



Conscious  
Revolution

# Impact Report

# 2022





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# A Note From Our Founder

Conscious Revolution is a purposely small and naturally mighty consulting firm. In everything we do, we think deeply about how we can do better for ourselves, our clients, and the world. Then we rest and reflect. We take purposeful action. There's a lot to celebrate about what we've learned so far and the impact we've made, and we are so eager to continue learning.

We exist to inspire life through work. Precious life's time is short. We've worked in places where inspiration was missing and life was lacking. We passionately seek to inspire ourselves and others with everything we do.

We inspire CEOs and founders to build conscious organizations. We partner, guide, and support this process of continual improvement, meeting our clients where they are with compassion, love, and support. We know the determination it takes to build a conscious business. We are doing it alongside our clients.

We are proud of our progress and impact, and are excited to share some of that with you. Thanks for your engagement in reading this report and we'd love any feedback that comes to mind for you.

**TARA JENKINS**





# Our culture is defined by our shared commitment to honest and respectful communication and connection.

The goal of leading with honesty is to create open pathways for candid conversation. A crucial part of this is respect for the person you're communicating with. This kind of communication, and the trust and respect that comes with it, takes time and space to develop. We strive to create a place at Conscious Revolution where we have the capacity to engage in developmental, heartfelt conversations with our clients and with each other. Our aspirational culture encourages us to slow down, open up, and exist with deeper intention.

We know we have much work to do. We are an ever-evolving work in progress and we are committed to intentional and conscious change.

## Our Purpose

Conscious Revolution exists to inspire life through work.

## Our Values

**WE ARE HUMAN**  
first and foremost.

**WE CULTIVATE CURIOSITY**  
and love learning.

**WE SEEK JOY**  
in everything we do.

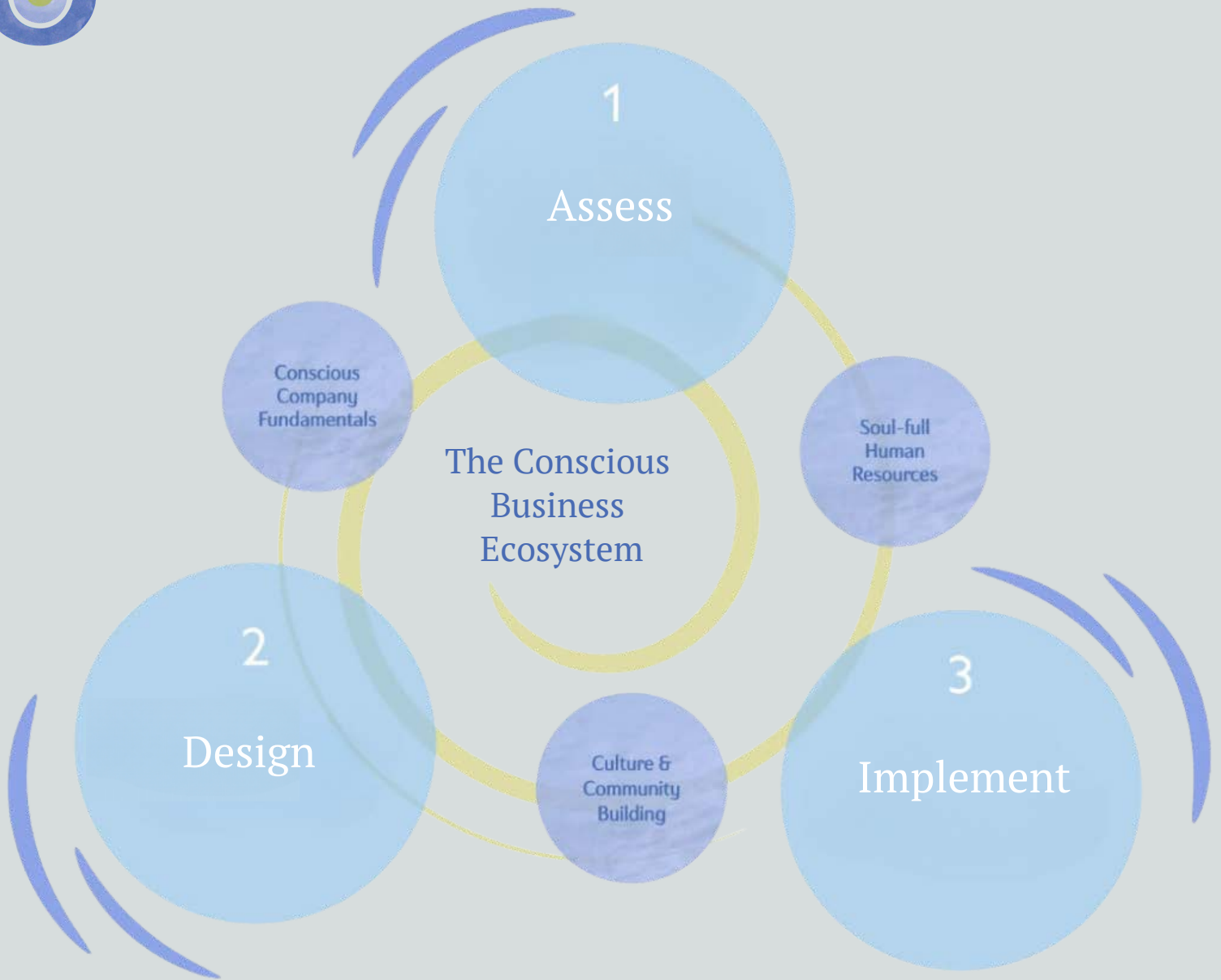
**WE QUESTION THE NORM**  
and build a new way.

