

IMPACT REPORT



2020-2021

Changing the World Through Business Requires Changing the Rules of Business

Based on the Tripe Bottom Line (People, Profit, Planet), our MoreThanGreen™ approach to business underpins all aspects of our decision-making and operations. We strive to create a thriving profitable business, meaningful workplace while also creating positive social and/or environmental impact.

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Ignite Leadership International®

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IMPACT Report

*Changing the World Through Business
Requires Changing the Rules of Business*

Our Vision

We embrace a world where every workplace supports people to grow and thrive and every business or non-profit has a positive impact on their community and the environment.

Our Mission

Ignite Leadership collaborates with business and non-profit leaders to create a positive social impact, transform their organization and create meaningful places where people love to work while the organization grows and thrives. Our MoreThanGreen™ approach drives our efforts to consistently deliver on our promise, be a great business partner, great citizens and environmentally responsible.

Our Values

Our values underpin our approach to business, how we interact with people and the change we want to create.

Integrity – Trust is a fundamental cornerstone in how we do business and live life. We stand behind our work, our word and our commitment to do and be our best.

Learning – We embrace life-long learning. The world around us changes continually. As we become aware new information, approaches or identify needs, we focus on acquiring, integrating and sharing information and actions in a positive and thoughtful way.

Teamwork – We believe the best we have to offer our clients and the world around us comes from collaboration, communication and commitment to exact positive change. Teamwork allows us to create solutions greater than ourselves alone, and provides the enduring results we strive to achieve.

Leadership – This may go without saying based on our name, however we believe leadership allows us to instill confidence in what we bring to our clients, and elevates us to do more, be better and engage others at every turn.

Continuous Improvement – As leaders in our field, we are never satisfied with the status quo. We strive to review and revamp our approaches, tools, skills and results to remain on the leading edge. The work we do with our clients, in our volunteer and mentoring roles create the foundation for those around us to embrace continuous improvement in what they do too.

Our Approach

Continual improvement and consistent momentum are highly valued attributes and underpin our efforts to creating a positive impact through business. We aim to demonstrate measurable improvement year over year.

Our commitment remains focused on supporting those in need, and to reducing our carbon footprint wherever feasible. We recognize as a small business we cannot “do it all”, so we have carefully selected a number of key projects that strongly resonate with us, to focus on.

As an IMPACT business we are committed to considering all stakeholders in our business decisions and how we conduct ourselves. We continually monitor, reevaluate our actions and report on the results from these efforts. Part of the on-going evaluation process involves reassessing whom we are aligning ourselves with. This ensures we ensure we are properly aligned and creating a positive change through business.

MoreThanGreen™

Ignite Leadership International embraces a MoreThanGreen™ approach in our business activities:

- We recognize the value of people, planet, and profit as equally valuable facets to business
- We recognize this effort is a work in progress and will conduct semi-annual reviews and report the steps we are taking
- We will communicate on our successes as well as our challenges.

Pledge for a Sustainable Community

The Pledge for A Sustainable Community was developed by the Burnaby Board of Trade. The Pledge is a comprehensive online resource with the goal of helping businesses large and small reduce their environmental footprint while at the same time promoting their company and even saving money.



Ignite Leadership International undertook the Burnaby Board of Trade's internationally recognized pledge program in 2014. We continue to make advances to improve our efforts for social responsibility.

Our IMPACT Goals for 2020- 2021

1. Update entries in the B-Impact Assessment following change in assessment form. Identify score and create time-specific plan for preparing Ignite Leadership's application submission for B-Corp Certification.
2. Apply for transition to Benefit Corporation when approved in British Columbia.
3. Start tracking carbon footprint related activities to enable our ability to set CO2 reduction targets in future years.
4. Donate 2% of top line revenues to our designated charities.
5. Volunteer with community and business organizations to a minimum of 420 hours.
6. Identify impact metrics that will deliver greater specificity and tracking.

The B Impact Assessment is an online tool that allows businesses to conduct an assessment and obtain a baseline of the impact they are currently making. They can then benchmark themselves against thousands of other businesses and then implement actions to improve their impact score.

The B Impact Assessment covers 4 key impact areas:

- 1) Governance
- 2) Workers
- 3) Community
- 4) Environment

An Impact Score of 80 or more is required to become certified as a B-Corp.

Our Results

Moving toward B-Corp certification

With the onset of the global pandemic in March 2020, we, like every other business, were forced to hit the pause button and shift our focus and efforts from the old “normal” to the new reality. As such, we made the difficult decision to place our efforts to complete the B-Corp certification on hold.

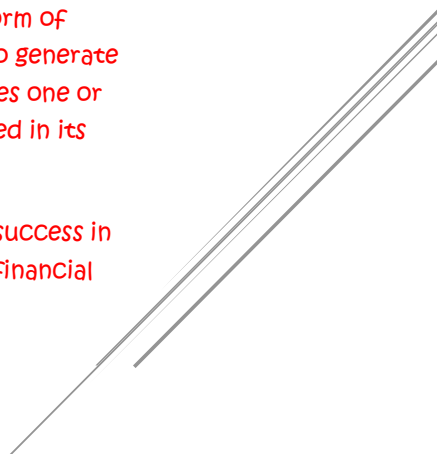
We continue to be involved with the impact business community and have not changed our dedication to integrate social and environmental initiatives in our core operations. It is only the external recognition of our efforts that has been paused.

One option we are currently considering is changing our corporate status from a regular corporation to a Benefit corporation. This is a new option for businesses located in British Columbia (the first province in Canada to recognize the designation of Benefit Corporation). This may be our chosen response for the short term to more clearly demonstrate our commitment to social and environmental sustainability through business.

