

ANNUAL BENEFIT REPORT

April 2023

The Kassan Group

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MISSION

At The Kassan Group, our mission is to empower values-driven entrepreneurs and lead the movement towards investing in businesses making a positive impact in the world. We are committed to supporting the growth of Best for the World businesses, and to help them maximize their potential for creating positive change in their communities and beyond. By harnessing the power of values-aligned investment, we aim to enable these businesses to fulfill their missions and contribute their unique gifts to the world, creating a better future for all.

UNIQUE COMPANY. UNIQUE SERVICES.

The Kassan Group is the result of over 25 years of supporting hundreds of social entrepreneurs at every stage of growth and in diverse industries from retail to tech, for-profit, nonprofit, and cooperative. We help our clients creatively structure their businesses, innovate customized funding models, and raise patient funding from supportive investors.

Our founder, Jenny Kassan, is an attorney and certified coach who has developed a system of strategies, tools, and support to help mission-driven businesses raise funding on their own terms. She believes that if your business has the potential to contribute to a better world, you can and should get the funding you need on the right terms to create a healthy, sustainable business. The Kassan Group brings together attorneys, finance experts, and coaches that share this vision.

We are the only law firm in California operating as both a Certified B Corporation and a registered Benefit Corporation that offers transformational coaching, funding strategy, and legal counsel to help underrepresented mission-driven entrepreneurs gain access to value-aligned capital.

CORE VALUES

HONEST & TRUTHFUL IN ALL OUR DEALINGS

We are truthful and transparent in our communication and interactions with clients, employees, and stakeholders. We do not engage in any form of deception or dishonesty in our business practices.

FAIR & EQUITABLE IN EACH RELATIONSHIP

We treat all individuals with fairness and equity, regardless of their background, race, gender expression, religion, or sexual orientation. All our company policies are based on the principles of equity, diversity, and inclusion.

COMPASSIONATE & CARING IN EVERY SITUATION

We demonstrate compassion and care for our clients, employees, and stakeholders, and prioritize their well-being in our services. We seek to understand their needs and concerns and provide empathetic support and guidance.

RESPONSIBLE & ACCOUNTABLE IN EVERY TRANSACTION

We take responsibility for our actions and decisions. We act in the best interests of our clients and are responsible stewards of their resources.

RESPECTFUL & MINDFUL OF THE DIGNITY OF EVERY INDIVIDUAL

We respect the dignity of every individual and recognize their unique perspectives, experiences, and values. We create an inclusive and supportive environment where everyone feels valued and respected.



We uphold these core values in all aspects of our business and hold ourselves accountable to the highest standards of ethical conduct. We strive to continually improve and maintain the trust and confidence of our clients, employees, and stakeholders.

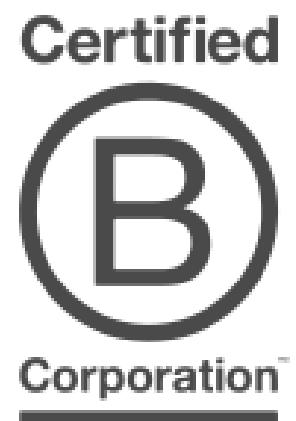
BENEFIT CORPORATION – THIRD PARTY STANDARD

The Kassan Group, a Certified B Corp, has chosen to use a third-party standard that is administered by B Lab, a non-profit organization based in the United States. The B Lab Impact Assessment offers comparability across various sectors and industries, as well as transparency among certified entities.

The B Lab Impact Assessment has been used by nearly 50,000 companies worldwide, resulting in a vast network that spans industries and geography, connecting businesses that have a shared understanding of public benefit. The assessment measures all business operations, including the four impact categories: that align with our mission and practices as a Benefit corporation: workers, community, governance, and customers. Companies must achieve a minimum score of 80 to become B Lab certified. The Kassan Group's B Lab Impact Assessment approved in April 2020, which we present in the next section, outlines the ways we have pursued public benefit in four Impact Assessment categories.

