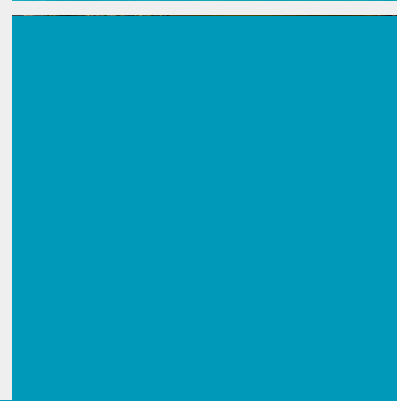
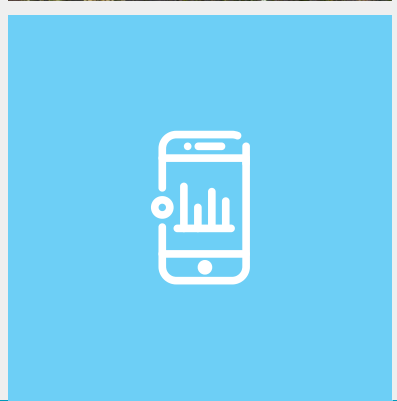
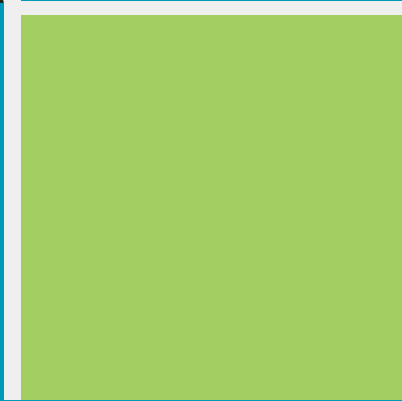
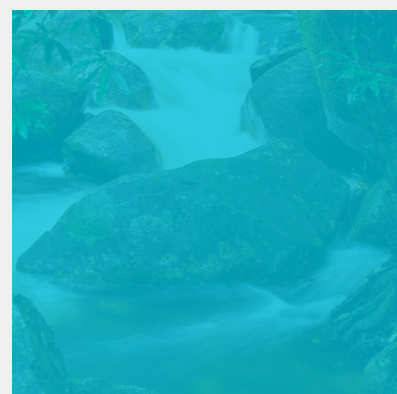
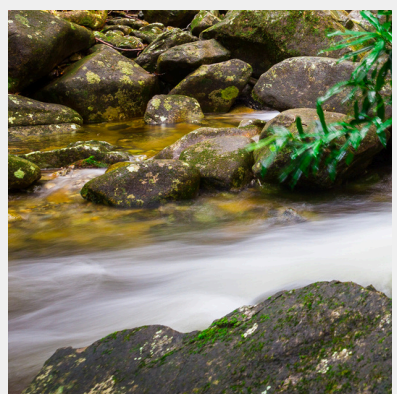
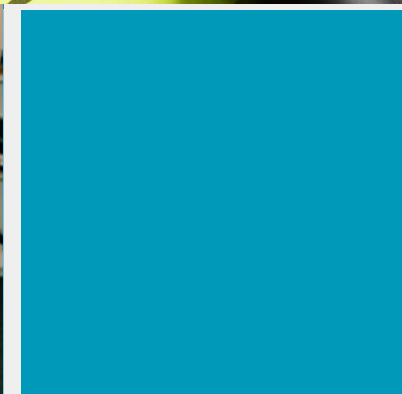
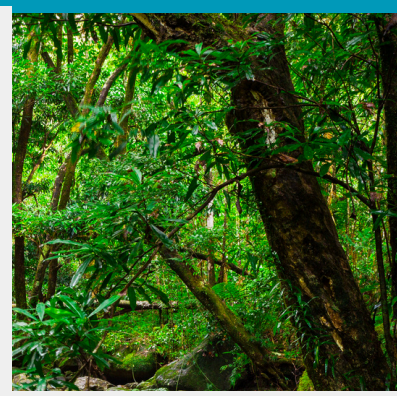
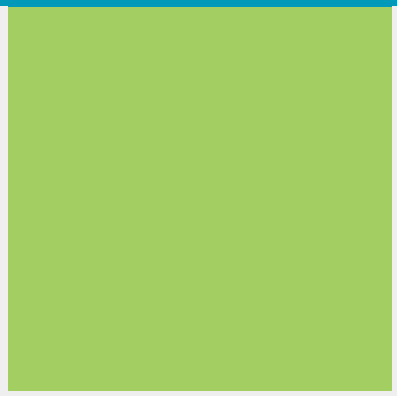
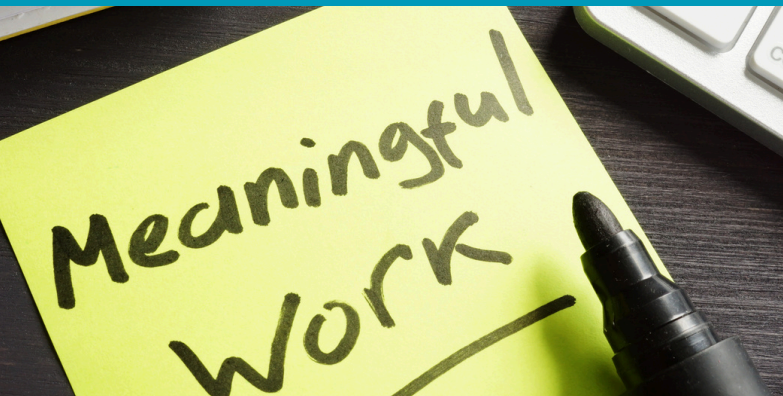




