



Thrive Consultancy Inc.

Benefit Corporation

Annual Benefit Corporation Report 2021-2022



Our Commitment.

As a Benefit Corporation dedicated to the **cultivation of resilient systems**, Thrive Consultancy is a for-profit enterprise deeply committed to creating general public benefit. We aim to **foster healthy and equitable communities** through the implementation of solutions that are environmentally, socially and economically sustainable.



Our Story.

Thrive Consultancy Inc. (Thrive) was founded in September 2020. We started this sustainable consultancy in the midst of a global pandemic, after the shortcomings of traditional business and the globalized economy became painfully apparent. We saw the need for businesses to learn how to become more **sustainable, resilient, and equitable**, and we became determined to be a part of the solution.



Building a Sustainable Economy in Arizona

We believe that in the future, Arizona will be a national leader in **equitable and sustainable economic development that creates public value and prosperity for all people, while caring for the environment.** As a Benefit Corporation, Thrive Consultancy's mission is to support Arizona small to medium-sized enterprises (SMEs) in becoming **environmentally responsible, socially empowering, and economically successful.** We provide development services to businesses that want to put their workers, community, and the environment at the forefront, while still achieving economic success.

Thrive Consultancy offers consultations and program development for entrepreneurs and small businesses to adopt sustainable business practices and models, including cooperative businesses, B-Corps, benefit corporations, social enterprises, and more.

As Thrive Consultancy believes in the empowerment model, our consultations and programs are personalized and engaging. We want our partners and clients to **gain a deep understanding of the changes they want to make.** We assist entrepreneurs and business owners in developing their ideas sustainably.

Year 2 Snapshot

September 2021- August 2022

In our second year, we aimed to provide **accessible** knowledge and support in a way that best **uplifts our communities** towards sustainable business models. In order to do so, we provided information sharing and cooperative business consulting to the public and to local businesses on voluntary or sliding scale bases. We also provided free city-sponsored sustainable cooperative training programs prioritizing underserved segments of the community, and ecosystem development workshops open to the public.



YEAR 2 SNAPSHOT

Cooperative Business Advising.

Provided free cooperative business development consultation services to Phoenix small businesses and entrepreneurial groups.

Accessible Services.

Offered sliding scale rates for business development services for 2 small, locally-owned businesses.

B-Corp Certification Advising.

Currently advising and guiding an Arizona benefit corporation through their B-Corp certification.

Cooperative Incorporation.

Supported the first cooperative to legally incorporate in the state of Arizona under the new 2016 statute for cooperatives. Advised and coordinated legal advising to the second group of entrepreneurs to incorporate in the state of Arizona throughout their cooperative incorporation process.

Voluntary Knowledge Sharing.

Voluntarily presented: 'Entrepreneurship Education for Humanities' during the Al-Najah National University study visit to Arizona State University.

Voluntarily participated in Arizona's Coalition for Change's: 'Fighting for Food: AZ Food Security Crisis Panel Discussion' panel session.

City of Phoenix Sponsored Sustainable Cooperative Food Business Training Programs and Ecosystem Development Workshops.

Awarded a sponsorship from the City of Phoenix's Economic Development Office to provide one 10-week sustainable cooperative food business training program for veterans living in Phoenix. The program launched in September 2021 and was provided free of cost to the veteran participants. Six veteran participants successfully completed the program, and four of them went on to become food business owners. Seed grant awards and up to four free business consultations were awarded to the program's graduates.

Awarded year-long Sponsorship from the City of Phoenix's Office of Environmental Programs to provide two 10-week sustainable cooperative food business training programs and for cooperative business technical support ecosystem development workshops. The training programs were made available to all Phoenix residents, and applications from women and BIPOC community members were prioritized. In 2022, 24 participants successfully completed the programs. Seed grant awards and up to for free business consultations were awarded to the program graduates. The ecosystem development workshops were offered free of charge to all attendees, and recordings have been posted online to ensure that the information remains accessible.



Our Team

Thrive is a 100% women-owned and operated consultancy.

This year we had the pleasure of hiring three recently graduated women for our contracts with the City of Phoenix. We would like to thank Kaleigh Shufeldt, Krisandra Provencher and Sarah Bathe, for their contribution to the Sustainable Cooperative Food Business Training program and its evaluation.



Annual Benefit Corporation Report
2021-2022

Directors

Hanna Layton, Founder and Executive Director



Hanna is a social entrepreneur and the founder and director of Thrive Consultancy. She co-founded the non-profit organization Epic-Cure that provides food to people in need while eliminating food waste. Hanna received her Master's in Sustainable Solutions and a Bachelor's of Science in Sustainability from Arizona State University.

