

CERTIFIED B CORPORATION

2022

ANNUAL **IMPACT** REPORT

WWW.THEWANDERPROJECT.COM

The Wander
PROJECT

GO AHEAD. WANDER.

THE WANDER PROJECT'S 2022 IMPACT REPORT

WHO WE ARE

The Wander Project (Wander) is a woman-owned Certified B Corporation and an executive coaching and leadership development firm based in the beautiful Northwest.

WHY WE EXIST

Wander exists to co-create more meaningful lives, healthier organizations, and a happier planet.

HOW WE SERVE

Wander offers transformative coaching intensives, leadership development experiences, self-paced reflections, and speaking engagements focused on expanding the leadership of the whole person, not just the professional.

WHERE WE PARTNER

We partner with executive leaders and managing professionals looking to expand their leadership presence, range, and impact in the world more consciously and powerfully – personally and professionally.



A MESSAGE FROM OUR FOUNDER

To Our Community,

Twenty-twenty-two was a year of reawakening, individually and collectively.

As a company, we enriched our business practices, expanded our partnerships, and deepened our commitment as a Certified B Corp in service of our triple bottom line – people, planet, and profit.

We are honored to partner with purpose-driven companies invested in leadership development and their organizational health, and executives genuinely committed to expanding their own leadership consciousness - personally and professionally.



With Gratitude,

Kelly Weber

Founder + Owner | The Wander Project

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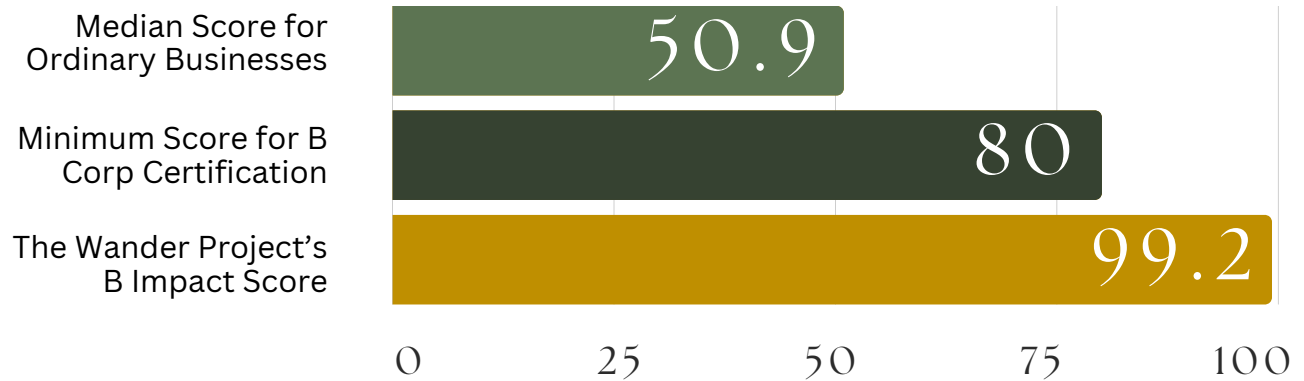
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UNDERSTANDING OUR B IMPACT SCORE

OUR OVERALL B IMPACT SCORE



(out of 250 total)

WHERE WANDER REALLY SHINES

32.5

EDUCATION

Our commitment to helping clients enrich their lives by considering their own impact on people and planet.

12.6

DIVERSITY, EQUITY, & INCLUSION

As a woman-owned and led company, we are committed to partnering with other women-owned companies.

12.4

CIVIC ENGAGEMENT & GIVING

Our capacity to take collective action, locally and globally, and our commitment to formal charitable giving.

10

MISSION LOCKED

Wander is intentionally designed to create specific positive outcomes for our community, environment, and clients.

WHAT THIS MEANS FOR YOU

These scores aren't just numbers; they are a testament to Wander's dedication to meaningful, tangible change in the world. We invite you, our clients and colleagues, to join us in our journey towards greater impact.

OUR 2022 IMPACT AT A GLANCE



Donated 5% of our total revenue to local and global non-profit partners



Served as a business sponsor to The Lands Council to support their local SpoCanopy and Reforest Spokane programs



Maintained our annual 1% for the Planet commitment + offset our carbon emissions



Signed the 'We the Change Declaration' and became an Activator to further support the mission



Participated in our first B Corp Month campaign since certification #WeGoBeyond



Relaunched our website announcing our B Corp Certification and our commitment to being a 'Force for Good'

PARTNERED WITH THE LANDS COUNCIL



The partnership between Wander's mission and The Lands Council's vision underscores our continued commitment as a Certified B Corp to uphold responsible and sustainable business practices.

Our partnership with The Lands Council allowed us to extend our leadership principles beyond the confines of individual and organizational growth, embedding them into actions that have a lasting imprint on the environment.

By nurturing the importance of preserving our natural resources, we not only reinforce the critical connection between personal and professional growth, but also pave the way for future generations to appreciate, enjoy, and champion the vast natural wonders of the Inland Northwest.

