



BLK & BOLD'S 2025 IMPACT REPORT

BREWING PURPOSE

& BUILDING FUTURES

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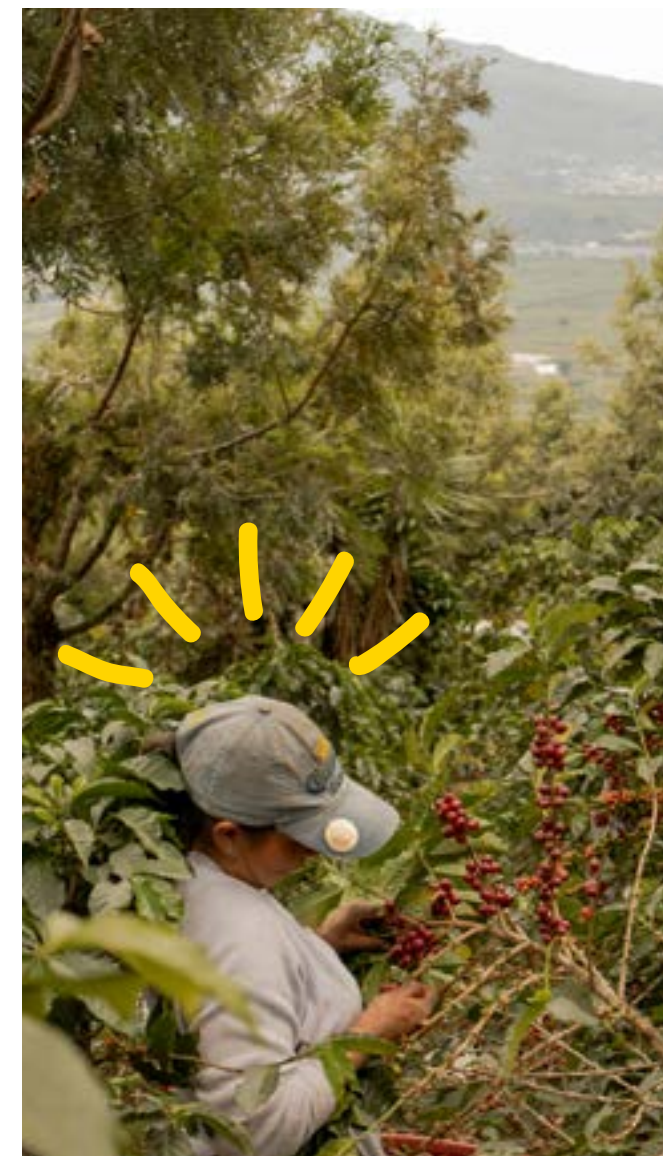
ABOUT BLK & BOLD

BLK & Bold was founded in 2018 on a simple but radical idea: your daily cup of coffee could fuel something bigger than a morning routine. It could put books in classrooms, mentors in schools, computers in the hands of kids without internet at home, and seedlings in community gardens that feed entire neighborhoods.

Today, every purchase fuels a promise we made at the start: 5% of our gross profits support nonprofits across the country. Since 2018, that collective impact has added up to more than \$465,000, uplifting 25,000 young people each year. Together with our partners, we're fueling mentorship in Chicago classrooms, cultivating new skills on urban farms in Philadelphia, and bridging the digital divide in Houston homes.

Our commitment to impact doesn't stop with our 5% pledge; it's baked into the beans, the supply chain, and the culture of our company. Through Fair Trade, we're expanding our impact from national to global—directing premiums into farmer-led projects that build schools, clinics, and climate-smart agriculture across coffee-growing regions. We're proud to rank among the Top 30 Fair Trade coffee roasters in the U.S.—a recognition that reflects both our growth and the power of conscious consumers who choose impact with their cup.

In 2025, we also began our climate journey. Partnering with SGS, one of the world's most sustainable corporations, we're applying the same rigor and transparency that define



our social impact work to our environmental performance. From measuring our full carbon footprint to setting science-based goals, we're building the systems needed to reduce emissions and strengthen resilience across our supply chain.



WITHIN THE LAST YEAR

As a B Corp-certified company, we're proving that purpose and progress go hand in hand. And our place on the Inc. 5000 list of fastest-growing private businesses in both 2023 and 2024 reflects not just our growth, but the collective power of consumers who believe their morning cup can fuel something bigger.

- We launched the BLK & Bold Foundation, a 501(c)(3) nonprofit that builds on our 5% social impact pledge with a 20-year plan to positively influence 72 million underserved youth by 2045
- We partnered with SGS, one of the world's most sustainable corporations, to begin our climate journey with rigor and transparency by measuring our carbon footprint and building a long-term action plan
- We welcomed NFL Hall-of-Famer Deion Sanders (a.k.a. "Coach Prime") as an owner and Social Change Leader, amplifying our mission with his platform and passion for community
- BLK & Bold co-founders Rod Johnson and Pernell Cezar were honored with the Excellence in Coffee Leadership Award from the Coffee Coalition for Racial Equity



FOUNDATION LAUNCH

20 - Year plan to positively influence 72 million underserved youth by 2045



COACH PRIME JOINS

Deion Sander as owner and champion for social change, amplifying our mission

Last year, we welcomed Deion "Coach Prime" Sanders as both co-owner and spokesperson, amplifying our mission to a wider audience. His presence is a reminder that real impact is measured not just in dollars, but in the mentors, role models, and opportunities that change a young person's path.

