



METANOIA GLOBAL INC.
2017 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, Cuba 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 2017 revenue came from immersion trips, which enabled us to provide pro bono services (68 hours) to multiple organizations and initiatives. We worked with four organizations and two cross-sector social initiatives.

Below is a summary of our work during 2017:

- We continued working 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 continued working on 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 Metanoia, with backing from the Ministries of Health and Education (Mozambique). In 2017, Metanoia continued to play a role in authoring the study protocol and helping with study preparation and advocacy.
- 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 provided ongoing strategic advisory services to **Yamba Malawi** for various strategic planning and operational matters as well as board responsibilities (our Founder is a Board Member). Yamba Malawi is a

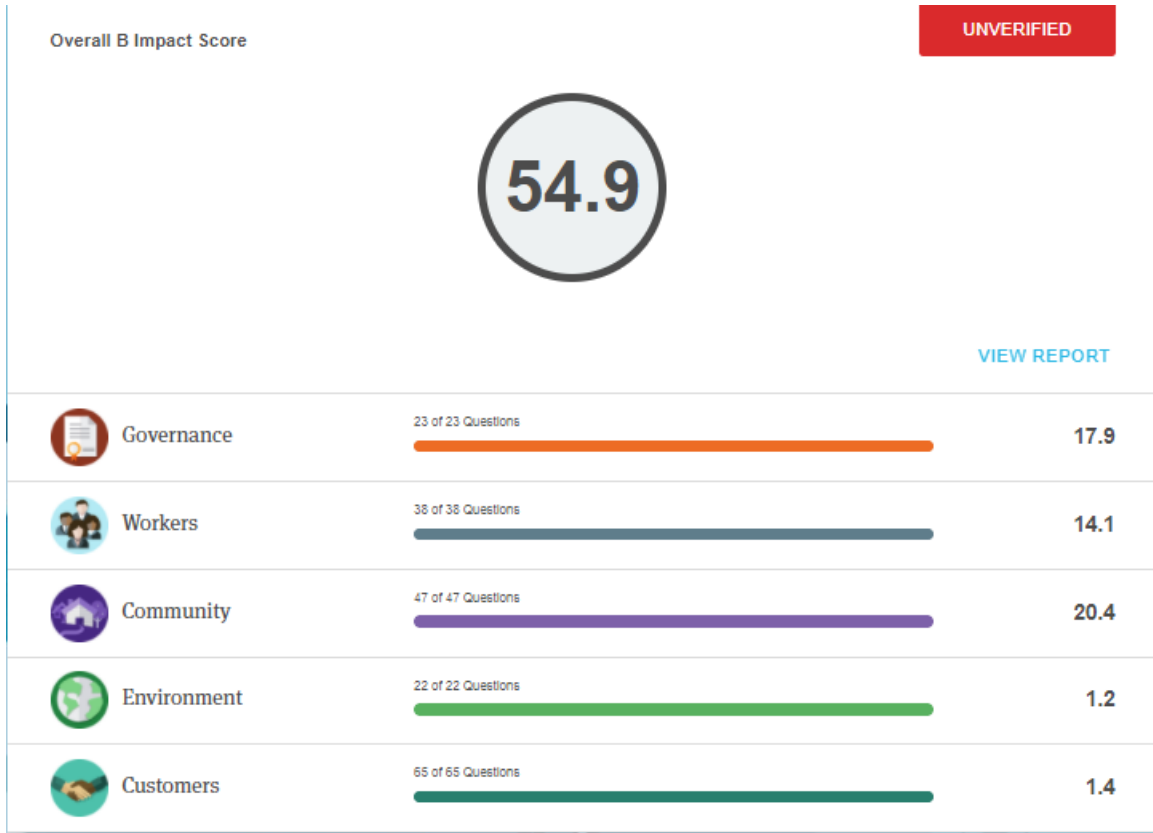
non-profit which economically empowers communities in Malawi, Africa to care for local orphans by building small businesses that generate sustainable income.

- 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. (Our founder is on the Leadership Council.)
- We led another immersion trip to Cuba together with our strategic partners, and we assisted with a CouldYou? immersion trip in Mozambique.
- We presented on “architecting for good” (using one’s day job talents to help social entrepreneurs and non-profits) at the annual **Business Architecture Guild Summit**.

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



** Note: Our score is reflective of the fact that we are a very small firm and many of the assessment questions asked do not apply (and the only option was to pick a low answer which could be perceived as negative). Also note that the B Lab assessment was changed since our last benefit report and the new design has exacerbated this challenge.*

COMPENSATION

In 2017, 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