Courtney Talbot, Director



Courtney is a recent Graduate from the Masters of Sustainability Solutions program at Arizona State University with 15+ years of accounting experience. During her time at ASU, she focused on ways to advance sustainable business development in Arizona, specifically how to strengthen and grow the employee ownership economy. She is passionate about helping worker cooperatives achieve their financial goals.



Huda Khalife, Director

Huda received her Master of Sustainability Solutions degree, as well as her Bachelor of Art in Sustainability and Psychology from ASU. In the past few years, she has worked on collaborative projects with communities globally to build socio-economic resilience, well-being, and food sovereignty through sustainability principles and practices. She is passionate about cooperative business as a tool for communities to build back better.

Allison Buchanan, Director



Alli graduated with a Master's in Sustainable Solutions from Arizona State University in spring of 2021. Her studies have focused on sustainable local food economy and entrepreneurship. She has consulted on projects within Arizona's craft brewing economy, including sustainability assessment, B Corp certification, and strategic planning.



Board of Advisors



Arnim Wiek

Professor and Director of the Sustainable Food Economy Lab in the School of Sustainability, and Senior Sustainability Scientist in the Global Institute of Sustainability and Innovation, Arizona State University



Lynn Whitman

Arizona Women's Hall of Fame Board of Director, Partner at Arizona Business Advisors, Board President of Partners of Paiute, and Venture Devils Mentor at ASU's Edson Entrepreneurship and Innovation Institution.



Sandra McCardell

Coordinating Director at the Cooperative Catalyst of New Mexico. Sandra founded the Green Jobs Collaborative of NM. She serves on the board of the American Sustainable Business Council and on the working committee of 1Worker1Vote.



Darren Chapman

Community pro-activist committed to helping people in need. He is Founder and CEO of TigerMountain Foundation (TMF), which has implemented empowerment initiatives to uplift communities and eliminate blight.

Partners

At Thrive, we believe in the **collaborative** versus competitive approach. We have **strong organizational partners** that we work in close collaboration with including: Local First Arizona, the Cooperative Catalyst of New Mexico, Tiger Mountain Foundation, the City of Phoenix: Office of Environmental Programs and the Sustainable Food Enterprise Lab at ASU.