**WE BUILD COURAGE**  
to say what needs to be said.

**WE HONOR COMMITMENTS**  
and are flexible to change.

## Land Acknowledgement

The land our organization was founded on, where most of our employees and our clients live, work, and play is the traditional and ancestral territory of the Wabanaki people, including the Abenaki, Penobscot, Passamaquoddy, Maliseet, and Mi'kmaq nations. We honor and respect their enduring relationship with the ecosystems that sustain their communities, cultures, and economies. We are committed to supporting and uplifting the Wabanaki people through monetary donations, sharing our knowledge and resources, and using our services to highlight the deep wisdom of the Wabanaki people and our collective responsibility to address trauma.



## Building conscious companies is what we do.

### CONSCIOUS COMPANY FUNDAMENTALS

Prioritize what's essential by building the best foundation for your conscious company. These fundamentals are required to build a conscious company. Without them you have confusion; with them, you have clarity, coherence, ease, momentum and flow.

### CULTURE AND COMMUNITY BUILDING

Cultivating the fundamental human need to matter and belong is one of the most important things we can do as leaders. Through our thoughtful approaches this will be your most influential contribution to your company.

### SOUL-FULL HUMAN RESOURCES

The way you work together defines your company culture and Human Resources has a big influence. We bring a restorative and human centered approach to Human Resources with expert conscious advice and guidance from our team.



**“Are we doing it this way because this is how it has always been done, or because we truly believe this is how it should be done?”**

As a women-owned and led company, Conscious Revolution challenges traditional ways of doing business. We recreate practices that are centered on holistic, human, and equitable ways of being. Whenever we come across a way of doing things (literally all the time!), either internally or with a client, we pause and ask ourselves this question. This simple line of inquiry allows us to question the norms that have created a society and culture that we don't want to perpetuate.







**In 2021 Conscious Revolution converted from an LLC to a Public Benefit Corporation. In 2022, we achieved some other major milestones:**

## **SHERUNS**

We became SHERuns certified. SHERuns recognizes companies that have women in charge, certifying that 50+% of the people in management and leadership positions are women. Conscious Revolution believes that promoting and empowering women is one of the key ways to create economic gender equality.

## **SHRM-CP CREDENTIALLED**

Our team member, Elise, became a *Society for Human Resource Management - Certified Professional*. One of Conscious Revolution's core services is Soul-Full HR, which brings a restorative and human-centered approach to Human Resources. Elise wanted to learn more about the fundamentals and compliance components of more traditional HR. Conscious Revolution supported Elise to pursue the SHRM-CP to further our values of cultivating curiosity.

## **DO IT SLOW RETREAT**

After zooming (literally and figuratively) through the first three quarters of 2022, Conscious Revolution recognized a need to slow down and reconnect with each other. This led us to the *Do It Slow Retreat* in stunning Ericeira, Portugal. The experience was a beautiful way for us to get into nature (surfing! hiking!), spend time in community (over dinners and during long walks), and move our bodies (slow yoga and soothing breath work). After returning home, we felt a shift. Our minds and bodies asked us to continue to move slowly and with intention. This is the energy we ended 2022 with and how we continue to try to exist in 2023.

