



VISION & VALUES

Impact, Benefit and Sustainability Report 2017



SAVANNAH
CONSULTING

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POSSIBILITY APPLIED

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INTRODUCTION

Savannah Consulting's mission is to enable individuals to live from a place of conscious choice, free of the tyranny of old unconscious patterns, so that they create: profoundly satisfying lives aligned with their deepest truth and well-being; workplaces centered on humanity's inherent creative, generous, and collaborative nature; and a sustainable world that works for everyone. We are committed to the triple bottom line of people, planet and profit—treating our social and environmental impact as a primary measure of success and prioritizing it even in cases where it may not drive profitability.

The target beneficiary of our services are Certified Benefit Corporations, clean/green tech entrepreneurs, social entrepreneurs, low-income artists, and women leaders. Because we seek to support and build the economic vitality of our local community, most of our clients are located in Upstate New York.

As a “designed to give” business, we donate five percent of our revenues, and provide five percent of our services pro bono—focusing on long-term sustainability, increased independence, the environment, women/inclusion of underrepresented populations, and community building. We look to make an impact at the most viable scale with our donations—usually at the community level, but also right on up to the global village when it makes sense.

This report is intended to give all of Savannah Consulting's stakeholders—our clients, partners, suppliers, and neighbors—a transparent view into our impact, benefit and sustainability policies, practices and measures. It's also intended to inspire readers to pay attention to the ways they can leave the world a better place, and to provide the resources to get started.

This is the first year we have set and recorded our impact targets, and we intend to update and share them annually. Once we have achieved our Benefit Corporation certification, we will share our B Impact Assessment score as well.

2017 AT A GLANCE

80 percent of coaching clients were women.

24 percent of suppliers were women-owned companies, and 32 percent were local.

Hazardous waste was minimal and all of it was disposed of properly, including batteries, paint, electronic equipment, etc.

Ten clean/green tech companies were served through NEXUS-NY, a clean energy proof-of-concept center in New York State.

Eight women seeking elected office were taught public speaking and storytelling pro-bono thru the Women Elect PAC.

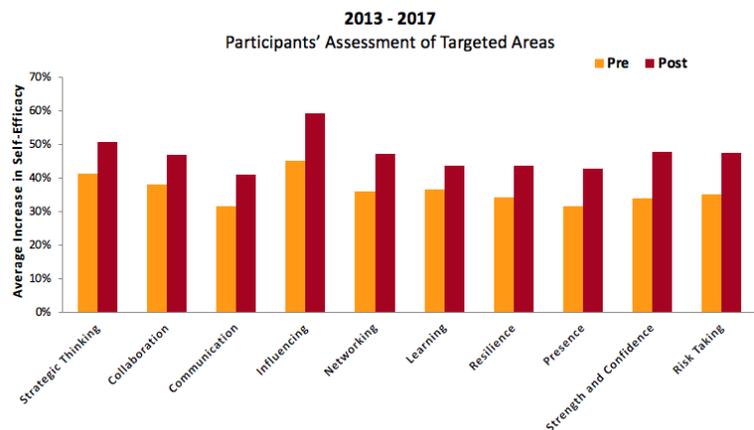
All investments were managed through Natural Investments, a B Corporation that practices Socially Responsible Investing.

Savannah Consulting has a “designed to give” business model, and in 2017 five percent of revenues were donated and five percent of services were provided pro bono to organizations focusing on long-term sustainability, increased independence, the environment, women/inclusion of underrepresented populations, and community building.

The majority of Savannah Consulting’s banking services were provided by credit unions.

For the seventh year, Savannah Consulting offered the Self Smarts program to members of Corning Incorporated’s Technology Community Women’s Network. Ten emerging women leaders participated in a year-long deep dive into self-awareness and self-actualization.

For the fifth year, Savannah Consulting offered the Women Leaders Launchpad program to women leaders in non-profits. The program successfully impacted participants’ self-efficacy, and increased access to economic opportunity for women as measured by pay raises, new stretch roles, and promotions. These women also put their new knowledge and skills to work serving our communities’ most pressing social needs.



CLIENTS & PARTNERS

TYPE OF WORK I DO

The poet Mary Oliver says there are two kinds of people in the world—those who make the world go around, and those who move it forward. I work with those who move it forward—companies focused on the triple bottom line of people, planet and profit; entrepreneurs working in green/clean tech; and non-profits shaping a world that works for everyone. And in all cases, I seek to support women leaders in companies, non-profits and government.