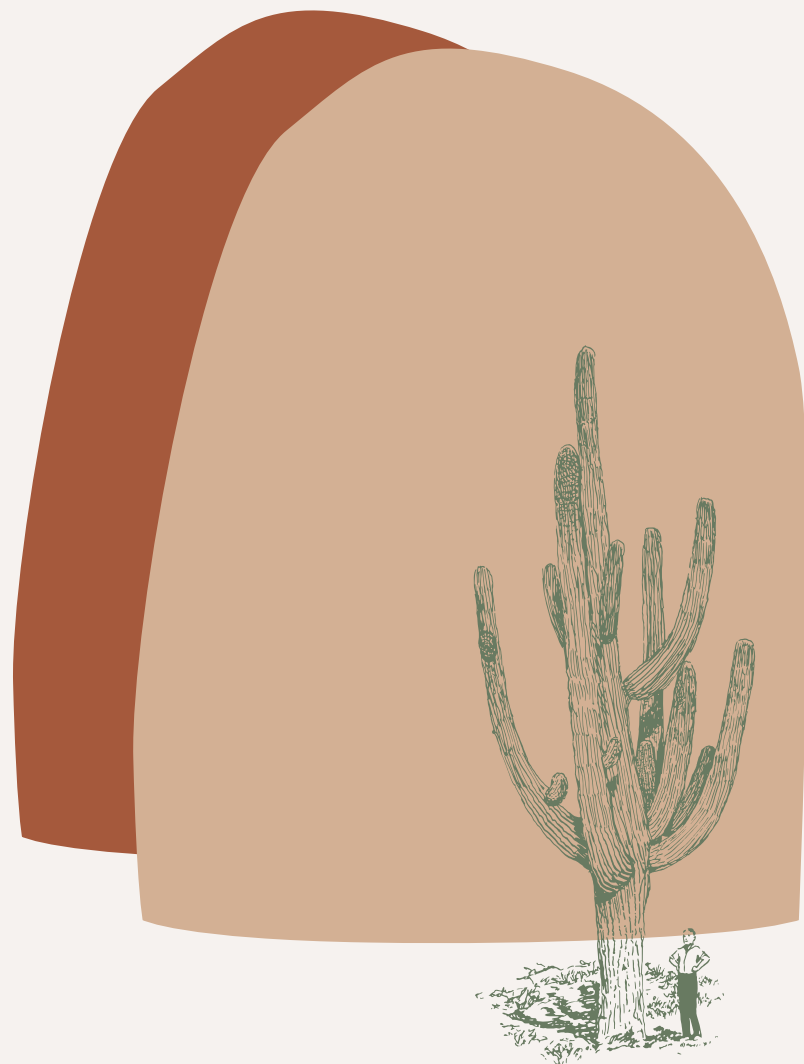
Director Compensation

In line with our goals of increasing accessibility of knowledge and support in a way that best uplifts our communities towards sustainable business models and practices, aside from our city-sponsored programs and workshops, much of our second year services have been offered on a voluntary or sliding scale basis.

In addition to the comprehensive executive director role, our team of directors have varying service offering specialties and time commitments. Service offering specialties include accounting, B-Corp certification, and cooperative incorporation, to name a few. Commensurate with these, each director has taken the lead on different contracts in addition to full-team commitments.

As such, our directors received compensation this year based on their varying time commitments to the team and their specialty-based contract workloads.

Hanna Layton - \$45,558.37
Huda Khalife - \$17,365.00
Allison Buchanan - \$1,460.00
Courtney Talbot - \$12,822.50



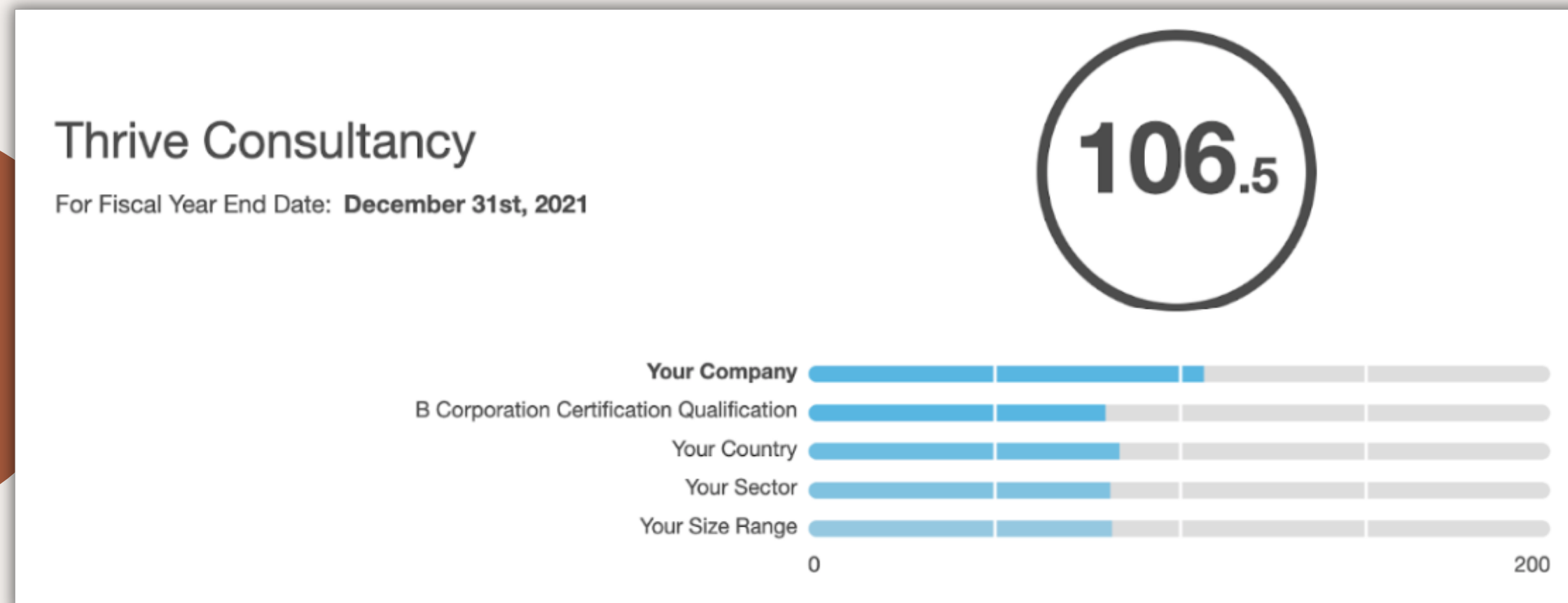
Third Party Standard

This benefit report is evaluated against the **B Lab Impact Assessment tool**. It is the **most comprehensive and rigorous tool** currently available for companies wanting to measure its social, environmental and economic impacts. The assessment requires a thorough analysis of the business across five categories: Governance, Workers, Community, Environment, and customers. Although our team offers consultation for organizations interested in achieving B-corp certification, we are not affiliated with B-Lab or its leadership in any way nor is Thrive B Corp Certified. We use this third-party assessment tool internally to **hold ourselves accountable for creating general public good**, as well as in our consultations for other organizations to do so as well.

