If ever there was a moment for a social impact company, it's now.

phin
IMPACT 2023

Certified
Corporation
This company meets the highest standards of social and environmental impact

Powered by phin
We have exceeded $1 million in donations.

2023 PHIN milestones reached

30,000 people have participated in our campaigns since we started in 2019.
1 MILLION REASONS TO BE HAPPY!

When we started in 2019 building Phin, we had the goal of reaching $100 Million in donations through our platform. We still have a ways to go, but let’s look at the milestones we have hit thus far!

- **2019**: Start of Phin
- **2020**: $10,000 in donations
- **2021**: $50,000 in donations
- **2022**: $500,000 in donations
- **2023**: $1,275,000 in donations

*Donations Accumulated Over Time*
What kind of impact can $1,000,000 in donations have? These numbers are based off real statistics from causes we supported this year.

80,000 meals will be given to people in need

2,600 people will have access to healthcare

1,240 students from low-income communities will receive support to create a better future

30,800 people struggling with mental health will be able to connect with professional help
WE INCREASED OUR ANNUAL DONATION TOTAL BY $25%!

WE HAD 22,000 DONATIONS THIS YEAR WITH AN AVERAGE DONATION OF $30!

Total Annual Donation by Year:
- **2019**: $9,000
- **2020**: $30,000
- **2021**: $50,000
- **2022**: $500,000
- **2023**: $630,500

Total Annual Donation increased by **10X** compared to 2019.
All these high impact causes had over $20,000 donated to them this year!
MOST POPULAR BY DONATION COUNT

These causes were the most commonly donated to! They may not have had the highest donations, but they were the most popular.
Doug, Phin’s Founder, recently became Founders Network's New York Chapter Chair, hosting events and mentoring tech startup founders. Later in 2023, he also spoke at the Founder’s Summit in California.

Doug was interviewed by the Humans of New York Instagram account, which has a steady following of 12.9 million followers. His post about his relationship with his family amassed 500,000 likes and 20,000 comments!

Doug and Contentstack’s CEO, Neha Sampat, held a webinar discussing how participating in social good improves company trust and culture, leading to growth within the company.
The launch of the Lessing’s new restaurant Bayberry in Islip, New York was the perfect opportunity to try out a new Phin campaign idea, an in-person token event. Tokens were given to each patron at Bayberry’s soft launch, where the patrons were able to choose which of the 4 charity boxes to place the token in!

We partnered with Coho Patchogue coffee shop to create a socially good coffee shop business model that donates 10¢ of every order to a local charity. The patrons can choose which cause to support from the tablet next to the register, and then see the campaign progress on the TV screen above the counter.
We launched the Phin Boost! App for Slack, which allows employees to recognize good work while giving back. Our app was approved for the Slack App Marketplace and we have had great responses to it!
... AND WE BEGAN INTEGRATING CORE VALUES IN OUR CAMPAIGNS

We have been working directly with companies to define their values and give them tools to help live by them.
Contentstack ran a comparison of company statistics before and after the implementation of Phin’s social good campaigns. These were their major wins.

Phin’s Boost! App for Slack was a large contributor to Contentstack’s daily efforts to build trust in the workplace. Employees can give “remote high 5’s” to their colleagues to thank them for their hard work, tagging a core value exemplified, which includes a $1 donation credit.

As of January 2024

3,310 High 5’s given between employees

$24K+ Total company-funded donations donated through Phin’s platform

4,075 Times employees have participated in campaigns
WHY DOES TRUST MATTER?

TRUST = GROWTH

When employees join a company, they are choosing to be part of the team. They aren’t “stuck.” Every day, employees choose to stay because they believe in the team and the goal. If trust remains strong, the team will win together.

“Growth comes down to this foundation of trust and innovation. It all comes back to building an organization where people want to do their best work, they want to stick around, and they care about each other, which helps elevate everyone’s talent.”