Through my coaching and consulting, I change the trajectory of people's lives and organizations. Therefore, I seek to do that for entities that are changing the trajectory of the world, so that I maximize my company's ability to create the best future possible for my grandchildren and all our grandchildren. To that end, I'm also studying to become a certified Futurist, in order to assist companies, organizations and municipalities to create a sustainable future.

CERTIFIED B CORPORATIONS

Certified B Corporations meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose. These are companies using business as a force for good, and they are my preferred clients and partners. Savannah Consulting is in the process of being certified as a B Corporation.

GREEN / CLEAN TECH

I mostly work in this space as a pitch coach, helping world-changing start-ups attract investors, land customers, and recruit the human resources they need to be game changers in environmental sustainability.

RESOURCES

B Corporations
<http://bcorporation.net>

NEXUS-NY
<https://nextcorps.org/>

CLIENTS & PARTNERS *(continued)*

NON-PROFITS

Since 2012, I have served women leaders in non-profit organizations through a program I created called Launchpad. Co-sponsored by the woman-led Community Foundation of Elmira-Corning and the Finger Lakes, Launchpad is an immersive deep dive for women leaders. I offer it at a deep discount and the Community Foundation provides scholarships for those who need them.

Also, I have long-term relationships with the Food Bank of the Southern Tier, Rockwell Museum, 171 Cedar Arts Center, and other non-profits with which I have worked extensively—strengthening leadership, collaboration and creativity, so that they can work to improve the lives of those they serve.

I'm also partnering with the Community Foundation on an in-depth long-term initiative to improve the quality of life for non-profit employees in the region.

WOMEN LEADERS

According to Catalyst, a vast body of research documents the relationship between diversity and improved financial performance. Moreover, the world needs the innovations that come from a diverse workforce in every sector at every level. And lastly, according to Project Drawdown, supporting girls and women can improve the environment. That's why I offer several women-only leadership programs, and about 80 percent of my leadership coaching clients are women. Also, I seek women-owned businesses and women-led organizations as my partners, and Savannah Consulting is a NYS-Certified Woman-Owned Business Enterprise.

RESOURCES

Catalyst

<https://catalyst.org/knowledge/why-diversity-and-inclusion-matter>

Chloe Capital

<http://chloecapital.com/>

Community Foundation of Elmira-Corning and the Finger Lakes

<http://communityfund.org>

Launchpad

<http://possibilityapplied.com/launchpad>

NYS MWBE

<https://esd.ny.gov/mwbe-new-certification>

Project Drawdown

<https://drawdown.org/>

SUPPLIERS, SPENDING & INVESTING

CHOICES & BEHAVIORS MATTER

Through my company, I seek to have the smallest environmental impact possible, and recognize that how I use resources, make purchasing decisions, and invest my savings all have far-reaching consequences. Because I am the only employee of Savannah Consulting and I work mostly from a home office, what I'm reporting on here reflects my individual choices and behaviors.

SUPPLIERS

When it comes to suppliers, Savannah Consulting gives preference to companies owned by women or individuals from under-represented populations, as well as locally-owned companies. In 2017, 24 percent of my suppliers were women-owned companies, and 32 percent were local.

SMALL HOUSE WITH ENERGY-EFFICIENT APPLIANCES

In 1994, I bought a small fixer-upper house with a tiny yard in a neighborhood targeted for strengthening by HUD. Since then, I have consistently worked to make it more efficient, buying ENERGY STAR-rated appliances (including my office computer), and high-efficiency gas furnace and water heater. I added insulation and energy efficient doors and windows. I purposefully replaced all grass (eliminating the energy use, emissions and air pollution of a lawn mower) with organic vegetable, fruit and perennial gardens, while focusing on edible landscaping. I've always worked from home or within a mile of home to minimize the environmental impact of commuting.

ENERGY EFFICIENT CAR

I drive a Subaru Legacy, which I purchased because it was top-rated for fuel efficiency in its class, and is a partial zero emissions vehicle. Also, Subaru as a company is committed to its workers, the environment, and community building. For trips longer than 5 miles, I "gang" meetings and errands to minimize my fossil fuel use.

PRIMARY SUPPLIERS

LOCALLY-OWNED

Casella Waste Systems
<https://casella.com>

Hand + Foot
<http://handandfoot.co>

Soul Full Cup
<http://soulfullcup.com>

Treu Office Supply
<http://treuofficesupply.com>

WOMEN-OWNED

Andrea Q.
<http://andreaq.com>

Institute for Zen Leadership
<http://institutezenleadership.org>

Rebecca Ryan
<https://rebeccaryan.com>

SUPPLIERS, SPENDING & INVESTING *(continued)*

ENERGY USE

I use a programmable thermostat and set the temperature at levels recommended by the Department of Energy: 68° during the day and 62° at night. I reduce the temperature to 55° when I am gone for more than 24 hours. I use room air conditioners on only the hottest days of summer—cooling only the room I'm occupying. I use natural gas for heating, water heating, and clothes drying, and I purchase electricity through Energy Cooperative of America-Renewables, which uses only renewable fuel sources to generate electricity. Thanks to my dad, I always turn out lights when I leave a room.