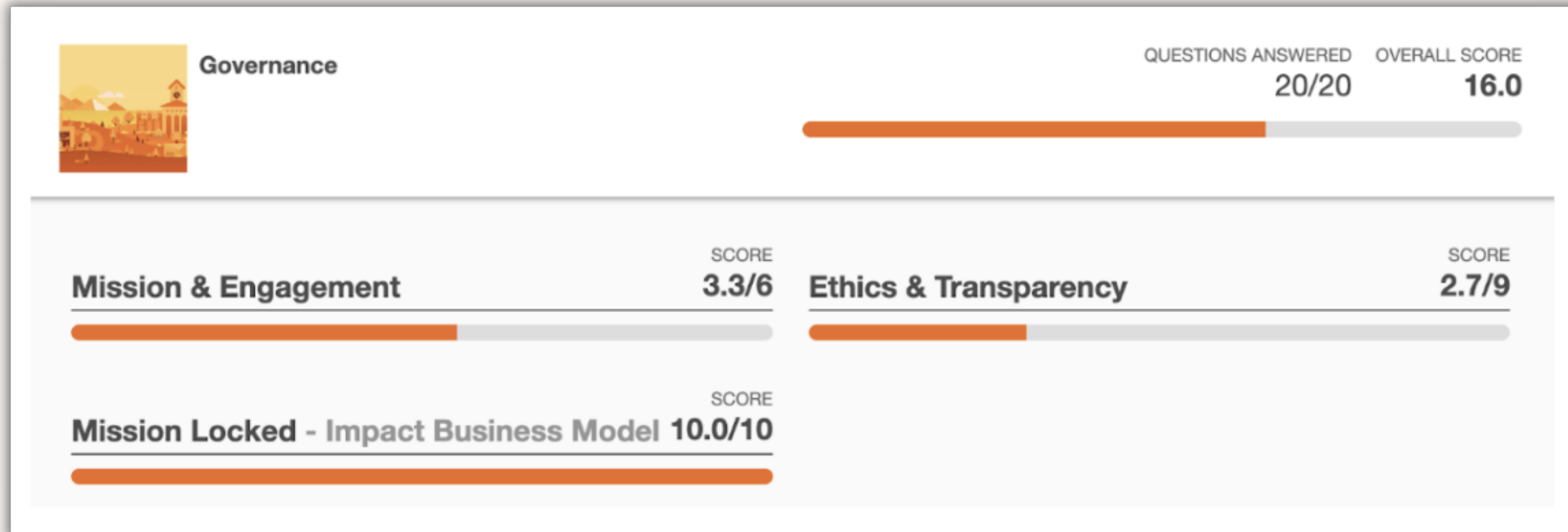


B-Lab Impact Assessment: Evaluation Summary

Based on our activities between September 2021 and August 2022, Thrive earned a score of 106.5 out of the possible 200 points on the impact assessment. Thrive's score is made up of points from five major categories: governance, workers, community, environment, and customers. A snapshot of our overall industry performance is included below, while the following pages aim to provide a snapshot of our performance per each sector.