Together, our combined efforts this year epitomize the very essence of what it means to be a B Corp – where purpose aligns with progress to make the world a more meaningful place for all to live..



OFFSET OUR CARBON EMISSIONS

In 2022, we strengthened our commitment to our mission by partnering with the Bonneville Environmental Foundation (BEF), whose dedication to water, carbon, and energy solutions deeply aligns with our values and our triple bottom line - people, planet, and profit.

While some of Wander's operations and travel have an environmental footprint, this year, with BEF's assistance, we offset that impact. We invested in verified carbon offset projects that promote natural climate solutions, responsible agriculture, and clean energy. Our partnership with BEF ensures our Carbon Offsets are not only from verified projects but also retired on our behalf.

This initiative extends beyond offsets; it's about envisioning a world where nature, people, and business coexist harmoniously. This collaboration is only the start for Wander. As our influence grows, our commitment to the planet remains steady. Through our coaching and leadership programs, we aspire to underscore the importance of 'leadership beyond the workplace', and with the natural world.



SIGNED WE THE CHANGE DECLARATION

In 2022, Wander signed the 'We the Change Declaration', aiming to empower women to lead a sustainable transformation in business. We the Change is a group of empowered women creating a radically inclusive and richly regenerative global economy.

WE THE CHANGE
Women Leading Business for Good

We are empowered women* creating a radically inclusive and richly regenerative global economy.

As women leaders of certified B Corporations and other purpose-driven enterprises, we believe in business as a force for good to generate abundance and prosperity for all. We are building a world where business is in harmony with nature and all life thrives.

We commit to economic, racial, environmental, and social justice and a world where women are equally represented in positions of power and influence. We welcome all allies.

We honor and protect the Earth for future generations.

WE WILL:

- Advance women's leadership, prosperity and well-being
- Promote sustainable business practices and innovations
- Increase the flow of capital to women-led enterprises
- Advocate for systemic changes to uplift marginalized identities
- Align with the United Nations' Sustainable Development Goals

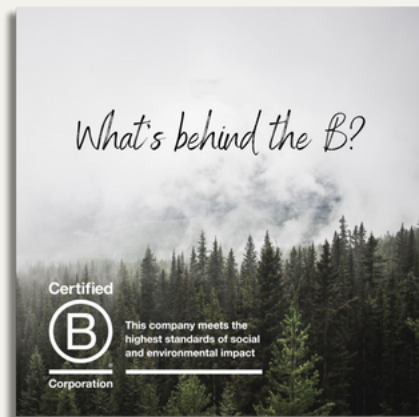
#WeTheChange

*This community of "women" is comprised of and welcomes a broad spectrum of gender identities, including cis-gender, transgender, non-binary, and gender non-conforming leaders in business.

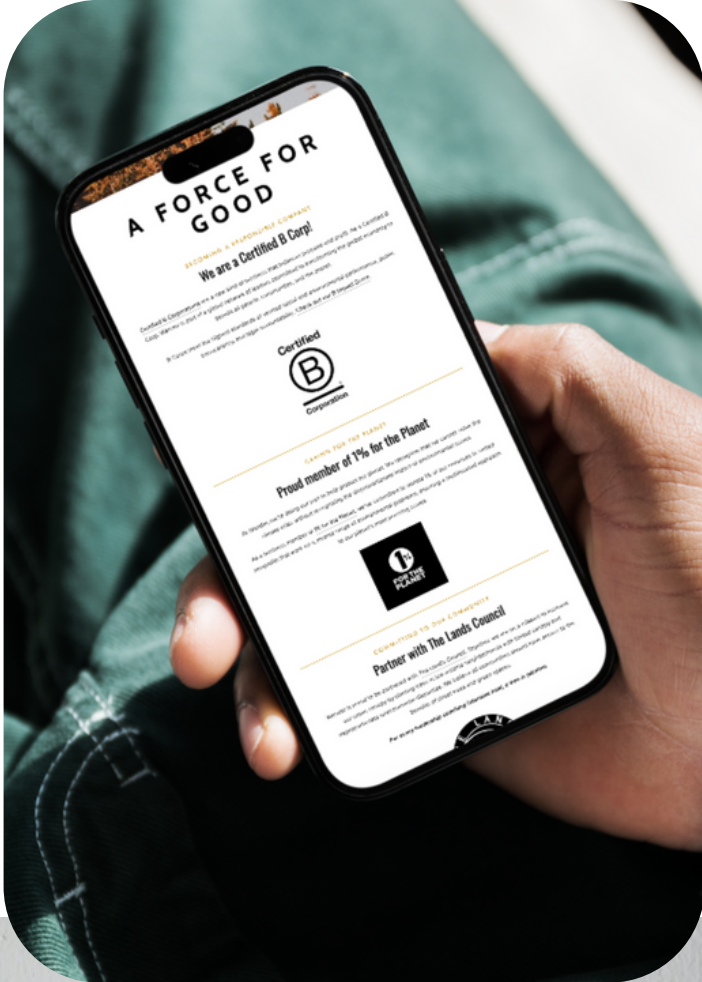
Signatures and names include: Polina Panchsky, Ichi Mak, Renata Meind, Lisa Arrie, Lisa Hyman, Laura Koch, Dolcum Wilkes, Lora Davis, Dawnie, Susan Lee, Kat Noard, M. After, Lynn Carpenter, and many others.