This report is an annual update, yes; but it's also an invitation. With every cup you brew, you're fueling a cycle in which farmers earn fairer livelihoods, youth find doors opened to them, communities grow stronger, and conscious consumers see their values reflected in what they buy.

This isn't just our story. It's one we're writing with you, cup by cup.



AWARD RECOGNITION

Excellence in coffee leadership award from the coffee coalition for racial equity.

01.

A LETTER FROM
OUR FOUNDERSTHE BLUE
PRINT IN
EVERY BREW

DEAR FRIENDS,

When we launched BLK & Bold seven years ago, we didn't know if the world was ready for a different kind of coffee company. We weren't baristas or farm owners. We were two kids from Gary, Indiana—one a coffee enthusiast, one a tea drinker—with \$20,000 in savings, a garage roaster, and a conviction that business at its best is a force for good.

These were the rules we wanted to rewrite:
That premium coffee was necessarily a luxury
That overlooked communities would always be shut out of opportunity
That profit and purpose couldn't sit at the same table
That the coffee aisle couldn't make space for Black-owned brands

So we created a blueprint—not just for coffee, but for how everyday rituals can resource the future. In an industry in which coffee is too often treated as a commodity, premium is marketed as a luxury, and farmer communities struggle to see equity, we chose a different path. Our blueprint is a plan we live by and a model we offer the world: proof that coffee can be premium and accessible, profitable and purposeful, rooted in equity and built to last. Every sip you take fuels youth who deserve opportunity, farmers who deserve fair trade, and a planet that deserves care.

It hasn't been easy. Scaling a company while staying rooted in purpose meant saying no to shortcuts and yes to intention. But the blueprint is working. Today, BLK & Bold stands as the first Black-owned, nationally distributed coffee brand—proof that a garage dream can set a precedent for an entire industry.

In the pages ahead, you'll see how a cup of



coffee can translate into mentorship in Chicago classrooms, food security in Oakland, clean water in Peru, and climate resilience across our supply chain. You'll see how partnerships—from local nonprofits to global retailers—extend our impact far beyond the coffee aisle. And you'll see why we believe this blueprint can outlast us, reshaping coffee for generations to come.

In gratitude (and with boldness),

Pernell & Rod

“OUR VISION FOR BLK & BOLD WAS **NEVER JUST ABOUT COFFEE**; IT WAS ABOUT CREATING A BLUE-PRINT IN WHICH OVERLOOKED COMMUNITIES ARE CENTERED AND YOUNG PEOPLE SEE THEMSELVES REFLECTED IN EXCELLENCE. WE WANTED TO PROVE THAT COFFEE CAN BE PREMIUM AND ACCESSIBLE, PROFITABLE AND PURPOSEFUL, ROOTED IN EQUITY AND BUILT TO LAST.”

02. COFFEE,

FUEL

FOR CHANGE

WE DIDN'T START WITH A PRODUCT

We didn't start with a product. We started with a promise: that whatever business we built would fuel change. It was a conviction that came straight from our upbringing.

Gary, Indiana was once a thriving steel hub, but by the time we came of age it had become one of the most disadvantaged cities in the country. Poverty was high, resources were scarce, and safe, community-centered spaces were few and far between. Cafes, for example, were virtually nonexistent; the closest thing to a "coffeehouse" was a McDonald's where retirees gathered over small cups. The Boys & Girls Club was a safe haven for us, offering structure, mentorship, and stability when little else did. It was there that we learned the transformative role youth-focused nonprofits can play... and it planted the seed for what BLK & Bold would eventually become.



Our mission needed a product with reach, daily resonance, and cultural weight. Coffee offered all three, as the most widely consumed beverage among U.S. adults and a ritual touchpoint for two-thirds of Americans. But the industry had gaps: Black Americans are the least likely ethnic group to drink coffee regularly, and Black-owned coffee companies were nonexistent at a national scale (indeed, BLK & Bold became the first). As two friends who'd spent years in coffee shops as consumers, that lack of representation—both behind the counter and in the retail aisles—felt personal.



“I KEPT WONDERING ABOUT THIS PRODUCT I WAS SPENDING SO MUCH MONEY ON BUT KNEW SO LITTLE ABOUT. THE MORE I LEARNED, THE MORE I FELL IN LOVE WITH COFFEE ITSELF... BUT THE MORE I FELT A DISCONNECT WITH AN INDUSTRY THAT LACKED REPRESENTATION AND TOO OFTEN IGNORED THE COMMUNITIES IT SERVED.”

PERNELL CEZAR, CO-FOUNDER & CEO

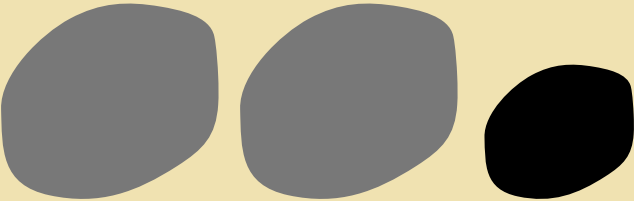
“WE STARTED **BLK & BOLD AS TWO GUYS WHO KNOW FIRSTHAND WHAT IT’S LIKE TO GROW UP IN UNDER-RESOURCED COMMUNITIES. FOR US, THE MODEL IS SIMPLE: NEVER FORGET WHERE YOU CAME FROM, AND ALWAYS REINVEST IN THE PEOPLE WHO WERE THERE FOR YOU.”**

ROD JOHNSON, CO-FOUNDER & CHIEF VALUES OFFICER





 COFFEE IS THE #1 CON-SUMED BEVERAGE AMONG U.S. ADULTS


2/3 OF AMERICANS DRINK COFFEE EVERYDAY

BLK & BOLD IS THE **1ST BLACK-OWNED**, NATIONALLY DISTRIBUTED COFFEE BRAND





And so, the idea crystallized: coffee would be our canvas. It was familiar enough to meet people where they were, but powerful enough to carry something bigger: representation, reinvestment, and a chance to rewrite what business could mean.