Governance

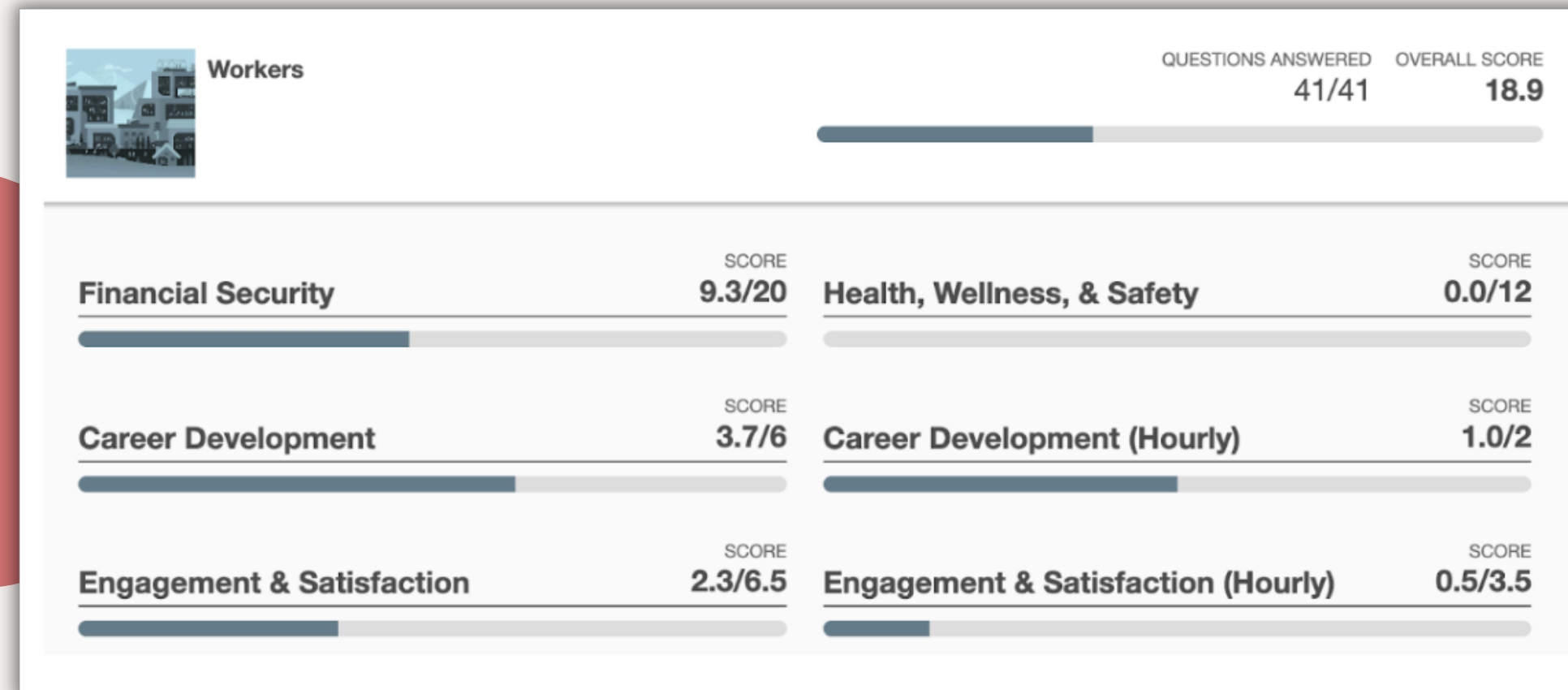


The governance section of the B Impact Assessment is designed to measure and hold accountable the businesses' overall commitment to its' mission, engagement with social and environmental impacts, ethics and transparency.

Thrive is incorporated as an Arizona Benefit Corporation, as opposed to a more conventional LLC or S-corporation structure. This business model was chosen as it embeds the creation of public good and transparency as a condition of doing business. At Thrive, we work to consider all stakeholders when crafting or delivering our services. We are committed, both internally and externally, to creating opportunities for equity, accessibility, and empowerment. Thrive measures success on how well we integrate our social and environmental goals with profitability.