BEEKEEPING

Bees pollinate about one-third of the plants we eat. But due to a variety of factors (climate change, modern agricultural practices, pesticides, diesel fumes, etc.), bee populations have been declining. So in 2017, I began keeping bees, doing my part to help them survive as a species. Beekeeping is a major commitment in terms of time and money; I couldn't have done it without my bee mentor David Burns—I highly recommend his online classes and his mentoring service.

PARTICIPATION IN THE SHARING ECONOMY

I believe in sharing resources. Therefore, I began using Airbnb when I travel in 2012, and have hosted visitors in my home through Airbnb since 2013. I also depend on Lyft as a shared transportation service when I'm away from home. I allow dancers and other performers free use of the studio where I see clients.

RESOURCES

Energy Cooperative of America-Renewables
<https://energycoopofamerica.org/greenpower/>

David Burns, Master Beekeeper
<https://honeybeesonline.com>

Airbnb
<http://airbnb.com>

Lyft
<http://lyft.com>

SUPPLIERS, SPENDING & INVESTING *(continued)*

LOW CONSUMPTION

In college I was struck by the adage: “Live simply so that others may simply live,” and have made it a driving principal in my life. I live within my means with no credit card debt, and will have my house paid off by 2026. I am non-acquisitive, and when I do make purchases, I consistently choose organic, fair trade, recycled/recyclable, local, non-GMO products, even when there is a lower-priced alternative.

RESOURCES

Habitat for Humanity ReStore
<http://habitat.org/restores>

Mimi’s Attic, Ithaca
<http://mimisatticithaca.com>

I became a vegetarian in 1977 and have chosen a primarily vegetarian diet since then. I made that choice because I didn’t want to contribute to the cruel treatment of animals, and because consuming animals and fish has a higher impact on the environment than a vegetarian diet. Today, on the rare occasion that I do eat animal products, including dairy and eggs, I buy organic, local, and cruelty-free items.

I shop at antique stores, thrift and consignment shops, Habitat for Humanity’s ReStore and other companies committed to reusing and repurposing furniture, tools, clothes, and other consumer items. I use a single-stream recycling service and compost food and yard waste. I don’t buy environmentally harmful products, and limit my use of plastic (no bottled water, no plastic wrap at home, whole foods versus packaged, etc.) because plastics are made from petroleum and are not biodegradable.

VEGETARIAN COOKBOOKS

The Moosewood Cookbook by Mollie Katzen (1974)
http://molliekatzen.com/books_moosewood_cookbook.php

Moosewood Restaurant Cooks at Home, Fast and Easy Recipes for Any Day
by the Moosewood Collective (1995)
<https://moosewoodcooks.com/products-page/cookbooks/moosewood-restaurant-cooks-at-home>

American Wholefoods Cuisine by David and Nicki Goldbeck (2006)
<https://akpress.org/americanwholefoodscuisine.html>

SUPPLIERS, SPENDING & INVESTING *(continued)*

CREDIT UNION & FOOD CO-OP

Credit unions and food co-ops are member-owned and committed to investing in local communities. I have been a member of the SERVU Credit Union since the early 1980s, and also joined the Corning Federal Credit Union in 2015. I belong to Green Star, a food co-op in Ithaca, NY.

SUSTAINABLE, RESPONSIBLE AND IMPACT INVESTING

According to The Forum for Sustainable and Responsible Investment: “Sustainable, responsible and impact investing (SRI) is an investment discipline that considers environmental, social and corporate governance (ESG) criteria to generate long-term competitive financial returns and positive societal impact.”

