at Profound Impact is an important piece of our team's overall workplace experience. Like most tech organizations, we have been operating in a fully remote environment for the past two years. Through collaboration tools such as Slack, ZOOM, Google meets, and monthly all-hands meetings, we are doing our best to build connection and engagement as a team. Our monthly all-hands meetings provide business updates, learning opportunities, socializing, and act as an open forum for questions. The last all-hands meeting of the year represented a virtual "office party" with a focus on games, sharing a meal, and getting to know new team members.





## TEAM WELLNESS PROGRAMS



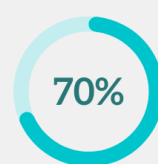
### 12 DAYS OF IMPACT

To close out 2021, our team launched a new initiative: The 12 Days of Impact, designed to encourage people and organizations to contribute their time, resources, and talents to help address local challenges. Our 12 Days of Impact calendar outlined daily challenges that focused on spreading the giving spirit during the holiday season. Seventy percent of the Profound Impact team reported completing 55 good deeds and of these good deeds:

- 19% were monetary contributions
- 31% were in-kind contributions
- 45% were acts of human kindness
- 5% were acts of volunteerism

Not only did our team members at Profound Impact contribute to these daily challenges, but as an organization, we took it one step further. Through a social media contest, Profound Impact was able to support Actua, Canada's largest STEM outreach organization. Profound Impact's contribution will support the delivery of impactful hands-on science, technology, engineering, and math (STEM) experience to youth across Canada. Many youth including Indigenous youth, girls, and at-risk youth face barriers that prevent access to education opportunities. Through Actua's national inclusion and diversity programs, they are hard at work to remove these barriers.

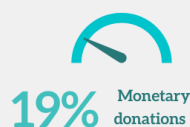
### ProfoundImpact 12 Days of Impact



During the 12 Days of Impact, 70% of our team reported completing 55 good deeds over 12 days. These deeds included:

- monetary contributions
- in-kind donations
- Volunteerism
- acts of human kindness

#### Of the 55 impact actions:



#### Social Media Campaign:

631 Likes

10 new Followers

7 comments

3 story shares

\$651 donated to Actua

Great work team!



## ENVIRONMENT



### EMISSIONS FROM COMMUTING

When it comes to environmental sustainability, Profound Impact believes that every small action counts. With a deliberate digital-first approach, we operate as an entirely virtual company. Being a 100% distributed workforce negates the need for physical office space and eliminates scope 3 emissions from employee commuting of approximately **28,200 kg CO2 e.**

Emissions from employee commuting =  $\sum$  (total number of employees  $\times$  % of employees using mode of transport  $\times$  one-way commuting distance (vehicle-km or passenger-km)  $\times$  2  $\times$  working days per year  $\times$  emission factor of transport mode (kg CO2 e/vehicle-km or kg CO2 e/passenger-km))

The environmental impact of working from home is more nuanced than it may appear. What we are coming to learn about carbon emissions during remote work is that they don't necessarily lessen due to less commuting, they may just shift to other ways of generating emissions (such as purchasing patterns and energy inefficient homes). With this in mind, Profound Impact will create a 2022 strategy that dives deeper into emissions calculations.



### IMPACTS OF CLOUD COMPUTING

To help customers on their sustainability journey, in 2022, Amazon Web Services (AWS) will launch a tool that allows customers (like Profound Impact) to calculate the environmental impact of their AWS workload. This tool will use data visualizations to provide customers with historical carbon emissions, evaluate emission trends as use of AWS evolves, approximate the estimated carbon emissions avoided by using AWS instead of an on-premises data center, and review forecasted emissions based on current use. AWS is driving toward net-zero carbon by 2040 as part of The Climate Pledge.

## ENVIRONMENT

### MONTHLY ECO-CHALLENGES

To keep environmental impact top of mind and raise awareness within our team, Profound Impact created a calendar of monthly environmental challenges that support the adoption of eco-friendly practices that can be done remotely in our day-to-day lives.

