



*Thrive Consultancy Inc.*

Benefit Corporation

# Annual Benefit Corporation Report

2020–2021



# 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.

thriveconsultancyinc@gmail.com | (602) 935-1731

# Building a Sustainable Economy in Arizona

We believe 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.

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.

thriveconsultancyinc@gmail.com | (602) 935-1731

# Year 1 Snapshot

September 2020- August 2021

In the first few months, we decided the best way to serve and uplift our community was to **listen**. Since then, we have been actively meeting with community leaders and organizations, and have joined sustainable business development trainings to better understand and learn about the needs of business owners and leaders within our community.

thriveconsultancyinc@gmail.com | (602) 935-1731

# Year 1 Snapshot

- Provided **free cooperative business development consultation** services to a Phoenix small business.
- Offered a **sliding scale cooperative development program** for 20 sustainable food entrepreneurs.
- Worked with partner organization, Local First Arizona, on a grant for **implementing an investment platform for small businesses** interested in financing sustainability projects.
- Participated in the APS [GreenBiz](#) expert [panel session](#) on plastics to help **educate small businesses** on how to become more environmentally responsible by lessening their plastic footprint.
- Awarded a sponsorship from the City of Phoenix to provide a sustainable food business training [program](#) for veterans living in Phoenix. The program launches in September 2021 and is provided free of cost to the veteran participants.
- Offered **free advising for nonprofit**, environmental start-up platform [Earth Gives](#).
- Hosted an **Undergraduate internship** for an ASU sustainability student during Spring 2021, in their internship she received academic accreditation for working on real-world sustainability solutions.
- Participated and **provided advocacy feedback** to the Environmental Defense Fund (EDF) during the Arizona advocacy session for renewable energy policy and job creation.
- Currently **advising and guiding an Arizona benefit corporation** through their B-Corp certification.

thriveconsultancyinc@gmail.com | (602) 935-1731

# Our Team

Thrive is a 100% women owned consultancy.



**Hanna Layton, Founder and President**

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.

thriveconsultancyinc@gmail.com | (602) 935-1731

## **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!

## **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.



## **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.

thriveconsultancyinc@gmail.com | (602) 935-1731

# 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.

thriveconsultancyinc@gmail.com | (602) 935-1731





### **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.



### **George Basile**

Professor of Practice in the School of Sustainability, and Senior Sustainability Scientist in the Global Institute of Sustainability and Innovation, Arizona State University.

thriveconsultancyinc@gmail.com | (602) 935-1731

## 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](#), and the Sustainable Food Enterprise Lab at ASU.

## Director Compensation

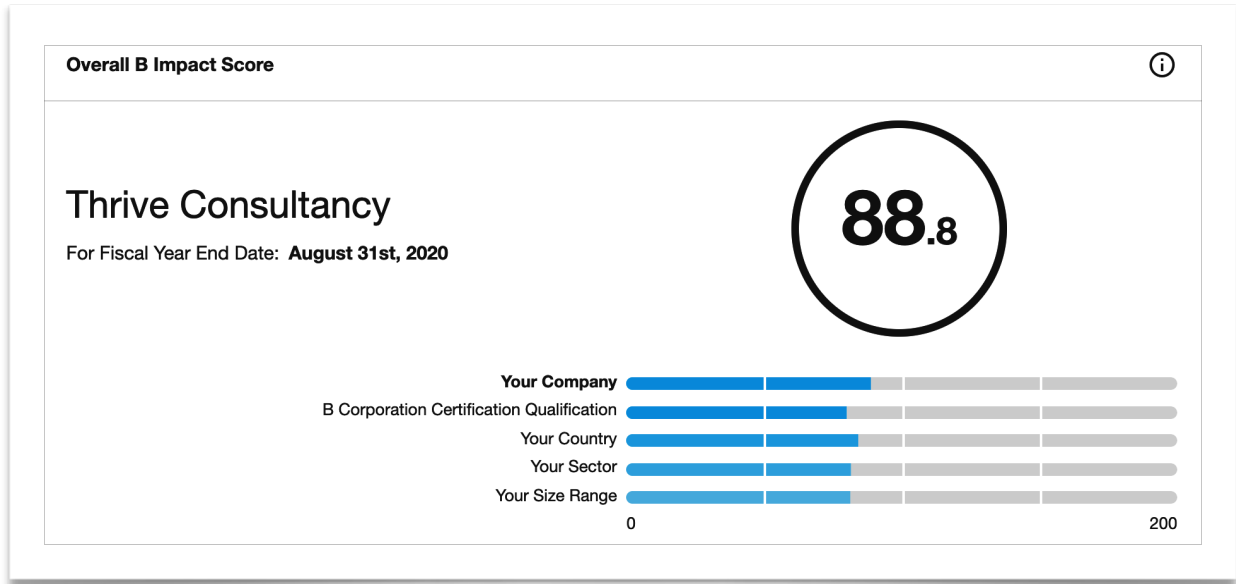
At this time, our directors have decided to forgo any payment for consulting work they have done for Thrive. The decision to work in-kind was made to allow for any profits gained from consulting work to be reinvested into the business. The directors feel this choice will help ensure the business survives and that our mission can be achieved.