From grandparents gathering at the kitchen table to Gen Z discovering cold brew, coffee has always been a ritual that connects generations. With BLK & Bold, every cup now carries something more.

03. THE STAKES FOR TODAY'S YOUTH

HERE AT BLK BOLD

At BLK & Bold, we made a commitment to invest 5% of our gross profits into organizations that are rewriting the future for underserved youth. Every data point in this report represents a life with potential that deserves to be met with opportunity.

Everyday inequities take many forms: a student trying to complete homework without internet access. A child sitting through class on an empty stomach. A teenager facing harsher discipline than their peers for the same behavior. These disparities are urgent and pervasive, shaping the daily lives of youth in need across the country.

Our 5% pledge is anchored in a conviction that no student should be denied opportunity because of the neighborhood they live in or the financial circumstances they were born into. Whether it's hunger, digital exclusion, or systemic bias, the barriers are real, but they are not inevitable. We're leveraging our platform to resource the next generation.



FOOD INSECURITY

Nearly 1 in 5 U.S. households with children face food insecurity. The burden falls disproportionately on communities of color, where rates are more than twice as high as White households.

Where BLK & Bold intervenes: Urban Growers Collective (Chicago), Acta Non Verba (Oakland), Cloud 9 Farms (Philadelphia), and City Growers (Brooklyn) transform vacant land into farms and gardens, expanding food access while equipping youth with agricultural, environmental, and leadership skills.

ONE
IN

FIVE



34,700
7,000
-25

YOUTH HOMELESSNESS

On a single-night count in 2023, more than 34,700 unaccompanied youth and more than 7,000 parenting youth under 25 were homeless. Young people from historically marginalized communities remain disproportionately affected.

Where BLK & Bold intervenes: Sunset Youth Services (San Francisco) provides critical support and crisis intervention for homeless and justice-involved youth, while LA Conservation Corps (Los Angeles) offers job training, education, and mentorship that help vulnerable young people gain stability and pathways toward long-term independence.

DIGITAL INEQUITY

Nearly 1 in 4 low-income households lacks access to a working computer or internet, fueling the “homework gap” in which students can’t complete assignments or fully participate in digital learning.

Where BLK & Bold intervenes: Comp-U-Dopt (Houston) delivers free computers and digital literacy training, ensuring students can fully participate in school and future careers.

ARTS EDUCATION INEQUITY

Students in low-income communities are far less likely to have access to quality arts programs: in some schools, arts funding is less than \$1 per pupil annually. Yet underserved students engaged in the arts are five times more likely to graduate high school, with higher academic achievement, stronger social-emotional skills, and fewer disciplinary issues.

Where BLK & Bold intervenes: Juxtaposition Arts (Minneapolis) and The Black Man Can (national) center creative expression and representation, helping young people build confidence, self-determination, and pathways to success.



1 IN 4

LOW-INCOME HOUSEHOLDS LACK COMPUTER ACCESS THIS FUELS "HOMEWORK GAP" WHERE STUDENTS CANT COMPLETE ASSIGNMENTS OR PARTICIPATE IN DIGITAL LEARNING.

Where blk & bold intervenes:
comp-u-dot delivers free computers and digital literacy training to students



ENRICHMENT GAP

By 6th grade, children from middle- and upper-income families have logged 6,000 more hours of learning than their peers in poverty, including over 4,000 hours in after-school and summer enrichment like tutoring, sports, and arts programs. This gap fuels long-term inequities in achievement and opportunity.

Where BLK & Bold intervenes: Kid Power (Washington, D.C.) and By Degrees Foundation (Des Moines) expand after-school programs, mentorship, and college prep to close enrichment and readiness gaps and open doors to opportunity.

EDUCATION & DISCIPLINE DISPARITIES:

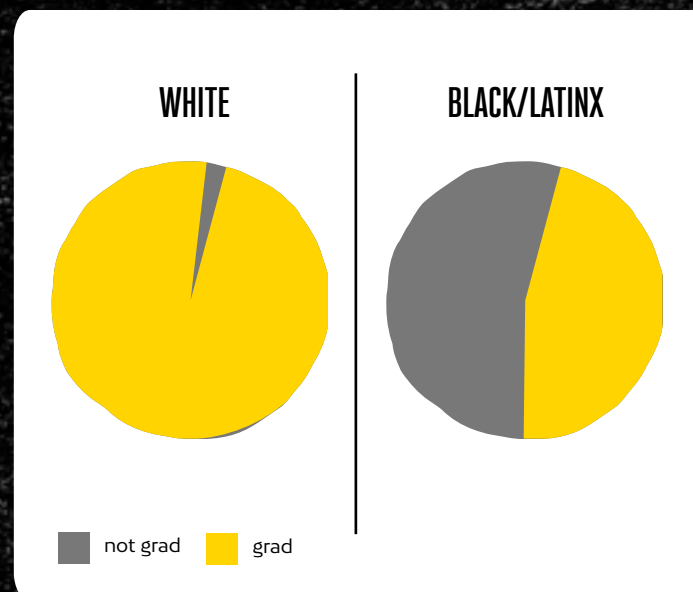
Students in under-resourced schools are suspended at more than 3x higher rates than their peers, compounding existing educational inequities. Discipline disparities often mirror broader inequities in income, community resources, and systemic bias.