JANUARY	FEBRUARY	MARCH
<b>5-minute shower challenge</b> Average shower is 8 mins. Calculate time and water saved for 1 month	<b>Plastic reduction challenge</b> The average person uses 35 plastic grocery bags/month. Let's report on our reductions!	<b>Earth Hour-Sat. March 27</b> Aim for 100% team participation during earth hour
APRIL	MAY	JUNE
<b>Earth Day trail clean-up</b> Challenge team members to take a walk and collect bags of waste from trails/parks	<b>Upcycling challenge</b> Challenge team members to share their most innovative repurposing projects	<b>Food waste challenge</b> Challenge team members to reduce the amount of food waste within their homes
JULY	AUGUST	SEPTEMBER
<b>Green thumb challenge</b> Challenge team to plant a home garden or volunteer in a community garden	<b>Support local farming</b> Challenge team to prepare dinners with 80% locally sourced ingredients	<b>Walking Challenge</b> Provide team members a platform to track collective steps to encourage moving
OCTOBER	NOVEMBER	DECEMBER
<b>Thrift store challenge</b> Do a fall closet clear-out and donate to a thrift store (track donations)	<b>Meatless Monday challenge</b> Encourage team to share 1 plant-based recipe / week	<b>Cold water challenge</b> Look for ways to reduce the amount of hot water heating in each household

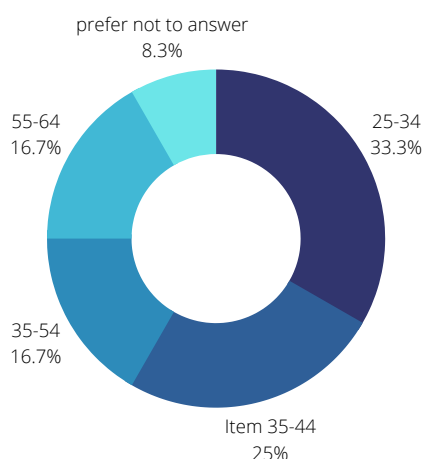


## DIVERSITY, EQUITY, AND INCLUSION

Our diversity, inclusion, belonging, and equity efforts are growing as our team grows. We believe it is the values held by our team members that create Profound Impact's direction building inclusivity and belonging into all that we do.

In our inaugural year of reporting, our team members represent the following self-identified demographics:

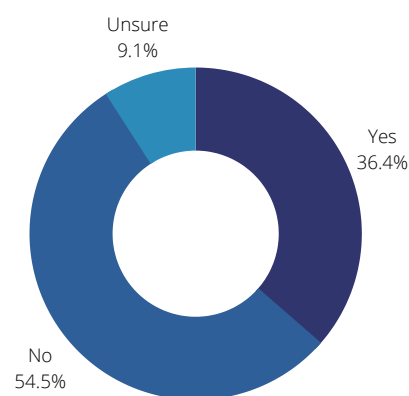
### AGE



### GENDER



### MINORITIES



45.5% of our team lived elsewhere before moving to North America

0% of our team self-identified as a person with a disability

Our holistic approach to diversity, inclusion, belonging, and equity is evident in actions taken in 2021 to be inclusive and create a shared understanding with our team. Here are a few things we are doing:

- We've added equity statements into all of our job descriptions and careers webpage to increase the diversity of candidates applying to open positions.
- We conduct engagement pulse checks with team members to identify what's working and what's not.
- We formalized and expanded the Profession Growth Support (PGS) program to provide career development opportunities to all team members.
- We've started collecting self-identification data to be transparent about our team demographics and to set targets with year-over-year data.
- We accommodate the accessibility challenges of remote work.

## SPONSORSHIPS & MEMBERSHIPS

Profound Impact places great importance on the power of partnerships to advance shared goals and create meaningful impact. Staying true to our CSR plan in 2021, Profound Impact chose to support organizations that empower women in career success through mentorship, educational programs for underrepresented communities, and entrepreneurship. In 2021, Profound Impact supported the following non-profit organizations through sponsorship:



**Women in Communications & Technology** supports women across Canada to achieve their highest career potential in the digital economy. Profound Impact's partnership in 2021, centered around International Women's Day programming, platform hosting and regional sponsorship.




**SheEO** is an ecosystem based model that supports women and non-binary entrepreneurs. Profound Impact is involved with SheEO through Sherry Shannon-Vanstone's commitment as an activator.

