

IMPACT



Our mission...

We will mobilize a new generation to use their careers to drive transformational change in the workplace and the world.

Dear friends and colleagues,

Our 21st year has been a remarkable one, thanks to the passionate involvement of the Net Impact community. Our mighty network has grown to over 40,000 strong, with more than 300 volunteer-led chapters spanning the globe, driving impact on campus and on the job.

In this annual report, we pause and reflect on how far we've come, outline opportunities for growth, and share our vision for the future. Most of all, we explore the many ways our community makes a net impact, transforming lives and organizations.

This year, we launched our first-ever 10-year strategy, an ambitious undertaking that required us to set audacious goals for the long term. In support of these big dreams, we piloted a number of new initiatives, learning from both successes and challenges. We saw 2,600+ attend our flagship annual conference. And, close to home, we launched seven new positions for staff to support this work.

At the heart of our net impact this year were the outstanding accomplishments of our global network of student and professional leaders. College students on 74 campuses made their first moves

towards social and environmental impact through the Small Steps, Big Wins Campus Challenge, initiating over 30,000 actions for good. Graduate chapter members created grade-A sustainability reports first for their university, then town — and will now share their findings nationally. Five professionals became finalists for our Impact at Work Award for creating breakthrough change on the job. And let's not forget members like Austin, Stephanie, and Adam, whose inspirational stories are featured on the pages of this report.

We invite you dive in to our annual report. It's been a breakthrough year — and together, we've made a net impact to be proud of. We're delighted to share it with you.



Liz Maw

Liz Maw
CEO



Mark Pinsky

Mark Pinsky
Chairman of the Board

Every day, over 40,000 student and professional members drive change on campus and on the job.



Net Impact is... the story of a movement

Twenty years ago, Net Impact started as a small network of MBA students who wanted to make a difference. They believed business could be a force for good — a radical idea at the time.

Thanks to their pioneering efforts over the last two decades, along with others who shared their values, sustainability in business has moved from the fringe to the mainstream.

Fast forward to today...

We're a global community of student and professional leaders working within and beyond business to tackle the world's toughest problems. Every day, we put our values to work for good — on campus, in our communities, and throughout our careers.

Our History

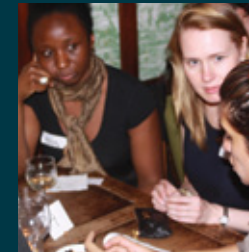
1993

Founded by small network of MBAs who believed business could be a force for good



1997

First international chapter launched



2001

First professional chapter launched



2007

First undergrad chapter launched



2013

Over 300 global chapters with 40,000+ members driving impact on campus and on the job



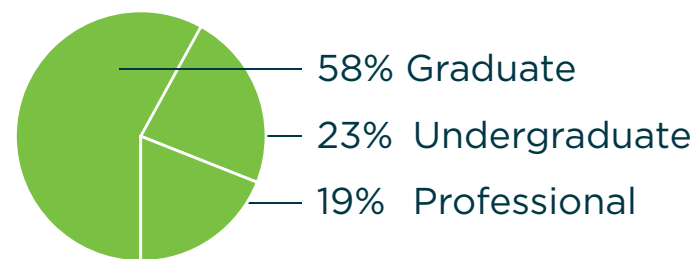
Net Impact is...

a global community driving change

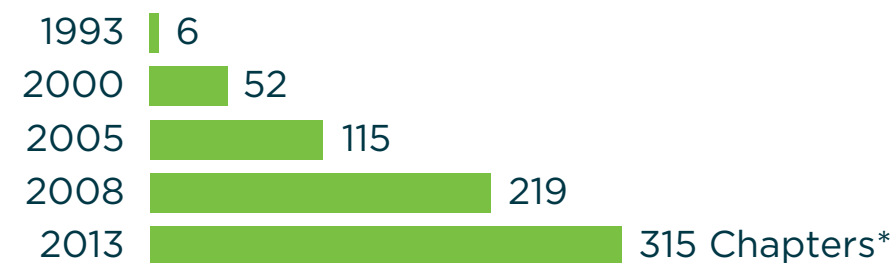
At the heart of our community are more than 40,000 student and professional leaders from over 300 volunteer-led chapters across the globe working for a sustainable future.



Our Chapters



Chapter Growth



*Total global chapters as of June 30, 2013

40,000+

members

315

chapters*

98%

of top 50 MBA programs have a chapter

95%

are committed to making a difference through their careers

86%

would take a pay cut to work for a more sustainable company

2,597

local chapter events

1,612

chapter leaders

2,647

conference attendees

Net Impact is... making your passion your purpose

“Maybe it was fate,” says Austin Lee about discovering Net Impact as he entered his junior year of college.

