



METANOIA GLOBAL INC.  
2016 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 and cross-sector social initiatives to start, scale, sustain and replicate. Our social / environmental vision is to be the enablers of social entrepreneurs / social enterprise and change. (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.

Metanoia continues to be in a growth phase. Our 2016 revenue came from immersion trips, which enabled us to provide pro bono services (230 hours) to multiple organizations and initiatives. We worked with six organizations and two cross-sector social initiatives.

Below is a summary of our work during 2016:

- We worked with **EducateMozambique**, a cross-sector educational transformation initiative, led in partnership by CouldYou?, the Chissano Foundation (Mozambique) and Mackenzie University (Brazil) with backing from the Ministry of Education (Mozambique). Metanoia continues to play a role of design, planning, coordination, advisory and advocacy.
- We began a cross-sector health initiative, to initiate a study on **Menstrual Health Management (MHM) solutions in Mozambique**, led in partnership by CouldYou?, the Chissano Foundation (Mozambique) and Pathfinder International (Mozambique and US) with

backing from the Ministries of Health and Education (Mozambique). In 2016, Metanoia played a role of study coordination and study protocol preparation as well as advocacy.

- We provided ongoing strategic consulting and advisory services to **CouldYou?**, a non-profit 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. We also helped to design a new website and drafted the copy.
- We worked with **The Yonkofa Project** to expand, refine and document their business model and plan to scale their offerings across Ghana. This work and plan ultimately enabled the organization to attract a firm which is now rewriting their Electronic Medical Records software (PhaaseID) at no cost, to allow it to scale. The Yonkofa Project provides health solutions for communities in remote areas and has been focused on Western Ghana up to this point.
- We provided ongoing strategic business advisory services to **Riera Studio**, a gallery in Cuba which works with mentally disadvantaged individuals to enable them to create art, which has artistic, economic and therapeutic value.
- We facilitated a workshop on the consulting mindset with the **Enterpriseroom** team, an organization that builds sustainable and profitable businesses for economic growth in South Africa, including a focus on the development and success of small black owned businesses.


- We provided ongoing strategic advisory services to **goods for good** for various strategic planning and operational matters as well as board responsibilities (our Founder is a Board Member). Goods for good is a non-profit which economically empowers communities in Malawi, Africa to care for local orphans by building small businesses that generate sustainable income.
- We provided review and advisory services to **The Resolution Project**, specifically related to the Resolution Institute, which is an online training system for the young social entrepreneurs (distributed globally) which the organization serves.
- We led an immersion trip to Cuba together with our strategic partners, and we assisted with a CouldYou? immersion trip in Mozambique.

In addition to serving our clients, Metanoia continued our commitment (started in 2016) to donate 1% of its revenue on a quarterly basis to goods for good.

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 Service Track / 1-9 Employees / Developed Market) 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 on the next page, *Assessment*.

# ASSESSMENT

		Your Total Pts	Percent Earned ⓘ
<b>Overall Rating</b>		<b>103.2 pts</b>	
<b>Governance</b>		<b>17.8</b>	
Mission & Engagement		3.0	75%
Corporate Accountability		1.0	25%
Transparency		3.9	55%
Mission Locked		10.0	100%
<b>Workers</b>		<b>11.1</b>	
Compensation & Wages		5.7	38%
Benefits		0.0	0%
Training & Education	Complete this section>>	0.0	0%
Worker Ownership		2.7	33%
Management & Worker Communication		0.6	7%
<b>Community</b>		<b>25.7</b>	
Job Creation		2.4	80%
Diversity & Inclusion		6.5	46%
Civic Engagement & Giving		9.6	60%
Local Involvement		4.7	33%
Suppliers, Distributors & Product		0.0	0%
Designed to Give		2.0	7%
<b>Environment</b>		<b>1.2</b>	
Inputs		0.0	0%
Outputs		1.1	29%
<b>Customers</b>		<b>47.4</b>	
Impact Improvement		25.8	86%
Serving In Need Populations		21.6	48%

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

# COMPENSATION

In 2016, 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