**Hack the North** is Canada's largest hackathon empowering students of all experience levels and backgrounds to dream big and build a project from scratch. With over 3,000 hackers participating in close to 50 countries, this 36-hour blitz delivered over 600 projects! With a goal of creating an inclusive and equitable environment for hackers, the 2021 event delivered, bringing more than 1,000 female and non-binary students' talent to the hacker community. Profound Impact™ was thrilled to be part of the hustle with a pre-hack challenge, sponsor booth, and tech-talk on AI for Data Aggregation.

## SPONSORSHIPS & MEMBERSHIPS

**LAUNCH** was founded in 2018 with a mission to transform STEAM (science, technology, engineering, arts and math) programming from touchpoints to a continuous model of engagement that most Canadians are familiar with... minor sports! LAUNCH programs are focused on ensuring ALL youth, despite economic status, geographic location, or abilities have access to programs that may change their lives. With support from Profound Impact, LAUNCH is able to reach deeper into our community to those furthest from opportunities. More children and youth are able to participate in our programs and gain STEAM skills they'll need for their future.

In 2021, Profound Impact continued membership with the following non-profit organizations:

	A Waterloo-based innovation center helping companies start, grow, and succeed
	Enables start-up and scale-up tech entrepreneurs to accelerate their growth and navigate the path to profit through education, advisory services, and strategic connections
	Supports the success of startups and scaleups by actively promoting collaboration among enterprises of all sizes and with the University of Waterloo

## AWARDS

In 2021, Profound Impact proudly cheered on our team members as they were recognized for excellence in leadership and innovation.



### TIMMY AWARD (TECH IN MOTION)

Profound Impact's Technical Program Manager, Sohail Ramzan Ali received a 2021 TIMMY award as the Best Tech Manager in the Toronto Region! Sohail has worked with Profound Impact for nearly two years leading a cohesive development team that is building our suite of impact products and platform. In a distributed, dynamic, fluid, start-up environment, Sohail demonstrated his team-based management prowess while maintaining focus on advancing the technology and business needs of the company.



### KITCHENER-WATERLOO OKTOBERFEST ROGERS WOMEN OF THE YEAR

Profound Impact's Founder and CEO, Sherry Shannon-Vanstone was named as the 2021 STEAM award winner for outstanding advancement in the field of Science, Technology, Engineering, Arts & Math. As a highly regarded serial entrepreneur, mathematician, innovator, philanthropist, mentor, and trailblazer in the field of STEAM for young women, this award recognizes Sherry's efforts and success in paving a future for women in technology.



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## AWARDS



### LEADERSHIP WATERLOO REGION FRESH INNOVATORS AWARD (FINALIST)

Profound Impact's Sherryl Petricevic, was named as a finalist in the Fresh Innovators Awards which recognizes changemakers who are digging into Waterloo Region's challenges, creating solutions, and turning ideas into action. Being a finalist for the award amplifies the significant impact Sherryl has made on the Region – from supporting startups through Communitech and the Waterloo Region Economic Development Corporation to advancing the cybersecurity community and developing mentorship opportunities for young professionals.



### PROFOUND IMPACT DAY 2021 & THE IMPACTFUL ACTIONS AWARD

September 14, 2021, marked the 2nd annual Profound Impact Day which celebrates the leaders and change-makers who are leaving their mark on the global community through their initiatives, influence, and impact. We celebrated the extraordinary accomplishments of those making a difference, in Waterloo Region and beyond. In 2021, part of the celebration included the first Impactful Actions Award. This annual awards program recognizes leaders from around the world who are making a profound impact on the global community by inspiring collaborative solutions to difficult problems. A monetary contribution is made in honour of Award recipients to an initiative or cause that aligns with their work and impact.

In Dr. Hamdullahpur's honour as the recipient of the 2021 Impactful Actions Award, Profound Impact™ chose to donate to the University of Waterloo Student Wellness fund. This fund supports student success by ensuring students have access to resources that promote their physical and mental wellbeing.

## LOOKING AHEAD TO 2022

As a company, Profound Impact is focused on measuring outcomes and this extends into our new social impact programs. With programs well in place, 2022 will focus on reporting the social impacts resulting from these programs. This is no easy task but is a logical next step in our evolution. As our product user base grows, so will our social impact by choosing projects and programs that naturally scale up with Profound Impact.

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