FY24

Impact Report



Contents

1. FY24 Impact in numbers	Page 3
2. FY24 The Story.....	Page 4
3. Who we are: Purpose, Promise, Values.....	Page 5
4. Our Impact Areas.....	Page 6
5. Impact: Governance.....	Page 7
6. Impact: Customers.....	Page 8-9
7. Impact: Community.....	Page 10-11
8. Impact: Environment.....	Page 12
9. FY25 Goals.....	Page 13
10. 3-Year Impact Plan Outlook.....	Page 14
11. Contact details.....	Page 15

FY24 Impact In Numbers



8

Clients
Served

\$ and In-Kind
Donations as
% of Sales

7%

98

Educational
Programs
funded

Days of
Education
Impacts

217

85

Sq Metres of
Rainforest
Protected

Podcast
episodes

22

2,800

Podcast
downloads

Financial
donations as
% of Sales

1.6%

FY24 The Story

The first half of the Financial Year was spent predominantly working with our amazing recruitment consulting client, Beaumont People, continuing to support and strengthen their purpose journey - *to enrich lives and livelihoods through meaningful work*.

Recognising the value that helping people connect to meaningful work has on their self-worth and mental health, made this rewarding work. We were grateful for Beaumont People's trust and their investment in this work. The time invested in this project, however, left little time for other business development, which impacted the business after the project came to a close. Compounding that was a one month overseas break that I took in order to recharge. The value to *my* mental health and energy levels, however, offset the cost to the bottom line of the business!

The second half of the FY was low on revenue, but high on purpose, with time investment into a new collaboration - a purpose-led partnership with Phil Preston of WhyThisNow, a fellow purpose speaker and author.

The fruits of this collaboration are starting to pay dividends in FY25.



Who We Are: Purpose, Promise & Values



Our PURPOSE

Our purpose is to empower purpose-driven leaders to transform business from the inside out, so that meaningful purpose becomes vital to business success. In this way we will foster a healthy planet and shared prosperity.

Through our Social Purpose we directly support sustainability, education and gender equality by creating impact through everyday action.

Our PROMISE

Our no-fail commitment of value to our clients is very simple...
We enable businesses to profit through purpose.

Our VALUES

Our values underpin the work we do, the clients we work with and seek to work with, and the challenges we address.

We are **AMBITIOUS** in the positive change we seek to achieve and we are **BRAVE** in the way we show up.

We are **VITAL** in the work we do and the way we support others.

And along the way we make sure we **ENJOY THE RIDE**.

Our Impact Areas



As a B Corp certified business, our impact areas align with those of the B Corp Assessment, excluding workers in our case.

GOVERNANCE

Our mission, ethics, accountability and transparency.

CUSTOMERS

The value that we create for our clients and customers.

COMMUNITY

How we contribute to the economic and social well-being of the communities in which we operate.

ENVIRONMENT

Improving our environmental stewardship

Our Impact: Governance



1. Updated Purpose Statement

We updated the wording of our purpose statement, to better reflect the expanding nature of our work to support purpose-driven leadership as a driver for the transformation we are committed to achieving.

OUR ORIGINAL PURPOSE STATEMENT:

To make Social Purpose a vital part of every business in Australia and beyond.