## **1% FOR THE PLANET**

We became a 1% for the Planet Business Partner, donating more than \$5,000 to a variety of non-profit organizations.

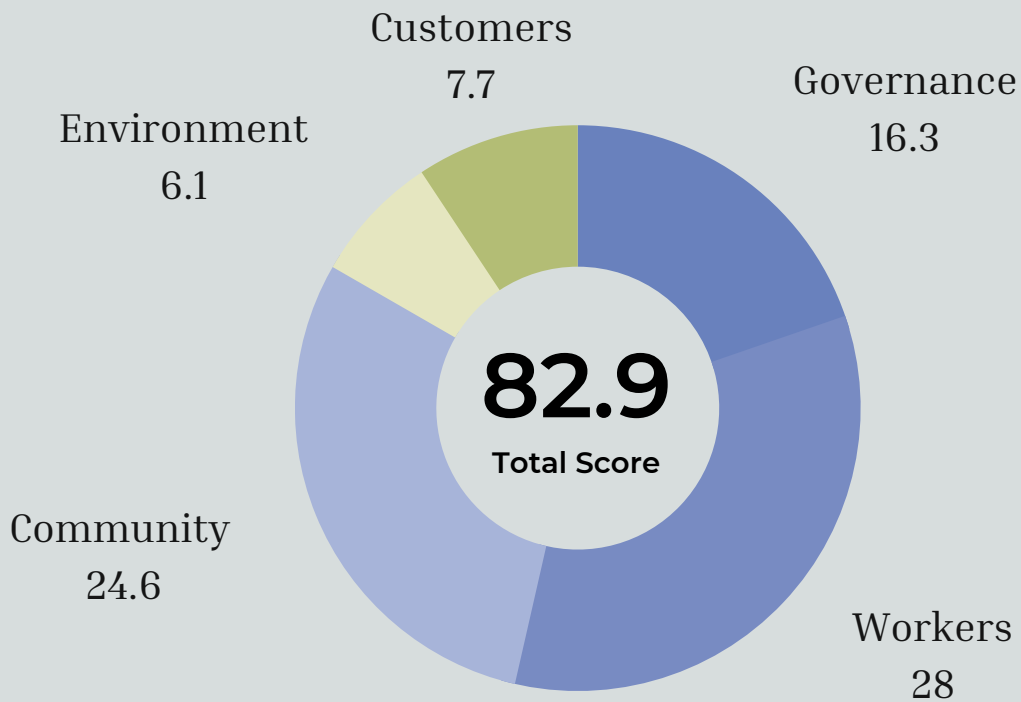


# Certified



Corporation

In 2022, we became a certified B Corporation. B Corps are leaders in the global movement for an inclusive, equitable, and regenerative economy - a movement Conscious Revolution is very much a part of. We are excited and motivated to keep improving our current overall Business Impact Score of 82.9 and will focus next on deepening our commitment to the environment and to supporting our customers.







# Our Employees

Conscious Revolution values and upholds an environment in which all people are treated with dignity, decency, and respect. We are working every day to foster an environment of mutual trust with an absence of intimidation, oppression, and exploitation. Our aspirational culture of inclusivity, equity, and diversity empowers all of us to connect, belong, and grow.

As a conscious, human-first company, we prioritize the needs of our employees. Despite our small size, our employee benefits pack a big dose of love and support:



full time employees at Conscious Revolution in 2022



are self-identified women, white, & heterosexual, between the ages of 30 - 50 years old.



employee retention rate for FY2022

- Full medical, vision, and dental insurance
- 401k with a company match
- Take-what-you-need PTO policy with a minimum of 18 days encouraged annually
- Twelve familiar holidays, and two unique company holidays (International Women's Day and Earth Day)
- Paid winter break
- Flexibility in how and where employees work
- Personal and professional development funding for continued education



# Humans of Conscious Revolution

Our Employees & Contractor Partners



**MARGOT FINE**

Consultant



**TARA JENKINS**

Founder & Principal  
Consultant



**ELISE ALLYN**

Associate Consultant &  
Lead Analyst



**ERIC  
SCHOENFELD**

Fractional CFO  
Founder of Rise Finance



**DAVEY  
MCCONNELL**

Virtual Assistant  
Co-Founder of the  
Eco Helper



**DAPHNAH  
JITSCHAK**

Virtual Assistant  
Co-Founder of the  
Eco Helper



# Elise Allyn

## on working at Conscious Revolution

In 2018 I believed that I had an incredible employer. I believed I was valued, trusted, and respected. I felt deeply connected to my coworkers and the larger community.