Since the 1990s, I have invested with an SRI investment screen, and in 2011, hired Greg Pitts to handle my account. Greg is a partner at Natural Investments, a Certified B Corporation, that literally wrote the book (or books) on SRI investing: *Investing From the Heart* in 1992, *Investing with your Values: Making Money & Making a Difference* in 2000, and *The Resilient Investor: A Plan for Your Life, Not Just Your Money* (2015). I highly recommend *The Resilient Investor!*

RESOURCES

Corning Federal Credit Union
<https://corningcu.org/>

The Forum for Responsible and Sustainable Investment
<https://ussif.org/>

Greenstar Food Co-op
<https://greenstar.coop/>

Natural Investments
<https://naturalinvestments.com/>

ServU Credit Union
<https://servucu.com>

Stronger Together Food Cooperatives
<https://strongertogether.coop/>

How to Get What You Want in Life with the Money You Already Have by Carol Keeffe

PHILANTHROPY & VOLUNTEERING

“DESIGNED TO GIVE” BUSINESS MODEL

Ricardo Semler, in a great [TED talk](#), says: “If you’re giving back, you took too much. ... I like sharing-as-you-go better.” I agree, and that’s why, each year, I donate 5 percent of my revenues and 5 percent of my time pro-bono to individuals and organizations committed to long-term sustainability, increased independence, the environment, inclusion, and community building.

Three percent of my time and revenues go into the Possibility Applied Fund, a donor-advised fund I created that is managed by the Community Foundation of Elmira-Corning and the Finger Lakes. The remaining two percent goes to the other organizations listed on page 12. I also serve on the Advisory Council of the Women Elect PAC, which works to have more women run for elected offices from school boards to the White House.

POSSIBILITY APPLIED FUND

Because I live at the intersection of art, activism, and enterprise, I created the Possibility Applied Fund—to support others who live there too. Artists, entrepreneurs and activists residing within a 50-mile radius of Corning, who have an idea to transform themselves, our community and/or the world can apply to receive personalized support to make their dream come true.

In addition to financial support, I provide free coaching, access to my network of generous colleagues, and other forms of support to the selected applicants. Application is here: <http://possibilityapplied.com/apply-to-the-fund>

To date, recipients have included:

- Linda Copman, social entrepreneur with an idea for food waste reduction.
- Tristan MacLean, social entrepreneur promoting kids’ curiosity and access to scientists. <http://keeponquestioning.org>
- Christina Muscatello, founder of the Memory Maker Project, providing art, culture and advocacy for individuals living with Alzheimer’s and other forms of memory loss. <http://memorymakerproject.org>
- Annemarie Zwack, working artist who builds community through collaborative art projects like murals, mosaics, and quilts. <http://zwackart.com/>
- [Bronson Burdick](#), LGBTQ artist bringing his vision to the world. <http://deviantart.com/bronson14>

SUPPORTED ORGANIZATIONS

Possibility Applied Fund

<http://possibilityapplied.com/fund>

171 Cedar Arts Center

<https://171cedararts.org/>

Amnesty International

<https://amnesty.org/>

Community Foundation of Elmira-Corning
and the Finger Lakes

<http://communityfund.org/>

Corning Museum of Glass

<https://cmog.org/>

Finger Lakes Land Trust

<http://fltl.org/>

Food Bank of the Southern Tier

<https://foodbankst.org/>

Fund for Women
of the Southern Tier

<http://ffwst.org/>

Heifer International

<https://heifer.org/>

Institute for Zen Leadership

<http://institutezenleadership.org/>

Meals on Wheels

<http://cmowheels.com/>

Natural Resources Defense Council

<https://nrdc.org/>

NEXUS-NY

<https://nexus-ny.org/>

Planned Parenthood of the Southern
Finger Lakes

<https://plannedparenthood.org/planned-parenthood-southern-finger-lakes>

Rails to Trails

<https://railstotrails.org/>

Rockwell Museum

<https://rockwellmuseum.org/>

Southeast Steuben County Public Library

<http://ssclibrary.org/>

Steuben Senior Services Fund
(Aging in Place)

<http://steubenseniorservicesfund.org/>

The ARTS of the Southern Finger Lakes

<https://earts.org/>

Women Elect PAC

<https://womenelect.org/>

Women's Chorale

<https://twccorning.org/>

WELL-BEING

SELF-EMPLOYMENT & BALANCE

By owning my own company, I can set policies for my single employee—me! I have long had a commitment to balancing paid work with other priorities (mothering and grandmothering, being an artist and activist, nurturing relationships with loved ones, and taking care of my well-being). On this page I offer some ideas and resources for how I have attended to my well-being.

MEDITATION & YOGA

I try to start most days with yoga (usually an on-line class offered through “Yoga with Adrienne”) and 20 minutes of meditation (using the Insight Timer app to track my practice). I also have completed three programs led by the Institute for Zen Leadership, and meet ongoingly with a peer group who has trained with me there.

JOURNALING

I am a life-long journal keeper. I write whenever I feel moved, which can be up to several times a week but never less than several times a month. What do I record in my journal? Ideas, thoughts, poems, mind maps, musings, rants, letters to my future self, rough drafts that turn into something more polished later—really whatever comes. At the turn of the year, I read through the previous year’s entries, and every once in a while, I read through a whole era’s worth of them. Writing and reading my journals helps me to stay true to my values and vision.