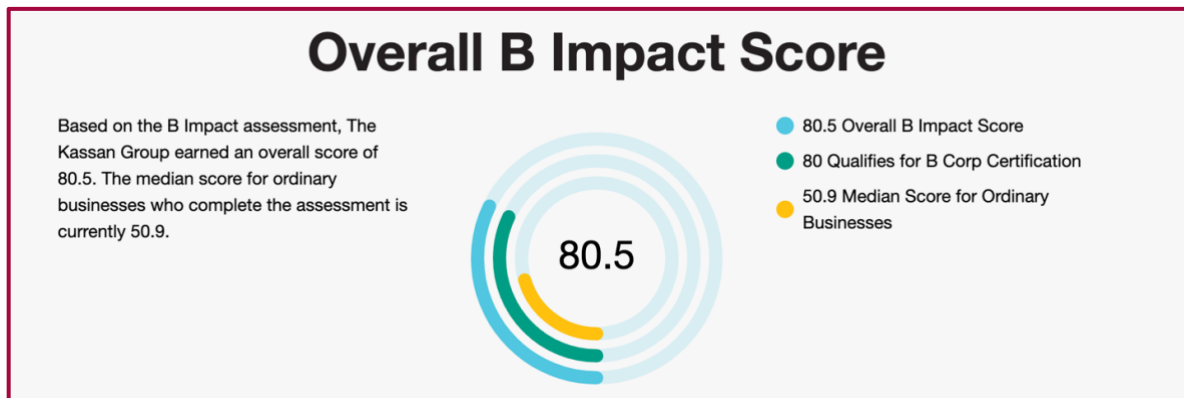
We opted for B Lab's standards because of their developed quantitative and qualitative approach to evaluate companies pursuing a social, economic, and environmental impact. B Lab's role is to provide an annual assessment (and potential audit) and to facilitate local and national events, which we actively participate in. It's worth noting that we have no affiliation or compensation agreement with B Lab, which remains an independent and unbiased third-party. Therefore, the B Lab Assessment is objective and employs global standards, processes, and metrics that yield consistent and comparable results.

As of the writing of this report, The Kassan Group, is undergoing recertification with B Lab and is on track to achieve a score of 90 or above.




B IMPACT ASSESSMENT

The Kassan Group first started using the B Lab standards to measure and improve social and economic impact in 2015 and achieved its first certification in 2016. The company's most recent certification was granted in 2020 and recertification for 2023 is underway with an expected score of 90 or higher.



2019 - (2020-04-28) Version 6

	Workers	17.2
	Community	22.6
	Customers	31.5
	Governance	7.0

Workers

The Workers category evaluates a company's contributions to its employees' financial security, health & safety, wellness, career development, and engagement & satisfaction.

Our Impact Assessment scores reflect our commitment to creating a positive work environment that values and supports our employees. All staff members are treated fairly, paid salaries above the living wage, and provided with opportunities for growth and development. In addition, to allow for a better work-life balance, we have recently adopted a compressed work week where employees get to enjoy full three-day weekends and 36+ days of paid annual vacation, which is well above the industry standard.

Our 100% employee retention rate further demonstrates our commitment to creating a workplace that supports and

values our team members. We are

dedicated to continuing to prioritize our

employees' well-being and growth and remain committed to creating a positive impact on our workforce and the community as a whole.



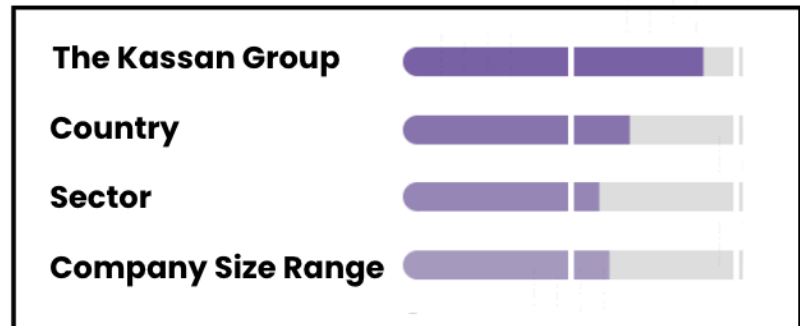
36+ Days
Paid Annual Leave

We conduct an annual end of year survey and have seen our overall employee satisfaction score go up from 82% in 2021 to 92% in 2022. This survey helps us gain insight into how our staff members view the workplace and identify areas where we can improve moving forward. We ask our employees to rate us in several categories, including work engagement, career development, compensation, relationships, benefits, and social responsibility. By gathering this data, we are able to understand the needs and concerns of our employees better and make informed decisions about how to enhance our workplace environment to create a more fulfilling and enjoyable work experience for all.

92%
Employee Satisfaction
Score

Community

The Community category evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems.



Benchmarking: Community Scores:

Our passion is to support and empower underserved and underrepresented groups and to make a positive social and economic impact in our communities. We achieve impact through diversity and inclusion, civic engagement and giving, and local involvement.

As a **100% women-owned** law firm, we are proud to have over 75% of our staff and **100% of our management positions held by women**. Moreover, 25% of employees belong to underrepresented groups.

For economic impact, The Kassan Group commits a minimum of **5% of company profits to charity annually**, provides pro-bono services, and offers its programs and services at a discount to underserved groups.

Our dedication to creating a positive impact on our community is further demonstrated through our participation in advocacy for adopting improved social policies and our partnerships with non-profits and community organizations such as Force for Good Fund, Center for Community Ownership, American Sustainable Business Council, and others.