Then I was fired.

It's taken a lot of time, tears, and therapy to get to where I am now. When I reflect, I believe that being fired was a blessing. It freed me from the bounds of so many of the "traditional" ways that employers operate and allowed me to consider the idea that there are better, kinder, more *human* ways for employers and employees to be in relationship with each other.

Being part of Conscious Revolution has shown me that those ideas are real. They don't just exist in my wishful thinking. I'm encouraged to speak up when I disagree or ask when I have questions. Mistakes are development opportunities. We talk openly and honestly about what is working and what isn't. Conscious Revolution encourages me to slow down, make space, dig in, think deep. All things that often feel "against the grain" of the rest of society and are certainly different than anywhere else I've ever worked. I am truly seen as a whole person, and as a result, I show up like one. Sometimes I cry during meetings. Sometimes I take a walk after a difficult presentation. Sometimes I start calls with a breathing exercise. These things are just part of any given day. There is trust that I am taking care of my work, and more importantly, myself.

If I hadn't been fired back in 2018 it feels unlikely that I'd be where I am today, doing this work. I think I've always believed that employers could be doing better for their employees, and until working at Conscious Revolution, I just didn't have the words or experience to really imagine the possibilities.







# Community Engagement

Equity is at the forefront of how Conscious Revolution thinks and operates. When we create internal structures, choose partners, consider donations, and make decisions, we're taking time to slow down and really think: Who will this impact and how? Is this the advice we would give a client? We approach our philanthropy in the same way. We are intentional and deliberate with the organizations we connect with.

In 2022, Conscious Revolution partnered with:

**Maine Conscious Business Collective (MCBC)** - We are the fiscal sponsor of MCBC, which shares information and events in the Maine community focused on building and creating a more regenerative, collaborative, and conscious world.

**ProsperityME** - ProsperityME empowers immigrants to succeed economically in the community. Our founder, Tara, is the Board Chair and has devoted many volunteer hours as well as Conscious Revolution committing to a **\$4,000** annual scholarship campaign.

**Environmental Partners** - Conscious Revolution is focused on deepening our social and environmental impact, and exploring more ways to love our planet. We partnered with local nonprofits like Maine Island Trails, Cultivating Community, UpStream, and Saltwater Classroom to support our collective goals around regeneration, renewal, and care for planet Earth.

**Black History Month, Every Month** - We are committed to racial equity. As part of that commitment we are a member of *Black History Month, Every Month*, a network of racial justice supporters across the country that support Black-led nonprofits and Black communities.

**Somatic Abolitionism** - We have been students of Somatic Abolitionism, and in this work are attempting to more deeply understand how our whiteness, our social conditioning, and our privilege create the world we exist in. This work has deepened our resolve to find our way to individual and collective healing.



hours of  
volunteer labor  
for our non-  
profit partners



organizations  
who have been  
supported in  
their missions  
by Conscious  
Revolution's  
financial and  
non-financial  
donations



in financial  
donations to  
non-profit  
partners



**“Because we are people of color,  
we’ve done the work our entire  
lives.”**

**REGINA PHILLIPS**

Co Founder  
Cross Cultural Community Services



Regina Phillips met Tara Jenkins, Conscious Revolution’s founder, during the pandemic through a mutual friend and fellow consultant. “Tara is the only person I will ever remember meeting for the second time because we met for coffee, but the place wasn’t doing indoor seating so we sat outside and were freezing the whole time. We still talk about it!”

Regina is one of three co-founders of Cross Cultural Community Services (CCCS), an organization born as a result of another refugee services program closing in Portland, Maine. “Deqa, Abeir, and I (CCCS Co-Founders) remained friends after the refugee services program closed. In 2017 we found ourselves having three separate conversations that were all asking the same question: what do we do next?” That’s when CCCS was born.

The purpose of Cross Cultural Community Services is to promote equitable opportunities for full societal inclusion and advancement of culturally and ethnically diverse communities. The passion behind CCCS comes from a lifetime of being an advocate and activist. “Because we are people of color, we’ve done the work our entire lives.”