Where BLK & Bold intervenes: Youth Guidance (Chicago) places mentors and evidence-based supports inside schools, helping students strengthen social-emotional skills, reduce suspensions, and stay engaged through graduation.

GRADUATION GAP

National graduation rates reveal a persistent gap—4–12 percentage points—between students in high-income vs. low-income districts. Gaps are driven by inequities in school funding, disproportionate discipline, and limited access to enrichment opportunities.

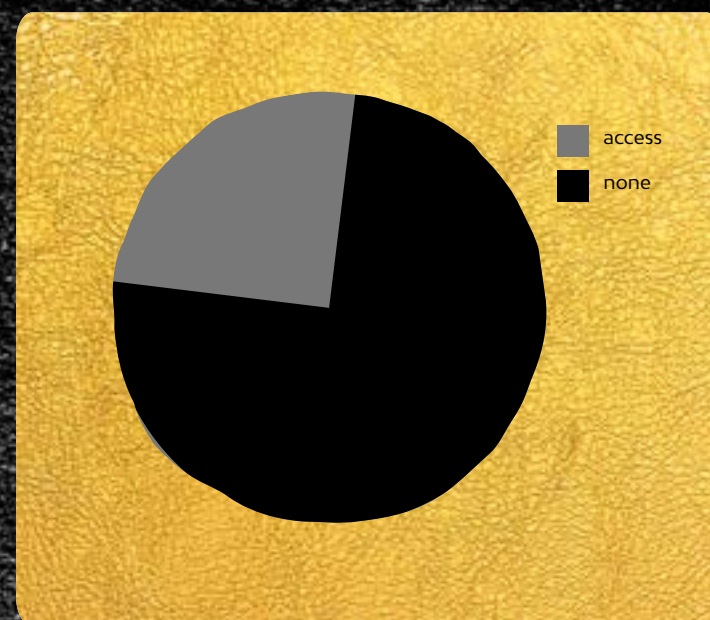
Where BLK & Bold intervenes: Youth Guidance helps keep students on track to graduate, while the Center for Black Innovation (Miami) exposes youth to coding, entrepreneurship, and leadership pathways, broadening the opportunities available after graduation and into their careers.



ACCESS TO NATURE

Nearly 1 in 3 Americans (including 28 million children) lack a park or natural space within a 10-minute walk of home. Black communities are about three times more likely than White communities to live in “nature-deprived” areas, limiting opportunities for play, health, and connection to the outdoors.

Where BLK & Bold intervenes: Greening Youth Foundation (Atlanta) and LA Conservation Corps introduce underrepresented youth to conservation careers and outdoor education; City Growers connects young people in dense urban areas to green spaces and the benefits of nature.



JUVENILE JUSTICE DISPARITIES:

Black youth represent 46% of young people in juvenile placement, despite making up only 15% of the U.S. youth population. They're 5.6 times more likely than White youth to be incarcerated, while Latino youth are at least twice as likely in many states. System involvement often compounds inequities.

Where BLK & Bold intervenes: Sunset Youth Services provides direct alternatives to justice involvement through advocacy, mentorship, and creative expression, while The Black Man Can strengthens representation and social-emotional supports that help young men build confidence and avoid the justice system.

MENTAL HEALTH CRISIS IN JUVENILE JUSTICE

Around 70% of youth in detention have at least one mental health diagnosis (nearly 30% with severe conditions), yet most do not receive adequate treatment while incarcerated or after release. Disparities by race, income, and gender further limit access to care, fueling cycles of incarceration without healing.

Where BLK & Bold intervenes: Youth Guidance tackles trauma head-on with evidence-based counseling and mentorship programs that improve mental health and reduce justice involvement. Kid Power strengthens social-emotional skills and wellness early, equipping under-resourced youth with the supports they need to stay engaged in school and build resilience before crises escalate.

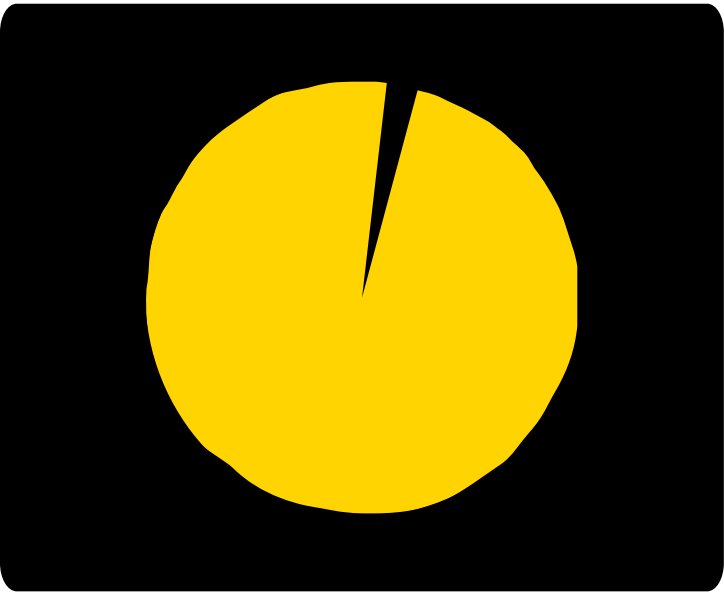
70%

OF DETAINED YOUTH HAVE MENTAL HEALTH DIAGNOSES
NEARLY 30% HAVE SEVERE CONDITIONS, YET MOST DON'T RECEIVE ADEQUATE TREATMENT DURING OR AFTER INCARCERATION