## 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 impacts on their 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. We use this 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.

thriveconsultancyinc@gmail.com | (602) 935-1731

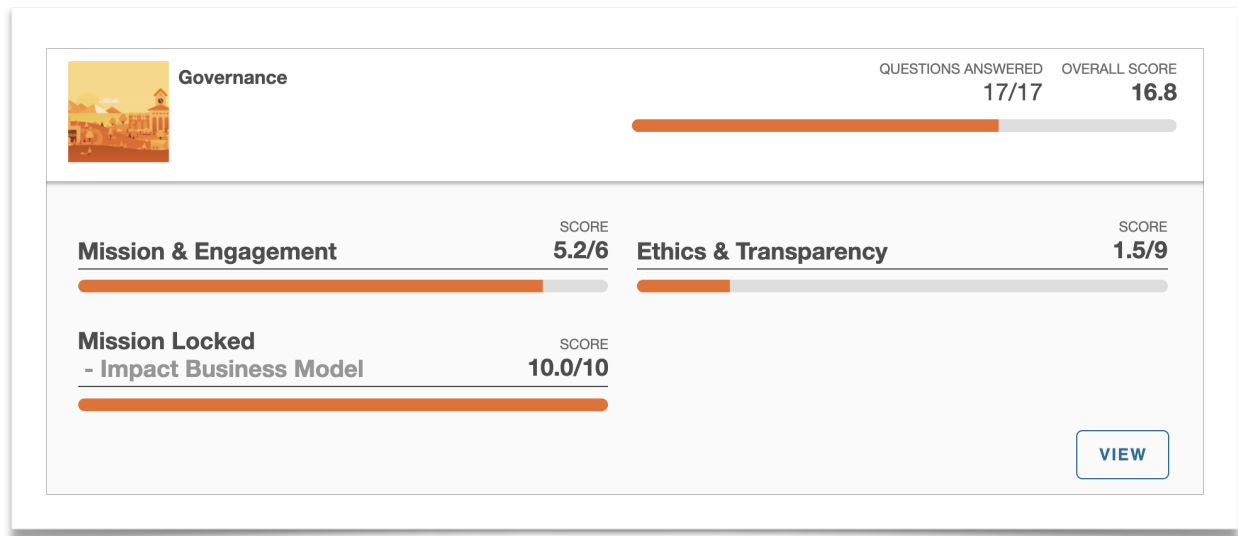
# Evaluation Summary



*Thrive* earned a score of 88.8 out of approximately 200 points on the impact assessment. Thrive's score is made up of points from four major categories: governance, community, environment, and customers. The workers section of the assessment has been omitted as Thrive is in the start-up phase and does not have employees as of yet. A snapshot of our performance in each area is included below.