After participating in a few panels and events together, CCCS and Conscious Revolution joined forces in 2022 to partner with the Portland Regional Chamber of Commerce to build on the Collective Business Community Racial Equity Initiative started in 2021. “I love working with Tara. She has really good ideas and opinions. We work really well together. We have open and honest conversations. Kinda like the same brain.”

Conscious Revolution loves working with CCCS and looks forward to many years of partnership promoting equity in the community.







0.199

tCO<sub>2</sub>e

Digital Carbon  
Footprint

27.29

tCO<sub>2</sub>e

Office Space Carbon  
Footprint

17.2

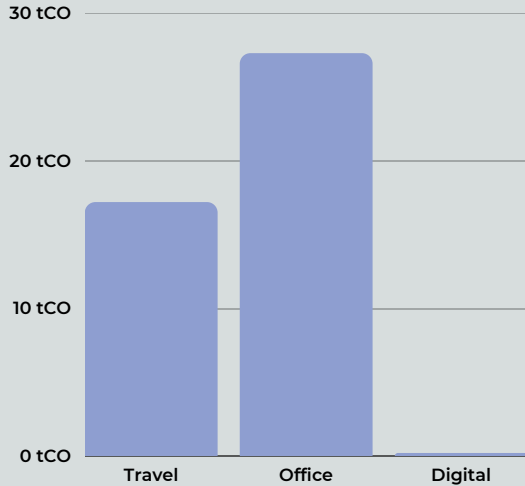
tCO<sub>2</sub>e

Work Travel  
Emissions



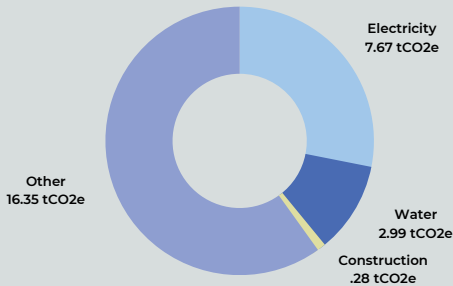


# Our Carbon Footprint

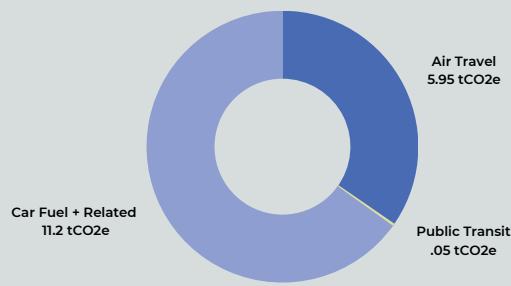


Conscious Revolution Carbon Footprint; Categorized Sources (tCO2e)

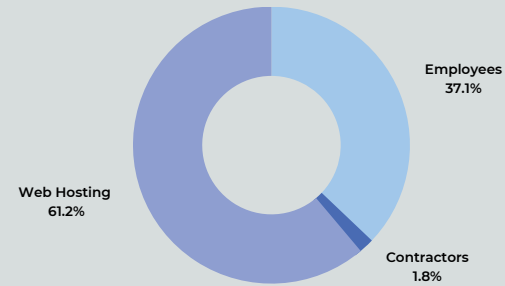
We estimated our carbon footprints based on three main material emissions categories: work-related travel, our offices (home offices), and digital (internet, hardware, and web hosting). Since we are located in multiple cities, we practice individual mitigation tactics in our own lives. This includes walk-commuting, membership at a renewable-energy powered co-working space, and investing in local renewable energy grids. We utilized *CoolClimate Network's* [open-source emissions estimation tool](#) as part of our calculations.



Office Space Footprint Breakdown



Work-Related Travel Footprint Breakdown



Digital Footprint Breakdown

We are firm believers that sustainability should not just be framed around carbon, especially as a social-impact oriented remote company whose carbon footprint is already small. We utilize carbon intensity, or the amount of carbon equivalent emissions required to produce one dollar (USD) of revenue, as our main emissions KPI. Our goal is to maintain or reduce this number year over year through renewable energy investments, such as subsidizing alternative green workspaces, in order to target our digital footprints and home office emissions.