Workers

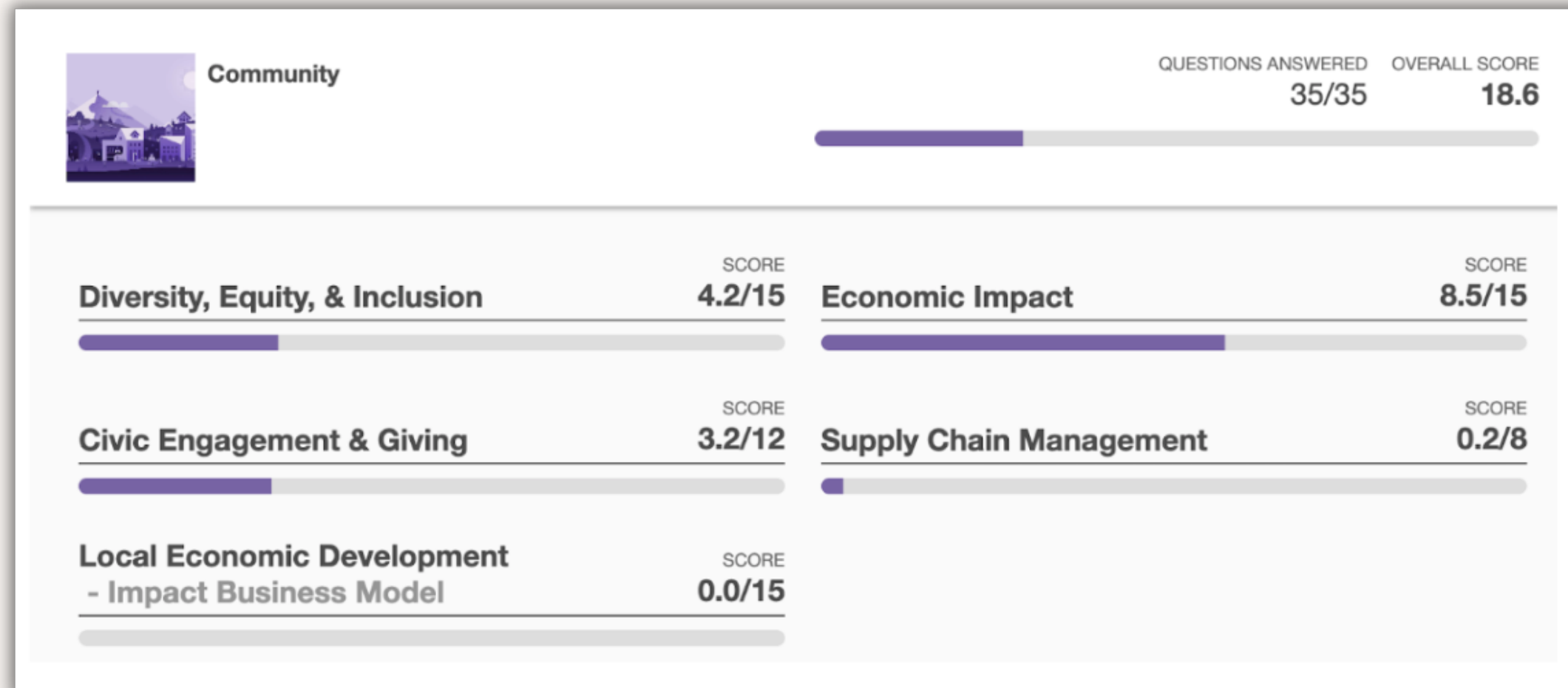


The 'Worker' portion of the assessment examines how a business treats its employees. Worker wellbeing is assessed based on: access to benefits, training, job flexibility and development, corporate culture, decision making power, and health and safety.

As a small business still in an early development stage, Thrives' financial capacity is limited. Thus, the company is not yet able to offer employees certain benefits. Creating access to employee healthcare is a priority for the company in the immediate future.

Thrive takes pride in its commitment to creating meaningful career opportunities for its employees. Thrive is committed to fostering employee creativity and inclusive decision making. Thrive offers its employees the opportunity to build solutions and services that align with their passions and the company's mission. Thrive has a long-term goal of transitioning to the worker-cooperative model, and thus employees are given the opportunity to gain access to ownership if they so choose and meet the eligibility criteria.

