

2023 Impact

Our 10th Anniversary

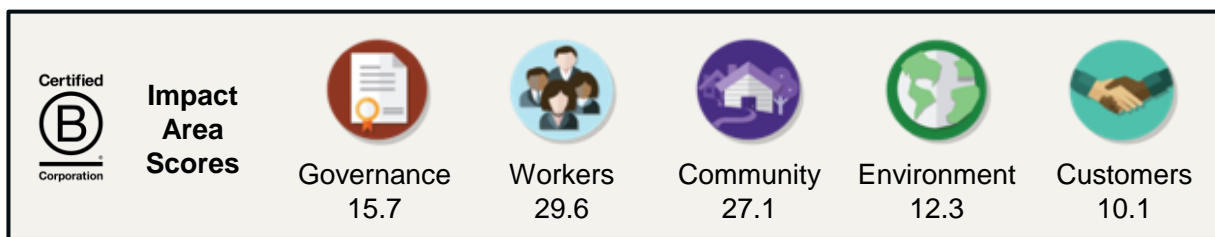
This past year was a challenging year for many companies, with high consumer inflation, high raw materials, input & labor costs, and with interest rates moving upward. Despite these challenges, the Aspect Consumer Team was focused, as always, on providing our clients with creative ideas and solutions aimed at enabling them to grow, expand and build a sustainable pathway forward.

We are proud to have now served our clients for over a decade—**2023 marked our 10th anniversary!**

Our B Corp Certification

ACP first became B Corp Certified in December of 2021, meeting one of the highest standards of social and environmental impact. We were proud to meet this milestone as a company, to have our practices recognized and push ourselves to implement new standards. The B Corp Certification covers a company's practices in Governance, Workers, Community, Environment, and Customers. The following are a few of our highlights from the assessment:

- *ACP invests in our staff by:* covering healthcare premiums, paying living wages, and conducting a robust employee review process each year to help our collective development
- *ACP cares for the environment by:* working with conscious brands, creating environmentally friendly office spaces with recycling and sustainable purchasing, and supporting environmental nonprofits
- *ACP cares for our community by:* actively participating in local organizations like Naturally Bay Area and Naturally North Bay and supporting new brands that are founded with sustainable intentions



A new certification



ACP became a member of 1% for the Planet. A well-respected organization, 1% for the Planet is on a mission to accelerate environmental giving in service of four impact areas: Rights to Nature, Conservation & Restoration, Resilient Communities, and Just Economies. ACP is excited to join the ranks of companies committing 1% of revenues to environmental nonprofits.

2023 Impact

Our Giving

Aspect Consumer Partners feels strongly about doing better in the world—and we strive every year to do our part, helping make the communities in which we work and the world a better place. We have a long history of giving that continued in 2023, with a number of donations to organizations making a difference across our focus areas: Oceans, Environment, Health and Communities. Below are two select partners.

5.6 %
of revenues
donated in 2023

Key Charitable Partners



5 Gyres is a nonprofit organization founded in 2009 to address the global issue of plastic pollution in our oceans. The name "5 Gyres" refers to the five main subtropical gyres—large systems of circulating ocean currents—where plastic tends to accumulate. The organization's mission is to leverage science, advocacy, and community engagement to drive innovative solutions to plastic pollution.

ACP has donated to 5 Gyres for the last 10 years and has donated ~\$54,000 to date

As part of the Naturally Network, Naturally Bay Area and Naturally North Bay were established in 2018 and 2021, respectively, to help build and support the food and natural products communities in Northern California through networking and educational events.

Aspect Consumer Partners has been a Founding Partner and Board Member since Naturally Bay Area's inception, and each year donates the \$5K Pitch Slam Cash Prize.

Since 2018, we have donated over \$100,000 to these organizations