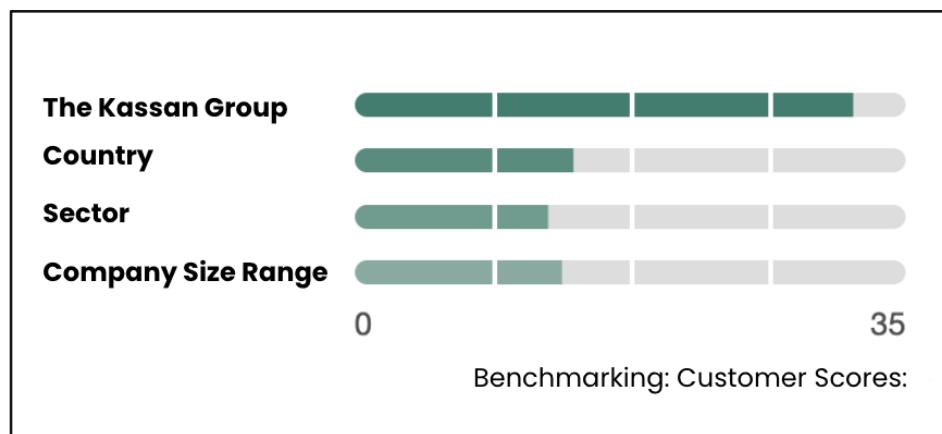
We are committed to giving back and making a meaningful difference in the lives of those around us. We will continue to prioritize our community impact and work towards creating a more equitable and just society for all.

Customers

The Customers category evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

At the Kassan Group, our focus is to support social impact entrepreneurs in raising capital from values-aligned investors to help maximize the social and economic impact on their communities and the world. By offering resources and expertise to a diverse group of clients, we are together working to address social problems such as health, housing, education, media, and other critical issues.

As the graph below shows, our score in this category has exceeded those of other B Corps located in the US, those in the same industry as us, and companies of similar size. Our score of 31.5 out of a maximum of 35 is almost double that of all the other companies in the benchmark which is a testament to our unwavering commitment to excellent customer service and satisfaction, and it is an achievement that we take pride in.



We are proud to have helped over 75 impact-driven businesses in 2022 in all stages of their capital raising journeys. Over 60% of those businesses have already raised capital that is now being deployed in local communities. We are currently working on improving our impact tracking processes to better quantify and evaluate the social and economic impact that we as an organization are making and that of our clients.

Governance

The Governance category evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect its mission and formally consider stakeholders in decision making through its corporate structure (e.g. benefit corporation) or corporate governing documents.

The Kassan Group is committed to upholding the standards of accountability and transparency set forth by the B Corp Certification, as well as other ethical business standards. We prioritize the sharing of data, insights, and other valuable information in order to promote the growth of impact investing and support the scaling of social entrepreneurs, while still respecting the need for privacy and confidentiality when dealing with sensitive information. Our commitment to ethical values extends to all of our relationships, including suppliers, customers, consultants, and other stakeholders, and we hold ourselves and our partners accountable for adhering to these values. Any relationships that do not align with our shared ethical and business standards are terminated. Through various channels, such as our website, social media platforms, and global network, we are transparent in communicating our mission, values, product offerings, and the clients we serve.

We have fulfilled the demanding criteria required to achieve B Corp certification and have also opted to incorporate as a California Benefit Corporation, thereby binding ourselves legally to our mission. This 'Annual Benefit Report' is being made publicly available not only to meet the legal requirements of the Benefit Corporation but also as our participation in the positive global trend towards greater transparency.

OUR IMPACT STORIES

With over \$10 million raised in 2022 -- not to mention accolades, newly launched spaces, and more impact than we can measure, we are very proud of all that our amazing, mission-driven clients have accomplished. Below are stories featuring a few of the capital-raising experiences of our clients that are using their funding as a force for good.

All Learners Network: [Growing a Social Enterprise with Mission-Aligned Fundraising](#)

Pink Bench Distillery: [Innovating for a thriving community in Montana](#)

Fibershed: [Developing Regional Fiber Systems to Build Ecosystem and Community Health](#)

Synergy Farms: [Advancing Global Food Security Through Fish Farming](#)

Community Symbol: [Advancing Social Justice Through a Digital Communications Framework](#)

Working Fields: [Building an Inclusive Workforce with Second-Chance Hiring](#)

Brite-Liter: [Lighting the Way to Literacy for Every Child](#)

LVNGbook: [Delivering innovative recipes to enable healthy home cooking from diverse food traditions](#)

Kelpful: [Transforming a Love of the Sea into a Successful Regenerative Aquaculture Business in a Burgeoning Industry](#)

Stonehedge Gardens: [A healing sanctuary raises funds to realize a new vision for the future](#)

2022 was a transformational year for many of our clients, and we're excited to support them to make 2023 even brighter.