

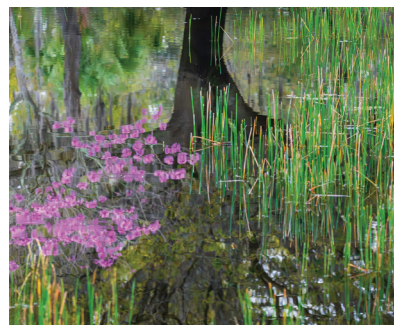
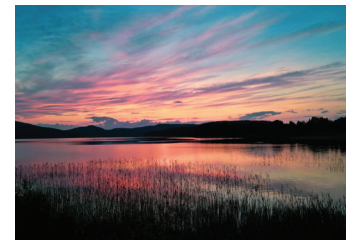


PIERCING SUN
— CONSULTING —

Impact Report 2023

Table of Contents

Company	03
2023 Highlights	04
Governance	05
Community	06
Environment	07
Clients	08
Economic Impact	10
Vision 2030	11



Company

Overview

Piercing Sun Consulting's commitment to social and environmental responsibility extends beyond mere profitability considerations. We prioritize these aspects in our decision-making processes, even when they may not directly contribute to immediate financial gains. This dedication to a broader mission shapes our corporate culture and propels us to integrate social and environmental performance into every facet of our operations and company.



Our Mission

Piercing Sun Consulting accelerates companies towards environmental stewardship, social equity, and economic resilience, building capacity for a thriving planet and equitable society.



Our Values



Sustainability



Equity



Innovation

Our Advisory Board

Piercing Sun Consulting's non-fiduciary advisory board consists of external individuals who provide non-binding advice to our management. Our Advisory board focuses on specific areas of needs or ambassadorship. They have a powerful impact on a company's perception.

Kylea Cooper

Supply Chain Sustainability
Researcher and Consultant

Nakeita Norman

Finance
Norman X Growth Partners

Vinay Loganadan

Environmental Sustainability
Verdantis

Bill Trosch

Lawyer
Conrad, Trosch & Kemmy

2023 Highlights

Governance	Community	Environment	Clients	Economic Impact
 Set Our 2030 Vision & Strategy	 \$1,692.27 In Donations	 7,860 kg CO2e Offset of 5,017 kg CO2e Total Carbon Emissions	 75% Local & Independent Clients Served	 24% Net Job Growth Rate in the Last Year with All Positions Paying a Living Wage
 Obtained WBENC Certification	 283 Volunteer Hours	 100% Carbon Neutral & Net Zero Certified	 3 Pro Bono Client B Impact Assessments & Impact Reports	 60% Business Expenses Sourced from Independent Local Suppliers
 Established Non- Fiduciary Advisory Board	 170k+ Reached Globally Through 5 Educational Capacity Building Events on ESG, B Corp Awareness & Impact Consulting	 6 Strategic Environmental Partnerships	 Advisory Role for SUMA Wealth - A Wealth Building Digital Platform for the Latinx Community	
 Developed Rigorous Policies to Support Anti-Corruption, Human Rights, Climate Action & Financial Controls		 1000 Herons Ongoing Heron & Egret Project Research That Enhances Biodiversity & Ecosystem Health	 Established Health & Wellness Blue Zone Program for 55+ Active Aging Community	
 Certified B Corporation Completed B Impact Assessment for B Corp Certification (Pending Certification)				

Piercing Sun Consulting (PSC) Goal Timeline



Governance

Upholding Ethics & Transparency

Our governance includes a Non-Fiduciary Advisory Board, formal organizational chart, detailed job descriptions, and regular management meetings. We uphold a Code of Ethics, whistleblower policy, and robust internal financial controls. We share financial performance, social and environmental initiatives, and Board composition publicly, with impact reports aligned to B Impact Assessment standards and third-party validated.



Our 2030 Vision & Strategy

To empower small and midsize businesses and underserved communities to surpass UN Sustainable Development Goals (SDGs). This is achieved through clear goals, each with specific metrics to track progress and ensure meaningful outcomes.