A benefit corporation is a special form of corporation that, in addition to aiming to generate profits by operating a business, promotes one or more public benefits that are identified in its constating documents.

It is designed for businesses that place success in achieving social purposes on par with financial results.

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Donations to Charity & Community Efforts



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Our commitment to donate 2% of top line revenues has been exceeded along with over \$ 1000 in in-kind time, expertise and sponsorship (not including UPLift Your Life as discussed below). Donations were made to our 4 designated charities in addition to the Union Gospel Mission to help deliver meals to the homeless.

Activities in the past year have included participating sitting on the Professional Advisory Committee at Ashton College, in addition to roles on the Burnaby Board of Trade membership committee, Women's Business Success Network policy committee, and Board Recruitment committee.

UPLift Your Life Charity – Volunteering Changes to Consulting

In mid-September 2020, Catherine was asked by Joey Nichols, the Founder of the new non-profit, a 501(c)(3) charity, [UPLift Your Life, Inc.](#) to join the organization as a member of the advisory team.

UPLift Your Life's mission is to uplift the lives of people in recovery from substance use and mental disorders and create a positive impact for their families, and their communities.

UPLift Your Life is a 501(c)(3) charitable organization whose programs teach people how to start a business, master their money, become homeowners, and achieve financial freedom.

We do this through online trainings, personalized mentorship, media outreach, and live events.

Catherine's role changed in November from purely volunteer to that of a consultant as the Project Manager. Ignite Leadership donated time, resources and expertise and financial contributions valued over \$2000 in 2020.

UPLift Your Life hosted one "shave-a-thon" fundraising event and one summit. Catherine was involved in helping to identify speakers for the summit, and helping to plan, promote and host the virtual fundraiser. Catherine also is assisting the organization to create new systems in accordance with their mission and regulatory requirements.

Activities Dramatically Impacted due to Covid-19

Volunteering

The onset of the global pandemic has had a significant impact on our activities, starting in March 2020. Our goal of 450 hours was not met. All volunteer duties were suspended by the organizations themselves for the first 3-6 months, and then only some opened up. No new volunteer/mentoring commitments were pursued, however we did support other small business owners in a non-paid capacity including leading an accountability group, assisting in transition to online program delivery etc. A total of 200 hours was recorded..

Our focus in 2020 was centred on meeting the needs of our customers, therefore we stepped back from non-essential volunteer commitments. Others were suspended for personal reasons to limit contact with others during the first and second wave.

It is our intention to resume our involvement in volunteer activities in 2021 after vaccinations have been issued, or those that can be performed virtually.

Carbon Footprint

On a positive note, the on-set of the pandemic resulted in the cancellation of all trips planned for the year and almost eliminated vehicle use. The use of natural gas increased slightly as the building had to be heated all day every day as we were there the entire time.

When ordering online, we chose to group orders to limit delivery related carbon-footprint activities. The suppliers



frequently delivered orders in multiple shipments and therefore was not as efficient as hoped.

Impact Tracking

Our activities to identify and track metrics related to impact were restricted to existing systems as our priority switched to business survival during 2021. We continue to monitor volunteer hours, donations to charities (of time, expertise or financial contributions). Our carbon footprint tracking has not gained traction, however we are committed to adding it back in 2021.



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IMPACT Goals for the 2020 – 2021 Year

- 1) Convert our business structure from corporation to Benefit corporation in the province of British Columbia by the end of 2021.
- 2) Re-evaluate our progress on the B-Corp certification and determine gaps between work completed and that required. Following this evaluation, make a decision on a new timeline for B-Corp certification.
 - a. Complete the B Impact Assessment and achieve a score of 80 (even if not pursuing certification.)
 - b. Write 5 new policies to guide impact related operations.
- 3) Contribute financial donations along with the donation of our time, expertise, or resources to charities and/or community organizations equal to 10% of top line revenues. This breaks down as follows:
 - a. Continue to donate a minimum of 2% of top line revenues to charity.
 - b. Donate time, expertise, resources annually to organizations that align with our purpose. The value of these contributions will be at least 8% of top line revenues.
 - i. Identify new volunteer initiatives to become involved with that can be fulfilled virtually for the year. Our goal is 200 hrs.
- 4) Continue to attend B Corp community meetings to gain more knowledge and insights on how to better integrate social impact into business operations.
- 5) Identify impact metrics that will deliver greater specificity and tracking. (Carry-forward from 2020.)

Conclusion

Although our efforts to advance were thwarted during the pandemic, we continued to maintain existing initiatives. Our commitment to moving forward and making a more measurable impact remains strong.

Companies should not have a
singular view of profitability. There
needs to be a balance between
commerce and social responsibility...
The companies that are authentic
about it will wind up as the
companies that make more money.

Les Schwab



Ignite Leadership International®

Led by Founder and CEO, Catherine Rocheleau, Ignite Leadership International has continually evolved as a business over the past 28 years. We remain true to our core of delivering programs focused on leadership, communication and team dynamics. We now have expanded from primarily for-profit, impact driven organizations to now include non-profit organizations as well.

Ignite Leadership is committed to creating a strong community of socially responsible business and non-profit leaders and using business as a force for good. Our efforts as a small business can create a ripple effect that will grow and become a wave of change as this has now become our own driving force. We are proud to be an impact business and a disruptor in the world of business.

Please contact us for more information or to explore how Ignite Leadership International® can work to advance your social responsibility or mission-driven efforts.

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"If you're going to create real impact, it has to be done with the same focus and level of intensity as your business."

Scot Tatelman