thriveconsultancyinc@gmail.com | (602) 935-1731

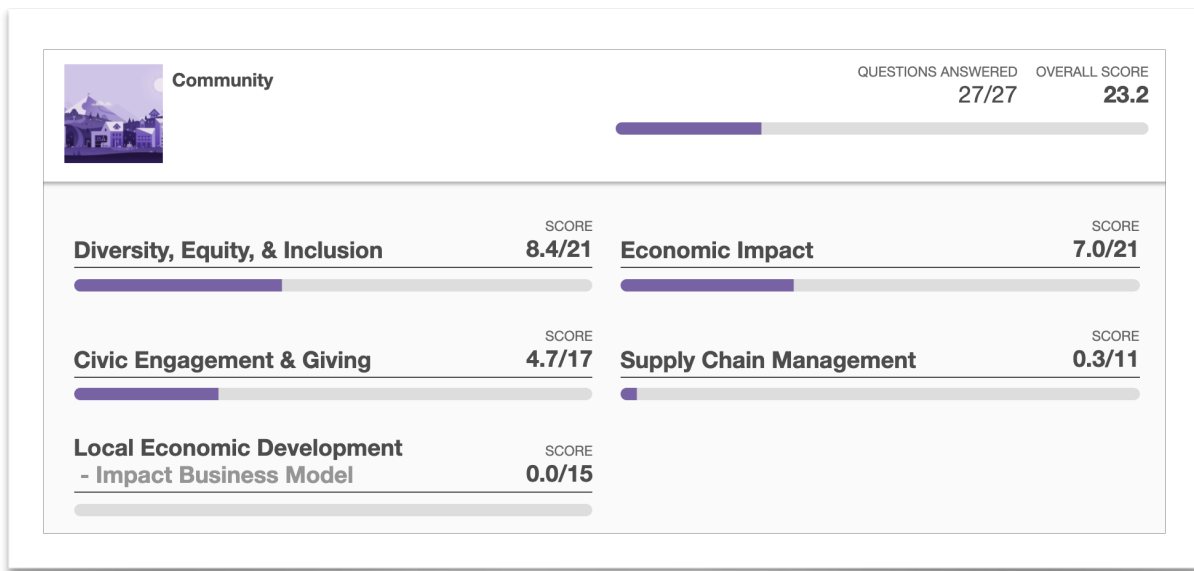
# Governance



As an incorporated benefit corporation, as opposed to a more conventional LLC or S-corporation structure, Thrive uses a business model that embeds the creation of public good and transparency as a condition of doing business. Thrive measures success on how well we integrate our social and environmental goals with profitability.