WBENC Certification

In addition to being locally and independently woman-owned, we are certified as an official Women's Business Enterprise. This certification enhances our credibility, opens doors for partnerships, and helps us connect with companies and agencies prioritizing supplier diversity, contributing to economic growth and gender equality.



Non-Fiduciary Advisory Board

We're proud to have a diverse board of trusted advisors providing strategic guidance and oversight to support our informed decision-making.



Anti-Corruption, Human Rights, Climate Action & Financial Control Policies

We are dedicated to upholding human rights in accordance with the United Nations Universal Declaration of Human Rights and the UN Guiding Principles on Business and Human Rights. We take responsibility for promoting and safeguarding human rights within our organization and across all our business operations.



B Impact Assessment for B Corp Certification (Pending Certification)

Piercing Sun Consulting has successfully completed the B Impact Assessment for B Corp Certification. B Corp Certification is a designation that recognizes companies meeting high standards of social and environmental performance, accountability, and transparency.

Community

Championing Gender Equality & Inclusion

Piercing Sun Consulting is committed to fostering local economic growth and supporting the community. We direct our non-labor expenses to local independent suppliers, with a strong emphasis on gender equality and focus on working with fellow women-owned businesses. We create an inclusive workplace, celebrate diversity, and ensure equal opportunities for all, aiming to build a more equitable future. Additionally, we volunteer our time to initiatives addressing climate change, reducing air pollution, and advancing biodiversity, contributing to a sustainable and thriving community.



\$1,692.27
In Donations

We contributed three times our annual revenue to registered charities and carefully screened significant suppliers for their social and environmental impact, ensuring compliance with local laws and good practices.



283
Volunteer Hours

We volunteered 15% of our annual hours to worthy causes and social impact initiatives that are near and dear to us that tackle the climate crisis, reduce air pollution, and advance biodiversity.



170k+
Reached Globally through
5 Educational Capacity
Building Events on ESG,
B Corp Awareness &
Impact Consulting

We delivered keynote talks and joined panel discussions to raise awareness of UN Sustainable Development Goals (SDGs) and the advantages of aligning business models with ESG principles, B Corp certification, and impact consulting.



Environment



Integrating Sustainability

We understand the crucial role businesses play in environmental stewardship and have integrated sustainability into every aspect of our operations. Our commitment to the environment reflects a conscious effort to minimize our carbon footprint both within our business and for our clients.



7,860
kg CO₂e Offset
of 5,017 kg CO₂e
Total Carbon Emissions

Through a completed environmental assessment, we tracked and reduced greenhouse gas emissions across all scopes. By partnering with local suppliers, setting specific reduction targets, and focusing on gender equality and quality education, we ensure our progress aligns with global climate goals.



100%
Carbon Neutral
& Net Zero Certified

We received our Carbon Neutral Certification for Scope 1 and 2 emissions and our Net Zero Certification for Scope 1, 2 and 3 emissions calculated by We Are Neutral. This certification underscores our commitment to sustainability by offsetting our carbon emissions and implementing practices that reduce our environmental impact to zero.



Scope 3 emissions were calculated by We Are Neutral.



6
Strategic Environmental
Partnerships

We partnered with Audubon Societies in CA and NJ, the Maine Inland Fisheries and Wildlife Department, the NC Wildlife Resources Commission, and PA Research Stations, securing multi-year grants and research projects.



Key Finding: Maintaining healthy ecosystems in the Bay Area and Central Valley sustains heron and egret populations in CA.



Key Finding: Data on Snowy Egret foraging, nesting, and breeding sites sheds light on population declines along the NC coast.



1000 Herons
Ongoing Heron & Egret
Project Research That
Enhances Biodiversity &
Ecosystem Health

We consulted with Audubon Canyon Ranch on climate change and human impacts on heronries, aiding in data collection and publication. This partnership enhanced carbon stock, reduced GHG emissions, and improved biodiversity by preserving wetlands, which support wildlife, filter water, buffer floods, and provide recreational benefits.



Clients

Economic Opportunity & Empowerment

Our responsibility extends beyond products and services; it includes creating positive social and economic impacts for our clients and beneficiaries. Our commitment to addressing social and economic challenges is integral to our business model, promoting environmental sustainability, social equality, and economic improvement.