Community

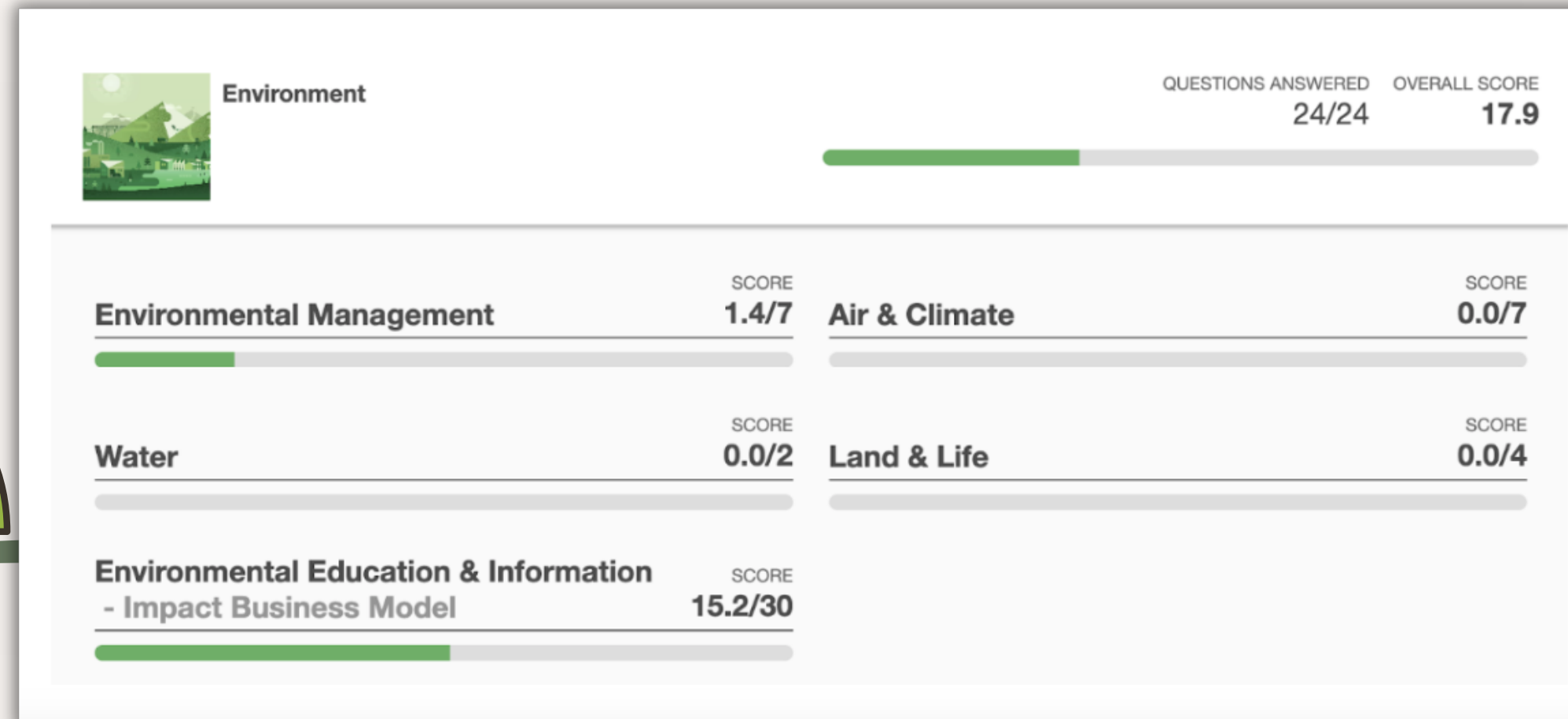


The community section of the assessment considers a company's policies and operations as they relate to community responsibility and stewardship. This section examines the company's involvement in the local community, diversity, and supplier relations.

Thrive is committed to contributing to the social and economic wellbeing of Arizona communities. As a Benefit Corporation, Thrive is a community-focused business that supports and works to build the economic vitality of our local communities.

As our operations have increased over the past year, Thrive has prioritized its commitment to the success of the local economy. Approximately 75% of all material and labor related expenses have been spent at Arizona businesses.