Where blk & bold intervenes:
Kid Power & Youth Guidance address trauma early with wraparound supports



5% OF GROSS PROFITS COMMITTED TO ORGANIZATIONS SERVING UNDERSERVED YOUTH



50%

The numbers are sobering, but they're not immovable. Every bag of coffee and every cup brewed fuels the work of trusted, community-rooted partners building opportunity where it's needed most.

04.

FLAVOR & INTEGRITY

IN EVERY CUP

AT BLK & BOLD PURPOSE & QUALITY

Are inseparable. Every bag we roast delivers an unforgettable cup while advancing a mission that stretches from farmers at origin to underserved youth here at home. From the soil where our beans are grown to the moment they fill your mug, each roast is crafted to delight your palate while strengthening the communities behind it.

Micro-Roasted for Precision, Crafted for Every Palate

Pernell and Rod oversee every step in the production process, starting with trusted importers, aligning on target taste profiles, and leading rigorous cuppings to select and refine each blend. Typical R&D batches run just 1–5 lbs, with production batches closer to 125 lbs: small enough to stay nimble, large enough to supply national demand. Development times and Agtron color readings are logged, with every batch cupped 24 hours later before release.

We also lean into processing choices that protect nuance. Alongside traditional washed coffees, we source natural/sun-dried lots—rotated in the full fruit to maximize contact with the cherry—so more of those subtle fruit notes make it to your cup.

This small-batch approach sets BLK & Bold apart from larger brands that often rely on blending to mask inconsistencies. By micro-roasting and cupping daily, the team dials in each coffee's sweet spot and keeps every lot traceable.

Sourcing with Purpose

Every coffee we roast has to meet two standards: exceptional flavor and ethical sourcing. Beans must score at specialty level and pass rigorous cuppings, but they also need to come from partners with transparent supply chains, fair pay structures, and commitments to community reinvestment.

We build relationships harvest after harvest, not through one-off spot buys. The team pilots small lots before scaling, provides feedback directly to producers, and pays on time to support predictable demand. As we continue to grow, we're beginning to share more of our producers' stories with customers, celebrating the people behind each harvest and giving their work greater visibility in the market.

WHAT MAKES COFFEE “SPECIALTY”?



This balance of craft and conscience shows up in every offering. Whether it’s a fruit-forward single origin or a bold, crowd-pleasing blend, our sourcing choices ensure that each cup reflects both the care of the growers and the standards of specialty coffee.

Our offerings reflect the diversity of coffee drinkers we serve, from light and fruity to bold and full-bodied. A few highlights:

Ethiopian Single-Origin (light roast): a natural process coffee from the birthplace of coffee, bursting with chocolate, blueberry, and honey notes. 1,900–2,000 meters above sea level (masl). Gorgeous black, with a bright, fruity finish.

Rise & GRND (medium roast): 100% Fair Trade Certified™. Washed (meaning the beans are cleaned and rinsed after the fruit is removed, bringing out a bright, smooth taste). Sweet and creamy with toffee, nutty undertones, and a touch of lemon brightness. ~1,850 m elevation. Built for the hustle.

Smooove Operator (dark roast): 100% Fair Trade Certified™. Silky, full-bodied, caramel and toffee; excellent black, with cream, or as espresso.

Our top-sellers, Smooove Operator and Rise & GRND, account for more than 40% of national retail sales across ground, whole bean, and single-serve formats. Customers often say they tried BLK & Bold for the mission but stayed for the taste, describing our blends as “smooth but bold” and “never bitter.”

“Specialty coffee” is an earned designation. Licensed Q Graders evaluate beans on aroma, flavor, acidity, body, and balance, with 80+ points (on a 100-point scale) required for specialty grade. BLK & Bold sources coffees that consistently meet and exceed this standard, often selecting lots that score near the top of the scale.

Key elements include:

DEFECT-FREE BEANS

Sorted and processed with care

PRECISION ROASTED

Designed to highlight each coffee’s unique character

SUSTAINABLE PRACTICES

Including Fair Trade certification, transparent sourcing, and farmer support

TRACEABLE ORGINS

Often single-farm or cooperative lots at higher elevations



CERTIFIED FOR SAFETY AND QUALITY

Specialty coffee represents the intersection of craft, community, and care. It honors growers, rewards precision, and connects coffee drinkers to what's in their cup in a more intentional way. For BLK & Bold, this alignment of craft and conscience proves that product excellence and social impact aren't separate goals; they're one-and-the-same standard we hold ourselves to.

The specialty coffee world often focuses on flavor, origin, and brewing methods—and rightfully so. But quality shouldn't stop at taste, and safety should never take a backseat. With the rise of cold brews and ready-to-drink (RTD) options, safety and shelf stability are critical. BLK & Bold holds Safe Quality Food (SQF) certification, a globally recognized standard that governs food safety and quality management.