75% Local & Independent Clients Served

We serve 75% local, independently owned clients, empowering small and midsize business with customized Sustainable Development Goal integration plans, collaborative learning platforms, and innovative impact measurement tools to achieve and surpass UN Sustainable Development Goals (SDGs).



3 Pro Bono Client B Impact Assessments & Impact Reports

We conducted pro-bono impact consulting for three startup clients, guiding them through B Impact Assessments. One produced their impact report, while the other two became aware of the UN SDGs and gained hands-on experience in assessing their policies and procedures. This work tested client demand and market segment alignment, ensuring our services meet the evolving needs of impact-driven businesses.



Advisory Role for SUMA Wealth - A Wealth Building Digital Platform for the Latinx Community

Advisory role led to the production of inaugural Impact Report. SUMA Wealth supports Latino youth managing finances for up to three family members; boosts eco-friendly, woman-owned businesses; serves Latinos contributing \$3T to the US economy and drives 68% of labor force growth. Their founders are dedicated to economic mobility and inclusion for Latinos and women.



Established Health & Wellness Blue Zone* Program for 55+ Active Aging Community

We launched a Blue Zone program tailored for a local 55+ Active Aging Community, integrating AI, Pilates, and a plant-based lifestyle to promote preventative healthcare. This approach enhances mobility, reduces disease risk, lowers healthcare costs, and minimizes carbon footprints.

*Blue Zones are regions of the world where people are said to live longer than average, often past the age of 80.



Client Highlights

Creating Positive Social Impact

Piercing Sun Consulting addresses the underutilization of sustainable development practices among small and midsize businesses (SMBs), which play a crucial role in the global economy. We provide customized integration plans for the UN Sustainable Development Goals (SDGs), collaborative learning platforms, and innovative impact measurement tools. Our goal is to empower 500 SMBs to integrate and exceed SDG targets by 2030, ensuring meaningful contributions to global sustainable development.

Client: Bitar Machine Design

Our Services: B Impact Assessment

Outcome: We led the B Impact Assessment for Bitar Machine Design, enhancing sustainable product development for TPV plastics injection molding. This support enabled Bitar Machine Design to better serve their women-owned business clients, reducing costs by 30% and producing 75% reusable feminine products sold wholesale and distributed globally.

As a result of the B Impact Assessment, Bitar Machine Design's CEO, a UNCC Engineering school graduate, sponsored the local UNCC Rocketry Team with financial and in-kind donations, giving back to his alma mater through his business.

Client: Fintech Consulting

Our Services: B Impact Assessment

Outcome: We initiated a B Impact Assessment for a fintech organization, raising awareness of how instant payments contribute to environmental justice for low-income, disadvantaged communities (LIDACs). Instant payments empower gig workers in these communities by allowing them to retain the full value of their earnings and maximize returns through high-yield accounts, thereby enhancing their economic power and stability.

Client: SUMA Wealth through RevTech Labs Accelerator Program

Our Services: B Impact Assessment

Outcome: Our consulting services have indirectly improved social outcomes for clients, including assisting a startup to successfully close their funding round and produce their first impact report. Our advisory role led to the production of SUMA Wealth's inaugural Impact Report and provided guidance on vetting partnerships and suppliers. SUMA Wealth's 2023 report highlights specific improvements in social outcomes, aiming to close the wealth gap for Latino families within one generation by providing financial literacy and tools to uplift three generations.



Economic Impact

Local Economic Development & Sustainable Growth

Our commitment to local economic development is measurable. Over the past year, we have prioritized hiring practices that ensure all positions pay a living wage and support job growth within the community. By sourcing a significant portion of our expenses from local suppliers, we reduce our carbon footprint and uphold our carbon neutrality goals.



24%
Net Job Growth Rate in the Last Year with All Positions Paying a Living Wage

We are committed to paying living wages. In 2023, we hired a female student contractor with environmental sustainability expertise, ensuring she earned a living wage to support her education and living expenses, pay tuition, and graduate with practical experience. This investment supported her growth and reinforced our commitment to equity and sustainable development.



