



2012 Impact Report & Highlights

From the Chair of the Impact Makers Board of Directors, David Greenberg

Dear Clients and Friends of Impact Makers:

The beginning of the New Year brings to mind all that has been accomplished by Impact Makers and all that has yet to be done. I am contacting you to share information about the community contributions and goals of Impact Makers, a unique firm of which I am privileged to serve as Chair of the Board of Directors.

Impact Makers is a management and IT consulting firm based in Richmond, Virginia that contributes its profits to selected community charity partners, Rx Partnership and Family Lifeline. Over the past year, Impact Makers' direct financial contributions as well its pro bono consulting support have contributed significantly to the ability of these organizations to empower and support tens of thousands of citizens in our community. I am proud to attach letters from our community charity partners attesting to the value of the support that they receive from Impact Makers.

I also am enclosing our 2012 Impact Report. Those highlights illustrate the successes of Impact Makers, its clients, and its charity partners this past year.

On behalf of the Board of Impact Makers and the team that makes the work of the company possible, I thank you for your continuing support of Impact Makers.

Wishing you and yours happiness and success in 2013!

David Greenberg
Chair, Board of Directors
Impact Makers

Impact Makers' 2012 Highlights

Another Year of Significant Growth

- **Hired 17 full time consultants** in 2012.
- Inc. Magazine recognized Impact Makers as one of the fastest growing companies in the nation by naming us to the **Inc. 500 list**. Makers' ranked No. 360 based on three-year sales growth of 1,030%. <http://impactmakers.com/2012-inc-500>

Support for Our Community Charity Partners

- Contributed or committed **\$76,000 in direct financial support** to our community charity partners, Family Lifeline and Rx Partnership.
- Provided **over 200 hours of pro bono** management and technology consulting support to our partners.
- Impact Makers was the anchor sponsor for Chocoholic, a fundraising event to benefit the Children's Health Involving Parents program of Family Lifeline.
- See **year-end letters** from Family Lifeline www.familylifeline.org and Rx Partnership www.rxpартnership.org for more information about the impact of our support.
 - Impact Makers' contributions helped Family Lifeline ensure more than 90% of children in the CHIP program received medical, dental and developmental screenings. Our pro bono consulting focused on leadership coaching, including performing a leadership and organizational inventory and implementing a change leadership process. See details in Family Lifeline's 2012 letter, attached.
 - We provided financial contributions and in-kind technical support to Rx Partnership, that translated into more than 9,954 donated prescriptions for 1,851 low-income, uninsured individuals throughout the state. See details in RxPartnership's 2012 letter, attached.

Client Success and Recognition

- Our client the Virginia Department of Housing and Community Development (DHCD) received the **2012 RichTech Technology Innovation Developer Award** for the development of the agency's new Centralized Application Management System (CAMS). DHCD developed CAMS in partnership with Impact Makers, which led the agency's business process mapping, reengineering, and data integration efforts and then managed the creation of system requirements and the actual development efforts.
- DHCD issued the following press release regarding the RichTech award and its partnership with Impact Makers:

"This award brings recognition and validation of the high quality of work being done at DHCD," said Bill Shelton, director of DHCD. "CAMS is allowing DHCD to better share information and experiences, making way for better communication, collaboration and delivery of state resources."

The project was a collaborative effort by DHCD staff and Impact Makers, a consultant group. By leveraging Impact Makers' project delivery expertise and DHCD's software development capability, the team successfully met aggressive deadlines and avoided the challenges of inheriting a solution built completely by outside resources. Impact Makers managed project

delivery and oversaw internal resources, as well as introduced Kanban and Scrum methodologies to the agency team, making DHCD the first state agency to apply this approach.

- Family Lifeline presented its **2012 Champion for Children Award to Impact Makers**. The Champion for Children Award is given for outstanding community service, public service, and/or significant employment service to benefit the needs of the community.

Championing B Corporations and the Social Entrepreneurship Movement

- At the annual 2012 B Corp Champions Retreat, B Lab celebrated the fifth anniversary of Certified B Corporations and **recognized Impact Makers as a founding member**.
- B Corporations are companies that the nonprofit B Lab certifies as meeting rigorous standards of social and environmental performance, accountability, and transparency.
- Impact Makers staff made more than 20 presentations this past year to business groups and MBA, college, and high school classes about the company's social impact model, B Corporations, and social entrepreneurship.