POETRY & IMPROVISING

I have published two chapbooks of poetry and one of short-short stories (all through FootHills Publishing), and have given countless readings over the years. I continue to meet with my Writer’s Group (formed in the early 1990s) about ten times a year. I have also spent many, many hours of my life improvising—by myself and with others in my studio, as well as in performances around the world with Alligator Mouth Improv. What I gain from investing in these passions is a deeper connection to meaning, purpose, and connection to “all that is.”

RESOURCES

Yoga with Adrienne
<https://yogawithadrienne.com/>

Insight Timer
<https://insighttimer.com/>

Institute for Zen Leadership
<http://institutezenleadership.org/>

FootHills Publishing
<http://foothillspublishing.com/2008/id75.htm>

Writing Down the Bones by
Natalie Goldman
<http://nataliegoldberg.com/books/writing-down-the-bones/>

Alligator Mouth Improv
<https://youtube.com/user/alligatormouthimprov>

Rhiannon Music
<https://rhiannonmusic.com/>

WELL-BEING *(continued)*

READING & BOOK GROUP

In many ways, books raised me. And they continue to be the first place I turn for information and inspiration. I started a book group in 1990, and we have met every month since then—it's like having ten sisters who all happen to love books. I also read several magazines and newsletters cover-to-cover each month. I stopped watching TV in 1977, and because "if it bleeds, it leads," I avoid watching conventional news online. I think of social media as junk food for the brain, so I limit my consumption of it to less than an hour a month.

BEING IN NATURE

Many studies show it, and I simply know it on a deep level: being in Nature is good for us. That's why a lot of my philanthropy is directed at organizations dedicated to conserving and preserving natural habitats and our access to them. It's also why, as often as possible, I go to the woods, the garden, the bike trail, the beeyard, and to water in any form. I hike, bike, kayak, birdwatch, beewatch, stargaze, garden, swim, or just sit and soak in the natural world.

MAGAZINES

Wired Magazine
<https://wired.com>

Funny Times
<https://funnytimes.com/>

Scientific American
<https://scientificamerican.com/>

BOOKS

A Year to Live: How to Live This Year as If It Were Your Last by Stephen Levine

Adaptability: How to Survive Change You Didn't Ask For by M.J Ryan

The Art of Possibility: Transforming Professional and Personal Life by Rosamund Stone Zander, Benjamin Zander

The Artist's Way: A Spiritual Path to Higher Creativity by Julia Cameron

The Big Leap: Conquer Your Hidden Fear and Take Life to the Next Level by Gay Hendricks

Buddha's Brain: The Practical Neuroscience of Happiness, Love & Wisdom by Rick Hanson, Richard Mendius

Conscious Loving: The Journey to Co-Commitment by Gay Hendricks

mBraining: Using Your Multiple Brains to Do Cool Stuff by Grant Soosalu, Marvin Oka

Move to Greatness by Ginny Whitelaw, Betsy Wetzig

The Possibility Principle by Mel Schwartz

Women Who Run with the Wolves: Myths and Stories of the Wild Woman Archetype by Clarissa Pinkola Estés

The Zen Leader by Ginny Whitelaw

I HAVE A DREAM



I have a dream that one day everyone everywhere will live from a place of conscious choice, free of the tyranny of old unconscious patterns.

I have a dream that one day people will see a thousand-thousand ways to go in every unfolding moment.

I have a dream that one day people will measure success by whether they are creating a profoundly satisfying life aligned with their deepest truth and well-being.

I have a dream that one day people will create schools and workplaces not centered on control, constriction, and competition, but rather on humanity's inherent creative, generous, and collaborative nature.

I have a dream that one day people will learn that change doesn't have to be hard, or take a long time. I dream that we will find transformation exhilarating, and available in every moment.

I have a dream that one day we will see ourselves as inextricably connected to each other and all that is. I dream our shared paradigm will help us see that every choice is significant and has an effect on the world.

I have a dream that together we will create a world that works for everyone.

That's my dream, and to manifest it, I partner with emotionally intelligent leaders who care deeply about the well-being of their people, and who will invest in creating high-performing, super-engaged, inspired and self-actualizing individual employees and teams. These leaders are inspirational and respected by their employees.

They are results-oriented and have the resources and power to do what it takes to achieve their goals.

Together, we are changing the world—one person, one team, one workplace at a time.

RHONDA MORTON
Founder, Savannah Consulting