At the roastery, that means:

- Documenting sanitation logs, allergen checks, and full traceability from green coffee to packaged product
- Running daily temperature and humidity checks
- Maintaining corrective-action procedures for full accountability
- Conducting mock recalls and annual re-certification
- Performing daily cuppings after every roast session, with weekly triangulations against “gold standard” profiles
- Using Agtron readings to verify roast degree, plus TDS/ extraction testing on brewed samples
- For cold brew and RTD: validating kill steps, monitoring pH and water activity, performing lot-level micro-testing, and using oxygen-controlled packaging for shelf stability
- Running shelf-life checks on cold brew and RTD products, alongside FIFO distribution and date coding to help retailers audit easily



"ROASTING IS LED BY OPERATIONS UNDER PERNELL'S OVERSIGHT, SUPPORTED BY A TEAM OF EXPERIENCED ROASTERS WITH BACKGROUNDS IN SPECIALTY COFFEE, QUALITY CONTROL, AND FOOD SAFETY."





51B R&D
BATCHES
RUN

1 - FOR SMALL-
BATCH
PRECISION



 BEANS SOURCED
AT 1,850–2,000
 METERS ABOVE SEA
LEVEL (PREMIUM
 ELEVATIONS)

80 – 100 COFFEES SCORE 80–
100 POINTS ON THE
SPECIALTY SCALE



24

You shouldn't have to second-guess what's in your cup. Our certification is one more way we show our commitment to transparency, accountability, and excellence.

*Batches cupped 24 hours after roasting for quality and flavor consistency

5.

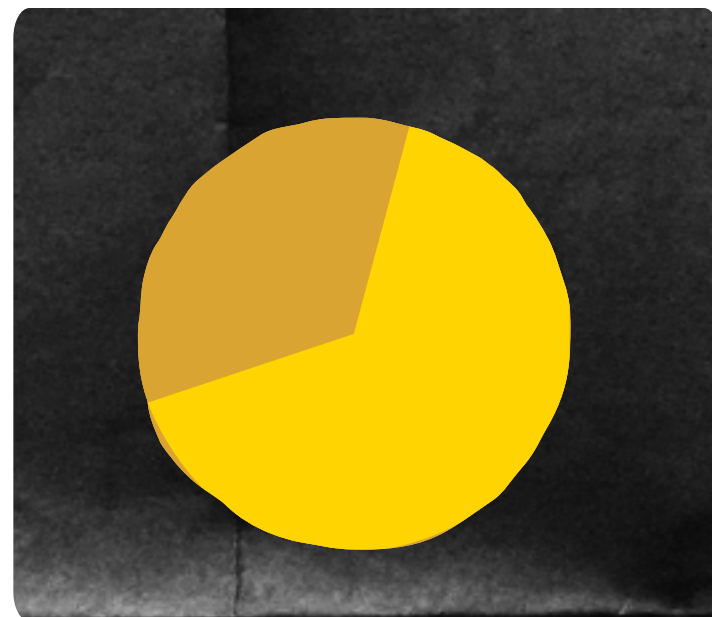
THE PEOPLE BEHIND THE CROWN

100% OF
BLK&BOLD
IS INDEPENDENTLY
OWNED 

SHARED VISION

Governance at BLK & Bold isn't abstract; it's visible in how the company operates every day. Decisions are primarily founder-led, with weekly leadership syncs and quarterly business reviews. External advisors in finance, retail, and brand growth lend perspective, while a more formal board of directors is in development to support scaling. This emerging structure is being scoped with emphasis on fundraising, education, and community expertise, ensuring that future governance reflects both business needs and mission priorities.

Certifications such as SQF, Fair Trade, and B Corp serve as external markers of an internal commitment: that safety, quality, and impact are inseparable from growth strategy. Quarterly impact reviews connect financial performance to youth donations, and internal



dashboards track KPIs across sales and social impact. The rule of thumb is simple: if an initiative doesn't drive quality or community impact, it doesn't move forward.

Innovation & Creativity

At BLK & Bold, innovation begins with people: employees, partners, and the communities we engage. Inside the company, employees shape culture and strategy through open quarterly reviews, feedback sessions, and idea-sharing channels, with clear line-of-sight into how their roles connect to outcomes. Externally, collaborations with cultural leaders like Deion "Coach Prime" Sanders and partnerships with artists and youth organizations reflect a governance process rooted in alignment. Public figures are not chosen for visibility alone; the relationship must reinforce the mission and add to both reach and impact.

36%
64%

INCLUSION, EQUITY & FAIR WAGES

Inclusion is built structurally into hiring practices, career paths, and ongoing training. Every role is benchmarked to exceed living wage standards, with structured pay bands and annual compensation reviews to ensure fairness. In 2024, the company conducted its first formal pay-equity review. Disparities are corrected when identified, and listening sessions reinforce belonging.

Benefits include medical, dental, and vision insurance; paid time off; professional development opportunities; 401(k); parental leave; and expense stipends. Beyond compensation, employees connect their daily work to the company's mission through regular updates on youth donations, partner stories, and "Impact Huddles" featuring leaders like Coach Prime. Volunteer opportunities with nonprofits further ground the pledge in lived experience.