**0.085**  
**kgCO2e/USD**

2022 Carbon Intensity, Revenue



# Supply Chain Ecosystem

As a primarily remote company in a service-based business, our material supply needs are minimal. We screen our vendors and generally prioritize those who are values-aligned (B Corporations, 1% FTP), but there are also considerations made for local and global majority companies.

- We use *Simple Switch*, an online marketplace of environmentally-vetted products, for things we would normally purchase on Amazon.
- Our tech items are purchased through *newegg.com*.
- Client gifts are either a *Narrative Food* box (a fellow woman-owned B Corp!) or a *Grateful* gift card (a fellow B Corp!).
- We utilize local restaurants and florists for our facilitated sessions.

## Partnerships

We ensure our ecosystem of partners are in alignment with our purpose and values. This includes our financial partners: Androscoggin Bank, Town and Country Federal Credit Union, Arnie Co, and Rise Finance. We prioritize partners that are fellow B Corps and have strong connections to our local community in Portland, Maine.

*Arnie Co.*, our 401k partner, offers our employees the opportunity to fully divest from fossil fuels and other harmful

industries, and to invest in companies with real impact for a "future worth living in."

In 2022, Conscious Revolution was fortunate to find Eric Schoenfeld of *Rise Finance* through our network at 1% For the Planet. Eric understands that success at Conscious Revolution is not purely based on growth and profit; that our purpose extends far beyond increasing revenue. Eric supports our goals - financial and otherwise - and works with us to build plans for how to achieve them.

We are working to change the narrative that increasing profit and growth for the sake of growth are the only ways to do business. Positive environmental and social impact can be a huge part of the bottom line. This is the lens we use for all our financial and non-financial partnerships.

In addition to our fractional CFO, we also work with Davey McConnell and Daphnah Jitschak from *the Eco Helper*. They have revolutionized our task and project management, automation, and perform proactive research into new ways of doing business. Our partnership is based on mutual trust and respect. We found each other through our 1% For the Planet network, and find that having aligned values of walking lightly on the planet reinforces our strong working bonds. Our partnership with the Eco Helper has allowed us to move from day-to-day administration to a focus on changing corporate culture to be more soul-full.



“The work of Conscious Revolution helps bring the best versions of ourselves to all our points of interaction in life, enabling us to see the world in balance. To the best extent possible, we then can harmonize those relationships and perspectives. My ability and confidence to think, communicate, and interact with intent and terms that resonate at all levels in an organization has skyrocketed. Their authenticity and simplicity is fantastic to work with, compounded by the kindness and wisdom in an individual who is convinced of a better way. It has been a tremendous privilege to dialogue with, learn from, and recommend them. Run, don’t walk, to Conscious Revolution.”

*- Jon Robertson  
Leadership Coaching Client*







# Our Goals for 2023 & Beyond

We will expand a number of our products and services so that they are **accessible both digitally and financially to start ups and small businesses**, allowing us to scale our impact and address the common development needs of organizations in a way that works best for them.

We will **create more opportunities for rest** in order to spend more time with loved ones and find rejuvenation in non-work hobbies to prevent burnout. This looks like:

- *No Meeting Mondays*, in order to give our team time to ease into the work week and feel more prepared and inspired.
- Closing our office for three weeks every August to provide time-off, and give employees an anxiety-free break from work.
- Transitioning to a four day work week in the summer of 2023 with the intention to continue it as a regular practice

We will **create routine value check-ins during regular meetings as a way to embody what we are teaching** our clients and community. This looks like mantras, reciting value statements, and intentionally slowing down during business hours.

We will **expand our employee benefits package** to include life, long-term disability, and short-term disability insurance in order for our employees to feel safe and secure. Our employees are humans first, and we intend to provide necessary care for our collective well-being.

We will **create a sustainable, regenerative, and community-focused marketing strategy** in order to effectively communicate our values with aligned clientele and partners. This looks like:

- Finding a values-aligned marketing partner to work within our company culture and promote our values outside of our own organization.
- Finding a new location for Conscious Revolution that allows us to host more meaningful gatherings for our clients in a unique space with a resonant vibration.
- Participating in relevant and meaningful conversations through our networks, and joining new networks of organizations and people who want to learn from us.

We will **build more intentional and deeper relationships with the organizations that we are giving to annually**, such as 1% For the Planet nonprofits and community partners. We will learn how to best support their purposes and build a stronger foundation for mutually beneficial relationships.





Conscious  
Revolution

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Stirling Sustainability