Fresh off a corporate consulting internship, Austin was searching for something more meaningful. So when a classmate floated him a ticket to the Net Impact Conference in Baltimore, he decided to check it out. At the event, something clicked — the “aha” insight that business could be a driver for social and environmental impact.

Austin returned to campus, invigorated by a new sense of purpose. He launched a Net Impact chapter at the University of Maryland. In less than a year, it’s been awarded Gold chapter status — one of the top 15% of chapters around the world.

What comes after Gold? For Austin, who’s in his final year of college, it’s starting his impact career search. But he’s certain his experience with Net Impact will help guide him.

“I’ve discovered a whole community that shares my values.”



Undergrad, University of Maryland, College Park
Impact spotlight: Drove Net Impact chapter to Gold

AUSTIN LEE



Net Impact is...

finding inspiration in community

For Stephanie, an avid traveler, forging her own path comes naturally. After finishing college, she worked for four years in asset management in New York. A volunteer stint with microfinance pioneer Kiva sparked a question: could she use her career to address the wealth disparities she had witnessed in her travels around the world and at home?

Inspired, Stephanie enrolled at Stanford to pursue a career in social entrepreneurship. However, she soon found that the formal MBA recruiting process was dominated by traditional career paths like consulting and technology. Said Stephanie, “As someone who was looking for a summer internship in the social impact space, I often felt like I was navigating in the dark.”

Stephanie was determined to find another way, ultimately launching her campus Net Impact MAP (Making a Path) group, a peer support program for students seeking impact careers.

“I want to inspire others to work toward whatever change they want to see.”

For Stephanie, nabbing a summer internship with venture philanthropy fund REDF is a key step on her path toward launching her own social enterprise. Finding inspiration through community will help her go the distance.

STEPHANIE PENG

Graduate student, Stanford Graduate School of Business
Impact spotlight: Launched impact career forum

Net Impact is...

leading impact at work

Adam Menter landed his dream job when he moved to San Francisco. As a sustainability education program manager at Autodesk, Adam makes an impact at work by creating the software tools that help designers, architects, and engineers turn their ideas into sustainable realities. From apps to skyscrapers, Autodesk's sustainability tools help make cities and communities around the globe greener.

Adam is living his impact at work, and he credits Net Impact with helping him stay on his game. For Adam, having a connection with like-minded professionals is essential. Since 2010, Adam and the Net Impact San Francisco professional chapter have organized the Greener Mind conference, an inspirational retreat in the redwoods for sustainability-minded professionals.

For Adam, having sustainability in your job title is great- but it's even better to know you're part of an impassioned community. "At the end of the day, we're all people living on this planet," says Adam.

"Net Impact helps us figure out how to make work a space where we can feed our passions."



Sustainability Education Program Manager at Autodesk
Impact spotlight: Leads impact at work through sustainable design

ADAM MENTER

Net Impact is...

a strategy with a BHAG (Big, Hairy, Audacious Goal)*

Great change requires big dreams. At the heart of our ambitious 10-year strategy is an audacious goal:

Mobilizing 1 million new leaders to drive transformational change in the workplace and the world.

Today, more and more individuals demand meaning from their careers, and an increasing number of employers strive to create purpose-filled workplaces. Our hope is to catalyze this movement so that “impact careers,” or careers that improve the world, become the new career norm.

Building on our 20-year history, Net Impact’s 2012-2022 strategic plan outlines three main initiatives to support our community in reaching our 10-year mission and BHAG. These are:

1. Enlist

Spur more young people to pursue impact careers

2. Employ

Enable people to find their impact career path

3. Equip

Support individuals to drive more impact at work

FY13 was the first full implementation year for this new strategy. While continuing to innovate around our core programs (our chapter network and the conference), we rolled out a number of pilot programs to explore new directions. Program highlights are featured on the following pages.

What we do

The problems our world faces are huge, from poverty to climate change to global health epidemics. What if we could mobilize more people to dedicate more time on the job to making an impact? At Net Impact, we believe this shift is essential to creating a more sustainable world.

Every day, **Net Impact empowers a new generation to drive social and environmental change** on campus and throughout their careers. We provide the network and resources to inspire emerging leaders to build successful “impact careers” — either by working in jobs dedicated to change or by bringing a social and environmental lens to traditional business roles.

How we do it

Net Impact supports student and professional leaders wherever they are on their impact career path. This past year, we engaged over 31,000 people in our programs, and expanded our global network from 284 to 315 chapters.