OUR UPDATED PURPOSE STATEMENT:

To empower purpose-driven leaders to transform business from the inside out, so that meaningful purpose becomes vital to business success. In this way we will foster a healthy planet and shared prosperity.

2. Stakeholder Engagement Reporting

We now report on our stakeholder engagement, providing an overview of our stakeholder engagement mechanisms and results relating to our social and environmental performance. Our commitment to our purpose drives our stakeholder engagement approach and has been instrumental in elevating the value of purpose and ethical and sustainable business practices to those with whom we engage.

You can read the [FY24 Report here](#).

Our Impact: Customers



1. Helping Beaumont People enrich lives and livelihoods through meaningful work

Our work with recruitment consultancy Beaumont People, through the full calendar year 2024, focused their efforts on serving their purpose - *enriching lives and livelihoods through meaningful work*. Our work with Beaumont People included:

- Delivering the 2023 Meaningful Work Insights Report
- Launching the 2023 Meaningful Work Insights Report (marketing, media, partnerships)
- Reviewing and updating the Meaningful Work Profiling Tool (MWPT)
- Prospect outreach and setting up test processes for the MWPT
- Beaumont People Brand Purpose Positioning and articulation update
- Marketing channel strategy developed
- Purpose strategy review and recommendations

2. Collaboration driving new product innovation

“Collaboration over Competition” is a mantra I share with our clients. Walking the talk is important and in the last year, we have successfully explored collaboration with a competitor, Phil Preston of WhyThisNow.

Our collaboration focuses on the all-important area of Purpose-driven leadership. We have developed a range of product solutions to support and empower purpose-driven leaders as they navigate the realities of transforming their organisations from the inside-out.

You can view our new “[Purpose Ignition](#)” [product range](#) [here](#).

Our Impact: Customers (continued)



3. Serving those in need

Our product ecosystem includes our “For Love & Money Podcast”. More information on this is in our Community section. Part of the value of the podcast is in amplifying the good work of purpose-driven organisations and their leaders, creating greater awareness for them. In FY24, ontop of the for-profit purpose-driven organisations we featured, we also amplified five non-profit organisations or causes, targeting 3 underserved beneficiary categories:

A) Indigenous Groups - Thomas Mayo in the lead up to the Voice Referendum in 2023; Desmond Campbell, CEO of Welcome To Country; upcoming podcast episode featuring Intrepid Travel’s First Nations led cultural immersion experience in the Red Centre.

B) The Environment – Rainforest Rescue; Surfers for Climate.

C) Immigrants – Sally Irwin, CEO of The Freedom Hub (ending modern slavery in Australia).

Our Impact: Community



1. Donations

We are members of [Pledge 1%](#), where we commit to donating 1% of revenue and 1% of time or product.

This commitment aligns with our Social Purpose, where we directly support education, sustainability and gender equality by putting everyday impact into action. That means for every product sold, we create tangible impact. We do this through our partnership with [B1G1](#). [You can learn more about our impacts here.](#)

We are currently putting our efforts towards three amazing small organisations that each create important impact: Rainforest Rescue, Dot Com Mob and Free To Shine.

In FY24 despite revenue being down, we still managed to create impacts for these organisations. Combined, these impacts accounted for 1.6 per cent of sales revenue.

Days of
Education
Impacts
217

85
Sq Metres of
Rainforest
Protected

98
Educational
Programs
funded

1.6%
Donations as
% of Sales

In-Kind
Donations as
% of Sales
5.5%



217 days of computer education to children in remote aboriginal communities



85 Square metres of Daintree Rainforest bought back and protected forever



98 extra curriculum classes provided to girls at risk of sex trafficking in Cambodia

We also provided our speaking services pro bono to The Freedom Hub for International Women's Day, accounting for 5.5 per cent of total sales.

2. Supplier Ownership Diversity

26% of all of our suppliers in FY24 were businesses that were majority owned by women.