60%
Business Expenses Sourced from Local Suppliers

We demonstrate our commitment to social responsibility and sustainable development by sourcing 60% of our non-labor expenses from local independent suppliers. This reduces our carbon footprint, supports our carbon neutrality and net zero goals, and ensures fair treatment, valuable feedback, and just compensation for independent contractors.

Reducing Our Carbon Footprint By Sourcing Local

CARBON EMISSIONS



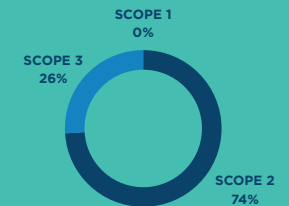
5,017 kg CO₂e
Total Carbon Emissions

CARBON OFFSET



7,860 kg CO₂e
Carbon Emissions Offset

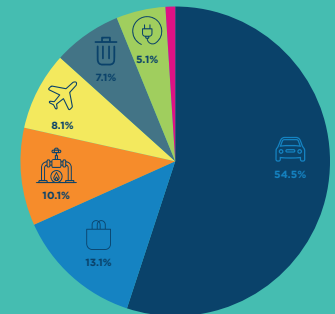
EMISSIONS BY SCOPE



2023 Carbon Footprint Breakdown

	Vehicle Travel	12,000 Miles Driven = 4.90 tCO ₂ e
	Goods & Services	123 Transactions = 1.14 tCO ₂ e
	Natural Gas	846 Therms = 0.96 tCO ₂ e
	Flight Travel*	2 Trips = 0.80 tCO ₂ e
	Waste	2,538 lbs = 0.64 tCO ₂ e
	Electricity	8,092kWh = 0.50 tCO ₂ e
	Internet	8760 Device Hours = 0.10 tCO ₂ e

TOTAL = 9.04 tCO₂e



*FLIGHT TRAVEL REFLECTS EMPLOYEE OCCUPANCY ON EACH FLIGHT. THE AVERAGE PLANE HAS A CAPACITY OF 100-300 PASSENGERS, THE TOTAL CARBON FOOTPRINT OF THE FLIGHTS ACCOUNTED FOR ARE THAT MANY TIMES GREATER THAN REPORTED HERE.

Offsetting 9.04 metric tons of CO₂e per year is equivalents to:



2

Vehicles Taken Off The Road
For 1 Year



1.8

Homes Electricity Use
For 1 Year



150

Tree Saplings Grown
For 10 Years

VALUES SOURCED FROM THE EPA'S GREENHOUSE GAS EQUIVALENCIES CALCULATOR.

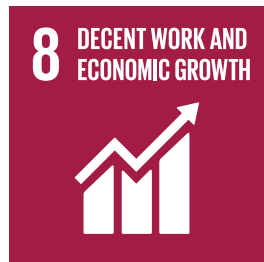
Vision 2030



Advancing UN Sustainable Development Goals

The United Nations Sustainable Development Goals (SDGs) are the world's shared plan to end extreme poverty, reduce inequality, and protect the planet by 2030. Piercing Sun Consulting Vision 2030 proposes a solution focused on empowering small and midsize businesses (SMBs) and underserved communities to achieve and exceed United Nations Sustainable Development Goals (SDGs). This is achieved through three clear goals, each with specific metrics to track progress and ensure significant outcomes.

Piercing Sun Consulting's (PSC) Specific UN Sustainable Development Goals:



GOAL 8. PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

PSC Goal: Empower 500 small and midsize businesses to integrate and exceed UN SDG targets by 2030.

Metrics: Number of businesses counseled, percentage achieving or exceeding SDG targets, business growth rate.



GOAL 5. ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

PSC Goal: Facilitate the development of 100 sustainable business models in underserved communities by 2026.

Metrics: Sustainable models developed, community impact assessment, long-term business viability.



GOAL 4. ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

PSC Goal: Establish a digital platform for continuous learning and innovation in sustainable practices by 2024.

Metrics: Platform user engagement, number of innovations adopted, user satisfaction ratings.

Thank You



PIERCING SUN
CONSULTING

PIERCINGSUNCONSULTING.COM

WOMEN
OWNED



we are
neutral