Net Impact is...

programs
that
inspire
action

Over 300 global chapters held 2,597 events in the last year from service projects to career panels.

IMPACT

We work with students...

Dynamic campus leadership programs give students opportunities to build skills and drive action. Our vibrant college and MBA chapters hold networking events, service projects, career panels, and more.

In the past year, we launched two college campus campaigns: the Small Steps, Big Wins Challenge and Up to Us provided college students with new ways to drive change on campus. In addition, dozens of competitions, case studies, and experiential learning programs helped students build essential impact career skills.

Impact highlights:

- Net Impact chapters grew from 284 to 315 and held nearly 2,600 events
- Through Up to Us, students engaged their peers in over 30,000 actions related to fiscal sustainability
- Small Steps, Big Wins inspired over 45,000 social and environmental actions

Opportunities for growth:

- Expand Small Steps to 100 campuses and 10,000 participants
- Grow Up to Us to 25 campuses with 25,000 participants
- Increase conversion from student to professional memberships



Winners from the inaugural **Up to Us Challenge** were awarded by President Clinton at **Clinton Global Initiative University** for their efforts engaging students on campus.

We work with job seekers...

Online career resources help guide job seekers on their impact career paths. Our career center includes self-assessment tools, online networking tools for professionals, a job/internship board, and more.

In the past year, Net Impact expanded services to enable job seekers to find careers that make a difference. The Net Impact Job Board and Expo featured hundreds of opportunities from leading organizations looking for candidates who want to make an impact on the job. Corporate and government partner projects engaged students around the world in competition, mentorship, and internship opportunities.

Impact highlights:

- Piloted Projects for Good, an experiential learning platform for students to help prepare them for the job market
- More than 89% of member job-seekers who used Net Impact career resources found them valuable
- Launched 45 MBA student-led impact career support groups (Making a Path, MAP)

Opportunities for growth:

- Re-launch netimpact.org with new online tools and resources for job seekers
- Expand Projects for Good to over 2,500 students
- Increase reach and engagement of current impact career resources



We work with professionals...

Professional chapters provide a like-minded community and networking events to help our members lead change on the job. Our growing Impact at Work program supports professionals to integrate sustainability in the workplace.

This past year, we inspired and equipped professionals through our expanded Issues in Depth webinar series, offering best practices and tools to help drive impact at work. We also provide the tools, resources, and community for professionals to drive change on the job.

Impact highlights:

- Recognized five outstanding intrapreneurs as finalists for our Impact at Work award
- Tripled member participation in Issues in Depth webinar series
- Led “Impact at Workshops” with aspiring corporate intrapreneurs

Opportunities for growth:

- Launch additional Impact at Work programming
- Identify additional programs to engage and support professional members
- Invest in research to support professional initiatives



We work across our network...

Every year, the **Net Impact Conference** brings together thousands of next-generation leaders with forward-thinking businesses, nonprofits, entrepreneurs, and academics for a dynamic exchange of ideas through diverse keynotes and more than 100 panels, workshops, competitions, and special events.

In 2012, Net Impact held its 20th annual conference. Thousands of impact makers came together in Baltimore, MD to *accelerate our impact*. For three inspired days, we tapped into the collaborative spirit of those who share a commitment to work for a sustainable future.

Impact highlights:

- Attracted more than 2,600 student and professional leaders
- Celebrated 20 years of inspiration, innovation, and impact
- Partnered with 60+ corporate and nonprofit partners

Opportunities for growth:

- Expand conference content to include two new tracks
- Pilot more hands-on workshops, networking salons, and impact “boot camps”
- Enlist more than 350 speakers at this year’s event



Net Impact is...

Managing our resources to drive change

Statement of Activities, Year Ended June 30, 2013

REVENUE AND SUPPORT	UNRESTRICTED	RESTRICTED	TOTAL
Corporate and government support and service	604,947	2,085,496	2,690,443
Foundation grants		1,086,891	1,086,891
Conference	705,118		705,118
Membership dues	153,039		153,039
Individual philanthropy	66,363		66,363
Advertising	50,450		50,450
In-Kind contributions	40,795		40,795
Chapter dues	38,600		38,600
Job Board	35,398		35,398
Interest, dividends, gains, and losses	2,085		2,085
TOTAL REVENUE AND SUPPORT	1,696,795	3,172,387	4,869,182
Net Assets released from restriction	2,601,169	(2,601,169)	
TOTAL REVENUES & NET ASSETS RELEASED FROM RESTRICTION	4,297,964	571,218	4,869,182
EXPENSES			
Program services	3,313,014		3,313,014
General and administrative	629,796		629,796
Fundraising	326,852		326,852
TOTAL EXPENSES	4,269,662		4,269,662
Change in Net Assets	28,302	571,218	599,520
Net Assets, beginning of year	566,678	643,206	1,209,884
NET ASSETS, END OF YEAR	594,980	1,214,424	1,809,404