LAUNCHED OUR FIRST B CORP CAMPAIGN

During March, B Corp Month, the #WeGoBeyond campaign showcased the many ways B Corps have chosen to pursue a more impactful path and are going above and beyond for all people and the planet. Because for Wander, the B Corp Certification isn't just a mark; we're part of a global movement of leaders going beyond business as usual.



RELAUNCHED OUR WEBSITE

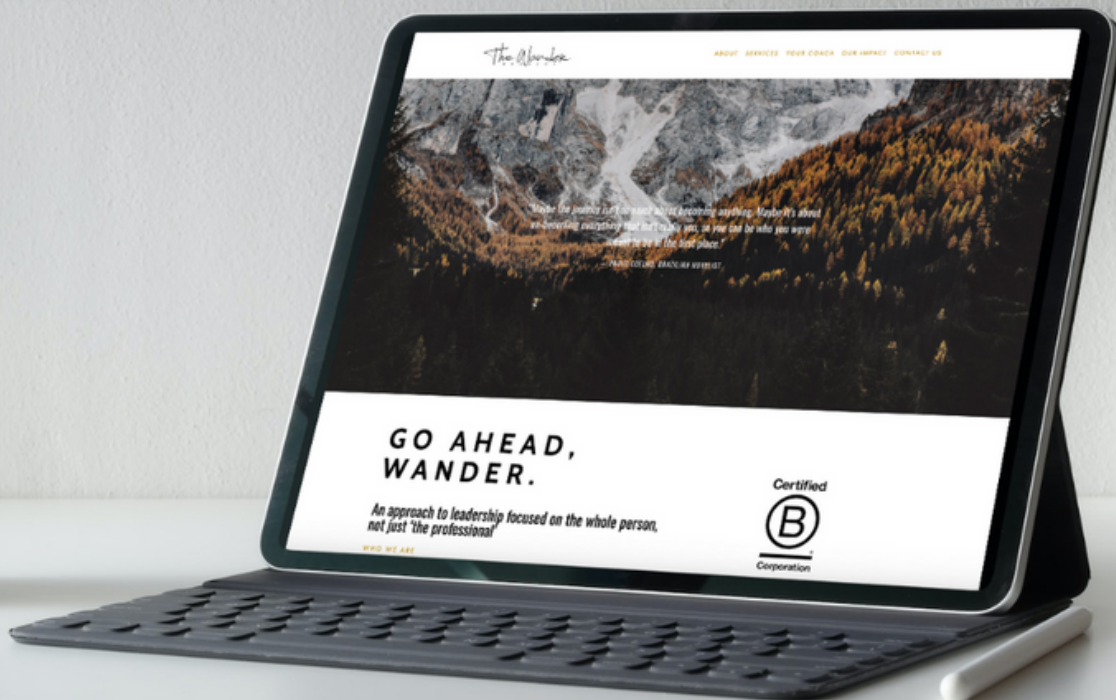


In 2022, we underscored our B Corp commitment through a strategic website relaunch. This wasn't just a visual overhaul; the website was redesigned with an emphasis on our proud status as a Certified B Corporation.

By showcasing our B Corp certification, we aimed to further align with the growing community of businesses dedicated to positive change, encouraging other companies to embark on this transformative journey.

The transparency and prominence of our B Corp status has fostered deeper trust among our clients and partners, solidifying the authenticity of our intent to co-create more meaningful lives.

This relaunch not only voiced Wander's unwavering commitment to holistic leadership, but also established a benchmark for how we will emphasize and integrate our B Corp values in our future digital assets.



ANALYZED SERVICES METRICS

10/10 NET PROMOTER SCORE ACHIEVED

150+ MONTHLY COACHING SESSIONS HELD

10 CLIENT FIT INTERVIEWS CONDUCTED

5 LEADERSHIP LEARNING CIRCLES LED

2 NEW ORGANIZATIONAL ROSTERS JOINED

1ST LEADERSHIP LIFESTYLE WORKSHOP HELD

LOOKING AHEAD

2023 FOCUS AREAS

LIVING OUR VALUES

Seek values-based investment opportunities and ways to take collective action.

BEING A RESPONSIBLE COMPANY

Integrate new standards in preparation for upcoming B Corp recertification in 2024.

PURPOSEFUL PARTNERSHIPS

Expand business roster for increased opportunities to serve organizations / leaders.

EVOLVING THE BUSINESS

Continue to mature our B Corp business practices and capture client learnings.

COMMUNITY INVOLVEMENT

Expand our community-based efforts with fellow Certified B Corps.

SCALING FOR IMPACT

Expand our service offerings to scale for greater impact.



Go ahead.
Wander.

www.thewanderproject.com

Certified



This company meets the
highest standards of social
and environmental impact

Corporation