Freedom & Human Scale

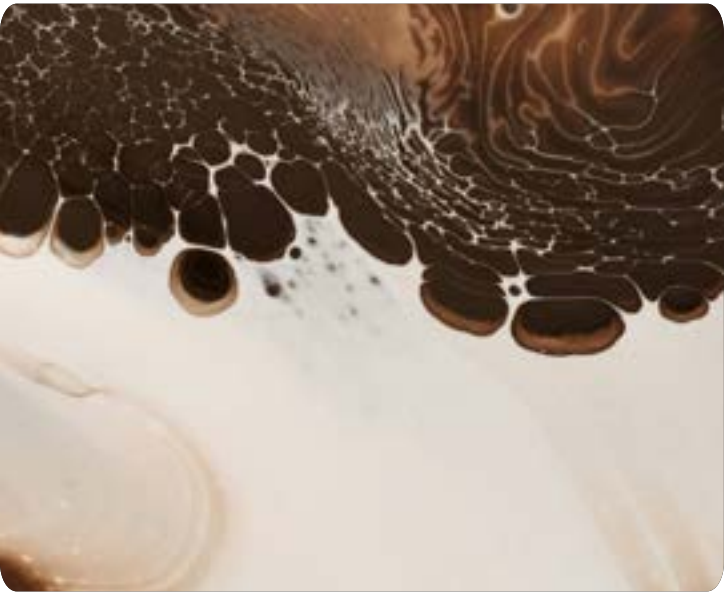
With just 25 employees, BLK & Bold remains proudly human-scale. Every voice is heard, expertise is valued, and growth is purposeful rather than infinite. The company has shown that lean, values-driven teams can scale impact without losing sight of what matters most.

Freedom & Human Scale

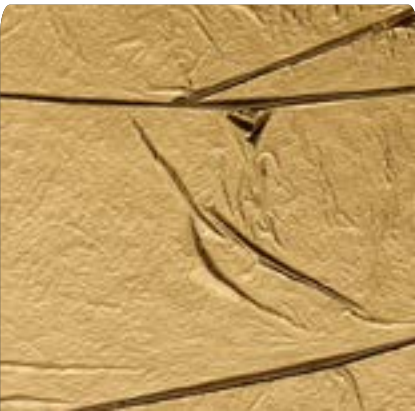
We are proud to remain human-scale. With fewer than 15 employees, we cultivate a culture in which every voice is heard, expertise is valued, and growth is purposeful rather than infinite. From our garage-based beginnings in 2018 to becoming one of Iowa's fastest-growing companies with products on shelves in over 11,000 stores, we've shown that lean, values-driven teams can scale impact without losing sight of what matters most.

25 TEAM MEMBERS ACROSS
ROASTING, FULFILLMENT,
SALES, MARKETING, AND
ADMINISTRATION

12,000 AVAILABLE
IN THIS
MANY
STORES +
NATIONWIDE



“ BLK & BOLD CONDUCTED
ITS 1ST FORMAL PAY-
EQUITY REVIEW IN 2024



100

* BLK & Bold is 100% Black-owned. Creativity is treated as a core competency, not a side benefit. From refining roasting processes to developing new cold brew products, employees are encouraged to bring diverse perspectives and artful problem-solving to business challenges. This ethos ensures BLK & Bold doesn't just react to industry trends but sets them, developing products and partnerships that reflect both quality in the cup and impact in the community.

06

THE PLANET IN EVERY POUR



From Fair Trade premiums to carbon footprint tracking, BLK & Bold is building systems that tie quality coffee to measurable environmental impact. This work is urgent because coffee itself is on the frontlines of climate change. Rising temperatures, shifting rainfall, and increased disease pressure are already reshaping coffee-growing regions. Entire farming communities face an uncertain future if the crop becomes less viable. This section highlights our sourcing commitments, climate priorities, and how we're raising the bar for sustainability as a B Corp.

FAIR TRADE AT THE HEART OF SUSTAINABILITY

True sustainability begins with farmers. That’s why we’ve committed to buying Fair Trade Certified™ coffee—a system that guarantees farmers a fairer, more stable price for their harvests while also generating an additional Fair Trade Premium. This premium doesn’t go to middlemen; it flows into the Fair Trade Community Development Fund, where farmer cooperatives decide democratically how to invest it. The results are visible in stronger communities: new schools, clean water systems, community kitchens, healthcare services, climate-smart farming tools, and more.

This matters because the global coffee supply chain is often inequitable.

- **Climate change:** erratic weather patterns, crop disease, and rising temperatures that threaten yields
- **Market volatility:** global price swings driven by speculation and demand fluctuations
- **Limited capital:** barriers to financing new seedlings, tools, and farm inputs
- **Poor infrastructure:** gaps in education, healthcare, transportation, and clean water in rural areas