thriveconsultancyinc@gmail.com | (602) 935-1731

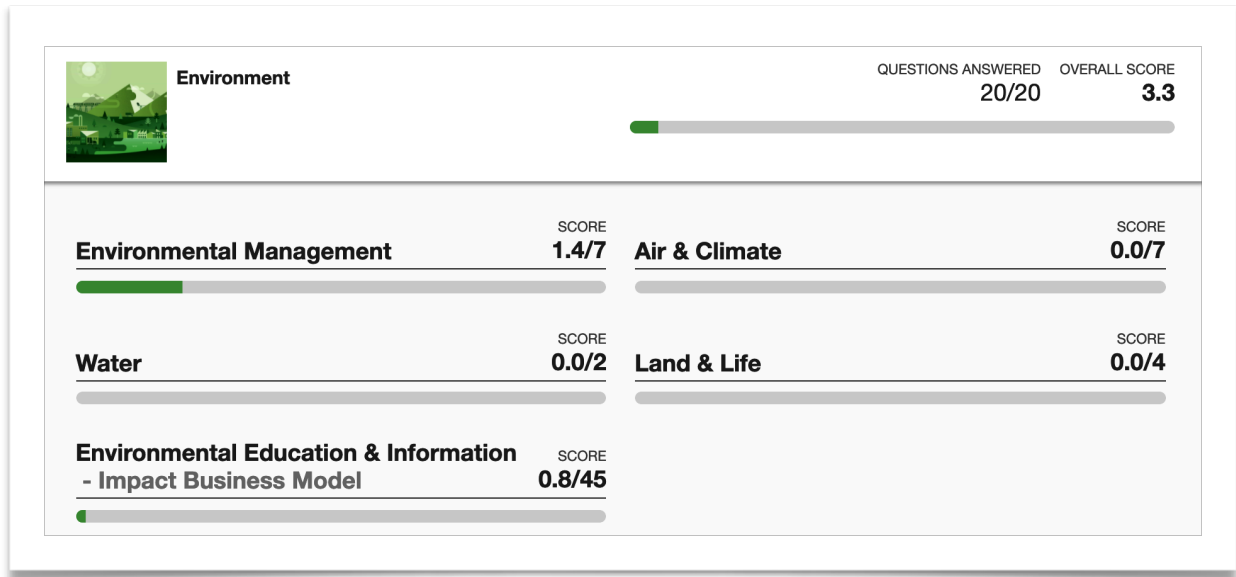
# Community



*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.

thriveconsultancyinc@gmail.com | (602) 935-1731

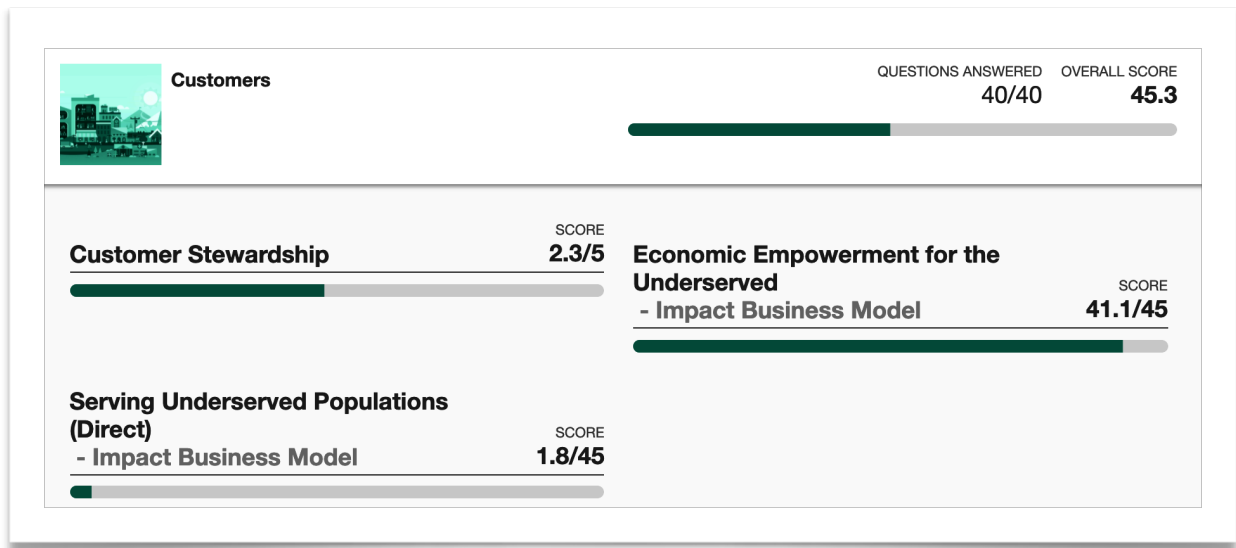
# Environment



In the environmental evaluation, *Thrive* scored low 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.

thriveconsultancyinc@gmail.com | (602) 935-1731

# Customers



*Thrive's* 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.

thriveconsultancyinc@gmail.com | (602) 935-1731