Our Impact: Community (continued)



3. Educate & Inspire

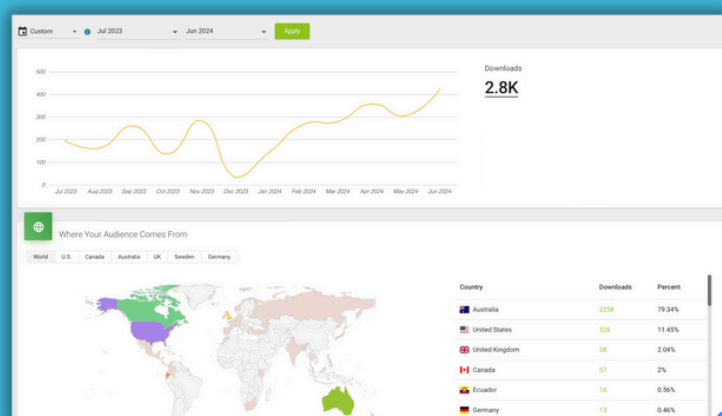
Our community impact extends to the business community that we are a part of and that we serve.

We are committed to using our influence to educate and inspire this community to understand the benefits and necessity of embedding meaningful purpose into their organisations.

To this end we use our social media platforms, and our e-newsletters to educate, inspire and engage the business community on purpose-led business. We continued to engage our network consistently with regular posts and weekly/fortnightly e-newsletters to our subscribers.

Our ["For Love & Money Podcast"](#) is one of the key ways we do this.

In FY24, 22 episodes of the podcast went live. The podcast attracted 2,800 downloads during this time, which represented a 130 per cent increase on the previous year.



While these numbers may not seem particularly high in commercial terms, it is worth noting that this podcast is not commercialised at present, and given the growth rate, is attracting a loyal following (also evidenced by anecdotal feedback and social media comments from listeners). There is ample opportunity to grow the podcast and with it, the impact it has the power to create.

Our Impact: Environment



As a micro business operating from a home office, our environmental impact is minimal. However we continue to encourage good environmental stewardship in how we and our employee manages their virtual office.

1. We have a written policy regarding recycling.
2. We adopt and share resources on energy efficiency.
3. We have a policy in place for the safe disposal of e-waste.

We also minimise our travel footprint by taking public transport wherever possible, and by offsetting flights with carbon credits.

FY25 GOALS & COMMITMENTS

GOVERNANCE

Stakeholder Engagement

Address results from stakeholder engagement on our social and environmental impact.

Company Transparency

Beneficial ownership of the company to be made publicly available

CUSTOMERS

Serving Individuals

Roll-out “Igniting Purpose” dinner events to provide community and peer connection to Purpose-driven leaders.

Launch our Mastermind Program for Purpose-driven Leaders.

Monitoring Customer Satisfaction

Share customer satisfaction publicly

COMMUNITY

Community Oriented Business Model

Commit at least 2% of revenue donated to charities from FY25 onwards

Impact Business Model

We formally commit to donate the equivalent of 5% of revenues or more to charitable partners each year (including in-kind product donations)

Impactful banking services

Switch to a B Corp certified bank.

ENVIRONMENT

Virtual Office Stewardship

Provide employee(s) with a list of environmentally-friendly suppliers and vendors for office supplies.

COMMUNITY GOAL UPDATE

In 2022 we set a wildly ambitious goal to protect 10,000 sq metres of Rainforest by end 2025 through our B1G1 donations, linked to our product sales. Our business was growing at that point, but has since reduced in size and impact. Consequently we are a long way from achieving this goal. We have therefore made the decision to reduce the goal to a more achievable one, that is still ambitious for a company of our size *:

2,000 sq metres by end 2026.

3 YEAR IMPACT ACTION PLAN OUTLOOK

GOVERNANCE

Continue to enhance stakeholder engagement by implementing formal feedback mechanisms and regularly reporting on the outcomes.

Develop a comprehensive governance policy that includes responsible lobbying and political contributions, ensuring alignment with our purpose and future B Corp requirements.

CUSTOMERS

Expand the For Love & Money Podcast's reach by collaborating with more non-profit organisations and causes, targeting underserved beneficiary categories.

Commercialise the podcast so we can scale its reach and impact.

Implement a formal customer satisfaction monitoring system and share the results publicly to enhance transparency and accountability.

COMMUNITY

Increase community engagement by organising more pro bono projects and collaborations with local organisations.

Increase the percentage of purchases from companies that are majority-owned by women or individuals from underrepresented populations.

ENVIRONMENT

Provide employee(s) with a list of environmentally-friendly suppliers and vendors for office supplies.

Set a science-based target to keep global warming below 1.5°C and develop a comprehensive climate transition plan.



We welcome your enquiries:

e: carolyn@thecauseeffect.com.au

www.thecauseeffect.com.au

+61 419 404 579