Statement of Financial Position, Year Ended June 30, 2013

ASSETS	TOTAL
CURRENT ASSETS	
Cash and cash equivalents	1,487,118
Accounts and contributions receivable, net	408,900
Prepaid expenses	92,480
TOTAL CURRENT ASSETS	1,988,498
Deposits	33,191
Property and equipment	278,285
TOTAL ASSETS	2,299,974
LIABILITIES AND NET ASSETS	
CURRENT LIABILITIES	
Accounts payable and accrued liabilities	314,747
Deferred revenue	146,951
TOTAL CURRENT LIABILITIES	461,698
Deferred rent	28,872
TOTAL LIABILITIES	490,570
NET ASSETS	
Unrestricted	594,980
Temporarily restricted	1,214,424
TOTAL NET ASSETS	1,809,404
TOTAL LIABILITIES AND NET ASSETS	2,299,974

Partnering to improve the world*

Net Impact is grateful for the support of our partners — forward-thinking businesses and nonprofits that want to engage in meaningful ways with next generation leaders on campus and in the workplace. Together, we make a *net impact* that transforms lives, organizations, and the world.

Board of Directors

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Tod Arbogast
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\$100,000+

Alcoa Foundation
Banana Republic
Graduate Management Admission Council (GMAC) MET Fund
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The John D. and Catherine T. MacArthur Foundation
The Kresge Foundation
U.S. National Park Service

\$50,000+

AT&T
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Target Corporation
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Wal-Mart Stores, Inc.
Waste Management, Inc.

\$25,000+

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Starbucks Corporation

The Coca-Cola Company
The Dow Chemical Company
The Hitachi Foundation
The Mosaic Company
United Parcel Service
Verizon Communications, Inc.

\$10,000+

Accenture
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Allstate Corporation
ARAMARK Corporation
AREVA
Bank of America Corporation
Campbell Soup Company
Darden Restaurants, Inc.
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DuPont
Eaton Corporation
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Ford Motor Company
Herman Miller, Inc.
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Johnson & Johnson
KPMG
Mary Kay, Inc.
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Nestlé Waters North America
OneEnergy Renewables
Opportunity Finance Network
Pacific Gas & Electric Company
PepsiCo Inc.
PricewaterhouseCoopers
Procter & Gamble
The Bank of New York Mellon
The Best Buy Company, Inc.
The Hershey Company
The Walt Disney Company
Jennifer Walske
xpedx

\$5,000+

Baxter Healthcare Corporation
Blum Center for Developing Economies
Brown-Forman Corporation
Caesars Entertainment Corporation
Carol Cone
Fair Labor Association
Seth Goldman & Julie Farkas
McKesson Foundation
Lila M. Preston
T. Rowe Price
Wells Fargo

\$1,000+

Tod Arbogast
Laura Asiala
Dan Bross
Marcus Chung
Laura Clise
Generation Investment Management
Marc Gunther
Darell Hammond & Kate Becker
Teresa LeFevre
Jo Mackness
Mark Pinsky
Anne Roosevelt
Jim Schorr
Michael Schreiber
The Timberland Company
The Willinphila Foundation
Toyota Motor Company

Under \$1,000

Leonard Adler
Dr. Mark Albion and Family
Meredith Bell
Sarah Burke-Gorewitz
Paul Campbell
Jon Carson
Sarah Coleman & Abe Chernin
Sarah Cooke
Maggie & Pete Davies

Abby Davisson
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Nguyen
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Alejandra Villalobos
Eric Weaver & Sarah Holcombe
Ellen Weinreb
Anna Wheatley

* This list of partners supported the organization during fiscal year 2013 (from July 1, 2012 — June 30, 2013)

Looking forward

By 2022, we seek to mobilize 1 million new leaders to use their careers to drive transformational change in the workplace and the world. We envision a world where sustainability is embedded into organizational decision-making and integrated into core business roles. We believe that in doing so, we can make major progress on solving many of the greatest challenges facing society today, such as poverty, climate change, healthcare access, and more. Ultimately, we will mobilize a new generation to create a *net impact* that transforms their lives, their organizations, and the world.



We will mobilize a new generation to work for a sustainable future.

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Net Impact

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