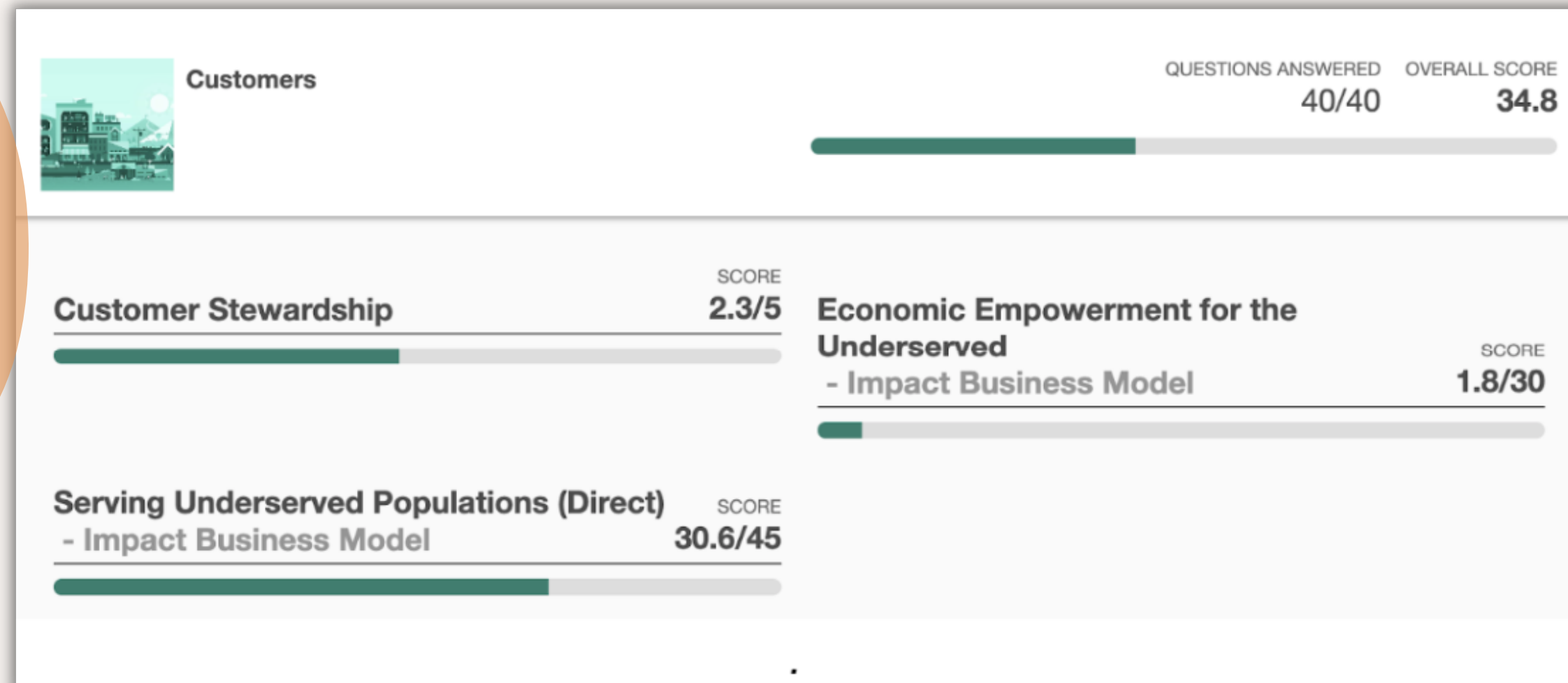
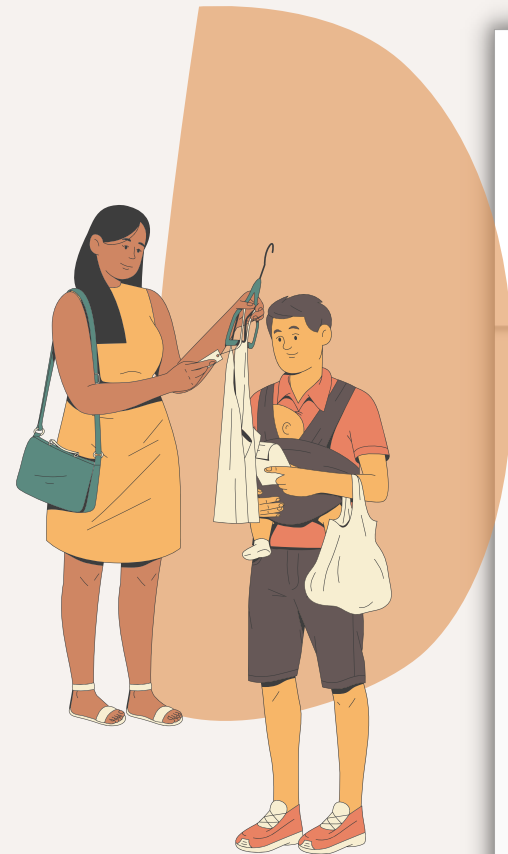
Environment



The assessment aims to evaluate a business's environmental impact via examining the facilities, materials, energy use and omissions as they relate to business operations.

In the environmental evaluation, Thrive did not receive a high score as many of the questions were not applicable nor feasible for a company of our size, impact, or stage of operations. As a company with a work-from-home model, we have limited capacity to measure and control our use of the listed environmental resources evaluated in the B Impact Assessment. Thrive strives to create a net positive environmental impact via the sustainable education embedded in our services and will more closely track relevant environmental metrics as our operations expand.

Customers



This section of the assessment examines the company's commitment to creating public benefit with its products and services. This section also measures the company's accessibility and impact in terms of the services users

Thrives' business model is one that seeks to uplift community access to sustainable business opportunities. Thrive works with institutions and municipalities to offer programs that target the empowerment of underserved community members with a low to no cost model.

Looking Ahead

We are **committed to continuous improvement**, both with how we operate internally and how we serve our community. Performing the B Impact assessment allows us to evaluate our performance and continue to set standards we can improve our internal and external operations, so that we can be the better **stewards for people and planet**. In addition to maintaining the progress we have made; we have set the following goals for the upcoming year:

- Define and refine our processes
- Boost professional development opportunities
- Increase and expand service offerings
- Increase collaborations with local community stakeholders and organizations
- Increase language accessibility by offering services to Spanish speakers





Thrive Consultancy Inc.
Benefit Corporation

Email

thriveconsultancyinc@gmail.com

Website

<https://www.thriveconsultancyinc.com>

Phone number

(602) 935-1731

