



**METANOIA GLOBAL INC.**  
**2015 ANNUAL BENEFIT REPORT**

# NARRATIVE

Metanoia Global Inc. strives to create large-scale social and environmental change across the world through a new way of doing business that combines profit and purpose. We help Social Entrepreneurs start, scale or sustain successful businesses. Our social / environmental vision is to be the enablers of social entrepreneurs / social enterprise. (We are currently focused on the United States and Africa.) When they are successful and achieve their social / environmental missions and benefits—in turn we accomplish ours.

2015 was a growing year for Metanoia. We worked with two clients, one was a non-profit located in South Africa and the other was a for-profit healthcare business in the United States. We also provided pro bono services to two additional clients, both non-profits that serve communities in Southern Africa. We worked with these clients to help them build internal capacity, prepare for scaling, create more effective operating environments and tell their stories.

In addition to serving our clients, Metanoia made a commitment to donate 1% of its revenue on a quarterly basis to goods for good, a non-profit which economically empowers communities in Malawi, Africa to care for local orphans by building small businesses that generate sustainable income. Metanoia was also featured in the Adventures Less Ordinary eBook, demonstrating how talent, passion and travel can be combined for extraordinary results, both for individuals and society.

Below is a selection of our work during 2015:

- We provided consulting to help a US-based healthcare company (*paying client*) to formalize its consulting practice infrastructure, improve operating efficiency and prepare to scale.
- We provided website development services for a South African non-profit (*paying client*) which provides leadership training to the top 25 young leaders on the continent ages 25-40. The organization also provides an ongoing platform for the alumni network to work together and have a platform for thought leadership and collaboration on projects. The network consists of social entrepreneurs and other leaders across different sectors.
- We provided consulting services to CouldYou?, a non-profit (*pro bono client*) which offers consulting and transformational travel to Africa so


people can do business or charity, connecting people of integrity and influence from the West to African Leaders of Integrity to ensure African solutions to African problems. CouldYou? is stewarding an aggressive educational reform initiative for Mozambique, in close partnership with the Mozambican Ministry of Education, Chissano Foundation, Mackenzie University and various other partners. Metanoia assisted CouldYou? with the design and implementation plan of this transformational initiative and will continue to play a prominent role as it moves forward.

- We provided strategic consulting services to goods for good (*pro bono client*) including an organizational structure review, round table facilitation, various strategic advising and board responsibilities (our Founder is a Board Member).

Transparency is an important part of living up to these values, as such all Benefit Corporations required to publicly report on their social and environmental performances using established third-party standards. We have chosen to use the B Impact Assessment (Version 5.0) as its third-party standard to measure our social and environmental impact because the B Impact Assessment is a trusted standard for measurement of the holistic performance of a company. We considered a number of other standards, and ultimately decided to use B Impact Assessment because of its focus on Governance, Community, Workers and the Environment.

See our score page 5, *Assessment*.

# ASSESSMENT

			(141) Ordinary Businesses ⓘ	(1,075) Other Sustainable Businesses ⓘ	(536) B Corps ⓘ	
		Your Total Pts				
<b>Overall Rating</b>		<b>71.0 pts</b>	<b>51 pts**</b>	<b>80 pts**</b>	<b>97 pts**</b>	
<b>Governance</b>		<b>16.5</b>	<b>65.9%</b>	<b>6</b>	<b>10</b>	<b>14</b>
Corporate Accountability		13.7	75.9%	3	6	10
Transparency		2.8	40.0%	3	3	4
<b>Workers</b>		<b>8.9</b>	<b>17.9%</b>	<b>20</b>	<b>22</b>	<b>26</b>
Compensation, Benefits & Training	Complete this section	4.0	13.0%	15	15	17
Worker Ownership		2.7	100.0%	1	2	3
Work Environment		0.8	9.5%	4	4	5
<b>Community</b>		<b>18.9</b>	<b>33.2%</b>	<b>15</b>	<b>32</b>	<b>44</b>
Community Practices		18.3	33.3%	10	16	20
Suppliers & Distributors		1.0	16.7%	2	4	4
Local Involvement		4.7	33.3%	3	5	6
Diversity & Inclusion		2.2	15.4%	1	2	3
Job Creation		1.2	40.0%	1	2	2
Civic Engagement & Giving		7.3	45.6%	2	4	5
<b>Customers</b>		<b>22.4</b>		<b>5</b>	<b>15</b>	<b>18</b>
Consumer Products & Services		22.4		5	15	18
Serving in Need Populations						
Products or Services						
<b>Environment</b>		<b>4.3</b>	<b>21.4%</b>	<b>6</b>	<b>9</b>	<b>13</b>
Environmental Products & Services				2	4	8
Environmental Practices		3.5	21.4%			
Land, Office, Plant		2.4	32.1%	3	4	5
Inputs		0.0	0.0%	1	2	3
Outputs		1.1	28.6%	1	1	1
Suppliers & Transportation		0.0	100.0%	0	1	3

\* Note: Incomplete section is due to error on the form.

# COMPENSATION

In 2015, there was no compensation paid to any director of the company.

# OWNERS

Shareholders owning more than 5% of the company are listed below:

- Whynde Kuehn