National and Statewide Publications and Other Media Featured Our Social Impact Business Model

- The *Richmond Times-Dispatch* ran "Impact Makers pumps profits into local charities." The article describes how Impact Makers recently established \$562,500 in equity-like debt investment to finance continued growth, using contributions from board members and external investors including fellow B Corporation Virginia Community Capital. <http://impactmakers.com/2012/rtd-equity-like-debt-vcc-2>
- *Greater Richmond Grid* magazine featured a letter about becoming a B Corp and an article by Jim Ukrop about local B Corps and Impact Makers. <http://impactmakers.com/2012/grid-magazine-2>
- *Richmond Biz Sense* ran "Quadruple-digit Growth" on the four Richmond companies, including Impact Makers, that made the 2012 Inc. 500 list of fastest growing private companies in America. <http://impactmakers.com/2012/quadruple-digit-growth-2>

B Impact Assessment

For more info on our community impact see our third party B Corporation assessment rating and scores at <http://www.bcorporation.net/impactmakers>.



January 2013

To Whom It May Concern:

On behalf of Family Lifeline, I am honored to share with you a recap of our partnership with Impact Makers in 2012. As you may know, Family Lifeline works to bring health and hope into the homes of families and individuals in Central Virginia. We do this through the delivery of education, wellness and support services to help people through critical stress points in their lives. Impact Makers' generous support began as a partnership with the CHIP program (Children's Health Involving Parents), and so I would like to share with you the outcomes of that program for our most recent program year:

- 98% of children were connected to a medical home.
- 95% of children received all doctor recommended immunizations.
- 94% of children were connected to a pediatric dentist.
- 90% of children were routinely screened for developmental delays.

In 2012, Impact Makers was also the title sponsor for our annual fundraising event, CHOCOHOLIC!. The event was held at the Virginia War Memorial. Thanks largely in part to Impact Makers' generosity, the event raised more money for Family Lifeline than it ever had in its seven-year history.

In addition to Impact Makers financial contributions to Family Lifeline, they are also an organizational asset to us through volunteer services provided. Last year, I entered into a partnership with Kate Foster from Impact Makers. Through her dedicated leadership coaching, we have worked on various strategies for Family Lifeline, including the following:

- Completion of a leadership and organization inventory
- Implementation of a change leadership process with the goal of creating a healthy, productive organizational culture.

All in all, Impact Makers' generosity with regard to their resources and expertise continues to make a real difference for Family Lifeline. We are grateful for their partnership and dedication to this organization, and especially for the impact they have on the families and individual served by our staff and volunteers daily.

All the best to you and yours in this New Year.

Warmly,

A handwritten signature in black ink that reads "Amy L. Strite". The signature is written in a cursive, flowing style.

Amy L. Strite, MSW, LCSW
Family Lifeline

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January 16, 2013

To the Impact Makers Board of Directors & Team of Consultants:

As Executive Director of Rx Partnership, I would like to thank you on behalf of our Board and the thousands of patients we serve for the tremendous support Rx Partnership (RxP) has received from Impact Makers and your clients over the last year. We are truly proud to be one of your two community charity partners. Because of our partnership, RxP has been able to more effectively focus on our mission to increase access to free prescription medications for Virginia's eligible uninsured.

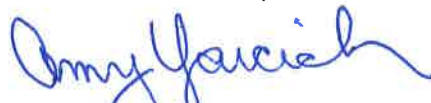
In 2012 alone, Impact Makers financial and in-kind technical support **translated into more than 9,954 donated prescriptions for 1,851 low-income, uninsured individuals throughout the state.** In addition to the financial and in-kind support, RxP has certainly benefitted from being associated with, and an ambassador for, Impact Makers innovative business model that effectively combines the worlds of business and philanthropy.

Rx Partnership's approach to medication access is also highly innovative and allowed us to coordinate the supply of over \$21.2 million worth of free medication to 23 free clinics and community health centers around Virginia in 2012. In this challenging economy we know that statewide, more than 544,367 adults (11%) ages 19-64 are uninsured and living below 200% of the federal poverty level and locally in Richmond, 24,584 adults (18%) are uninsured and living below 200% of the federal poverty level. Thanks to Impact Makers and our partners throughout the state, we are able to make a real difference in people's lives. According to one free clinic:

"The medications from RxP have helped our clinic have immediate access to medication needed to treat patients with chronic disease. This is so important because most of our patients put off enrolling into a free clinic until they are critically ill. To be able to walk out of our clinic with the medication they need on the day of their first appointment makes such a difference in helping that patient get back on the road to improved health."

Rx Partnership is truly thankful for the support of Impact Makers in 2012. We look forward to 2013 and know that, with the help of Impact Makers, we will be able to assist even more Virginians in need to access life-saving medications.

With Sincere Thanks,



Amy L. Yarcich
Executive Director