Neha Sampat
CEO of Contentstack

Trust is comprised of these three important pillars: authenticity, logic, and empathy. If one is missing, the trust begins to deteriorate. Every company has one lacking component, which could lead to a loss of trust. Identifying and rebuilding that pillar will restore trust and help the company succeed.

*Adapted from “Begin with Trust,” by Frances Frei and Anne Morriss, May-June 2020

5 WAYS TO IMPROVE TRUST

Encourage Open Communication
Trust begins with communication. Organizations can build trust through transparency, understanding, and listening.

Be Consistent
When actions and words are not aligned, the intentions of leaders can become hard to discern. Prove your commitment to building trust through your actions and decisions.

Engage in Social Impact
Organizations that actively work toward creating a positive impact on society often gain a strong reputation for their social responsibility. This can lead to increased trust and goodwill among customers, employees, and stakeholders.

Value Long-Term Relationships
Show genuine interest in your customers and employees and what matters to them. Think about how your actions may affect how others perceive you in the future, do not go for the short-term win.

Recognize Frequently
Celebrate achievements big and small with your team! When gratitude is reciprocal, we feel valued as a team player. Not only does it help with wider employee engagement and productivity, but leaders who take a moment to celebrate victories also reinforce trust.
Exciting Events from 2023

We were accepted into GrowthX’s Revenue Accelerator where we spent 16 weeks with mentors working on how to strengthen Phin’s presence in the tech industry.

Susi, our Chief of Impact, represented Phin at New Hampshire’s Businesses for Sustainability Slam and won Phin the 1st place prize amongst small companies!

We had our most successful giving wheel event to date! In a single day, $43,700 was donated from 2,500+ participants.

We created a strategic alliance partnership with Entrepreneurs’ Organization and donated $840 during the conference thanks to 75 participants!
BIG NEWS!

Phin becomes a Sequoia Employee Benefits partner, delivering social impact programs to Sequoia's respected clients!
"Thank you for all that you do to make the world a better place. Sincerely from the bottom of my heart, I am so thankful to donate to these causes that make a real difference. Thank you!"

- June Campaign, Donated to St. Mary’s Food Bank

"There is no better way to start the season of thankfulness than by amplifying the power of generosity."

- November Campaign, Donated to Bring Change to Mind

"My company’s dedication to effecting positive change is truly inspiring. These contributions to diverse social causes have a transformative impact on the lives of countless individuals. Thanks for being a shining example of social responsibility."

- June Campaign, Donated to UiPath Solidarity Fund

VOICES OF PHIN TOGETHER WE HAVE THE POWER TO MAKE POSITIVE CHANGE. MESSAGES FROM OUR PARTICIPANTS

"What a great cause, bringing the importance of mental healthcare and the beauty of storytelling together, two things I am very passionate about. Happy to be able to contribute on behalf of the company!"

- November Campaign, Donated to Bring Change to Mind

"Very proud to be part of this wonderful event! Thank you! It is an amazing feeling to be making an impact."

- June Campaign, Donated to Parikrma

"Thank you! This is a wonderful, thoughtful, true-to-values gift—and I appreciate it so much! I've always been in favor of making donations in someone's name as a gift, but this adds a layer of fun and personal control that really elevate it to an experience."

- December Campaign, Donated to Saha Global
STAND WITH COMMUNITY
PHIN IS PART OF THE TEAM OF COMPANIES THAT ARE GIVING BACK

Pledge 1%

B Corps are for profit companies that meet the highest standards of social and environmental performance, transparency, and accountability. B Corps use the power of business to do more than seek profit. They use their profits and growth to positively impact their stakeholders – and the planet.

"The intent of 1% for the Planet is to help fund these diverse environmental organizations so that collectively they can be a more powerful source in solving the world's problems."

A FEW OF OUR KEY PARTNERS

Aetna
Algolia
Anthem Health
Cigna Healthcare
Coho
Contango
Contentstack
Elfster
Founders Network
Givinga
Hardie Grant Media
Highline Storage Partners
Lessing's Hospitality Group
MetLife
Sequoia Foundation
Sequoia Inc.
United Healthcare
Venrock