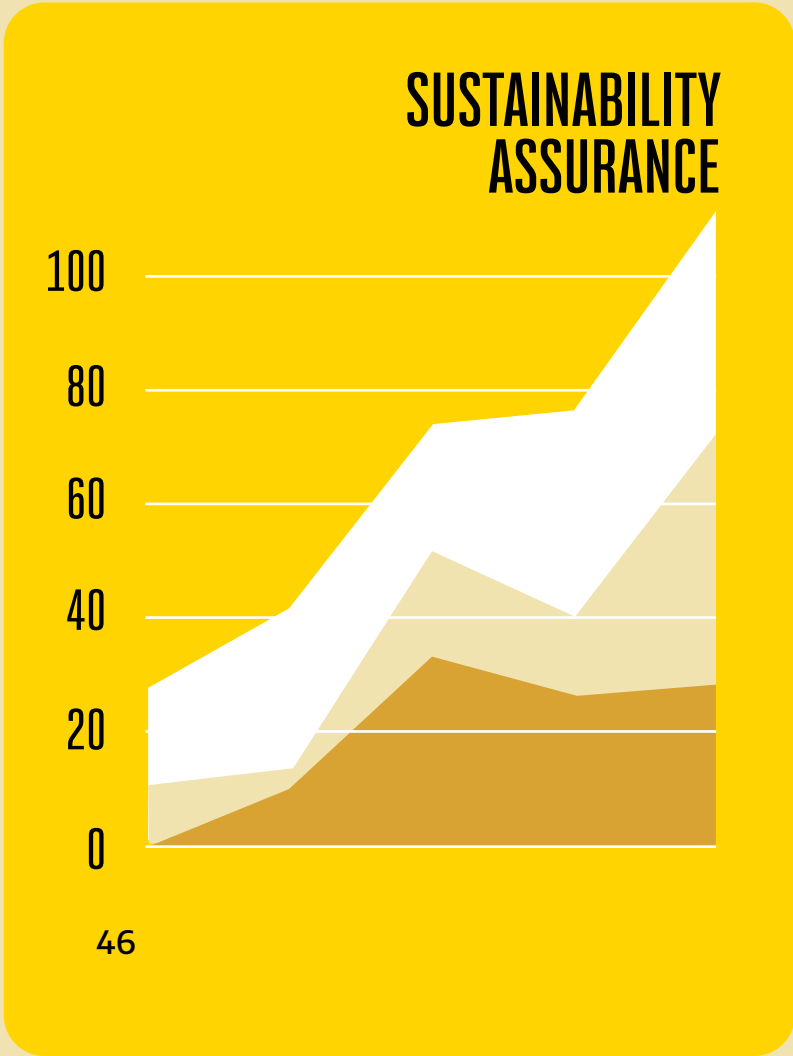
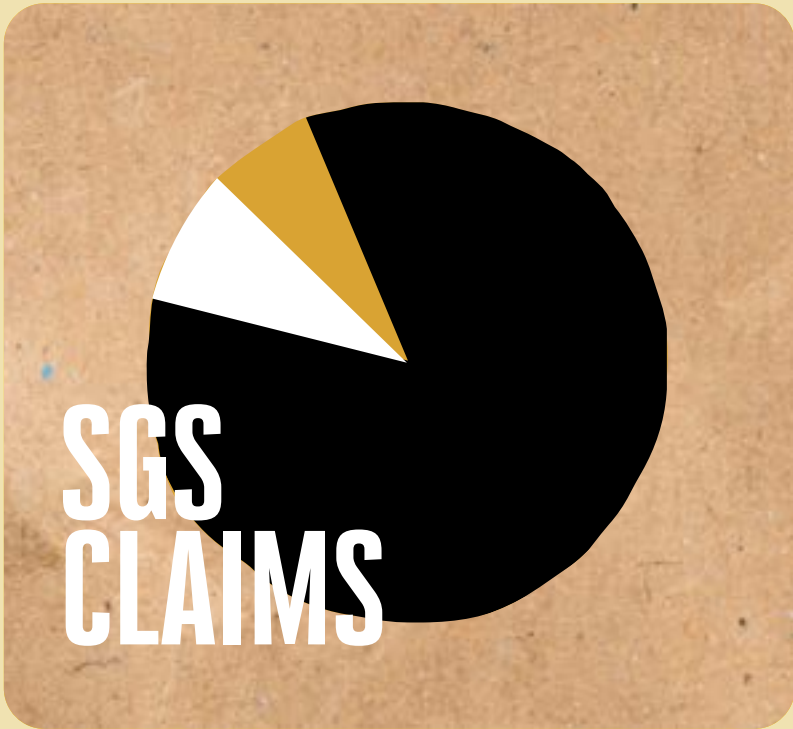
Fair Trade helps level the field by setting a minimum price floor, enforcing rigorous social and environmental standards, and linking co-operatives with more stable, long-term trading partners—all while channeling premiums into farmer-led projects.

For a company our size, being among the top **30 Fair Trade Certified** coffee roasters in the U.S. is no small feat. Since becoming Fair Trade Certified, BLK & Bold’s sourcing has generated over \$150,000 in cumulative contributions to the Community Development Fund. That impact grows with every bag of certified coffee we purchase.

What matters most is how those dollars are used. Farmers—not companies—decide where the premiums go. In Honduras, one co-operative used funds to create a virtual classroom so students could continue their education during the pandemic. In Peru, growers have invested in both healthcare—building a dentist’s office for the entire community—and environmental initiatives like agroforestry projects that pair reforestation with sustainable coffee production. Premiums have also supported childcare centers, financial literacy training, solar panels powering local clinics, and programs for the next generation of farmers.

This is why Fair Trade is more than a certification. It extends BLK & Bold’s commitment to social impact beyond our U.S. initiatives—embedding it across our entire value chain, from the farmers who grow our beans to the communities where they’re roasted, distributed, and enjoyed. Every bag of BLK & Bold coffee not only fuels purpose here at home, but also strengthens farming communities abroad, proving that great coffee can create shared value across livelihoods and landscapes.



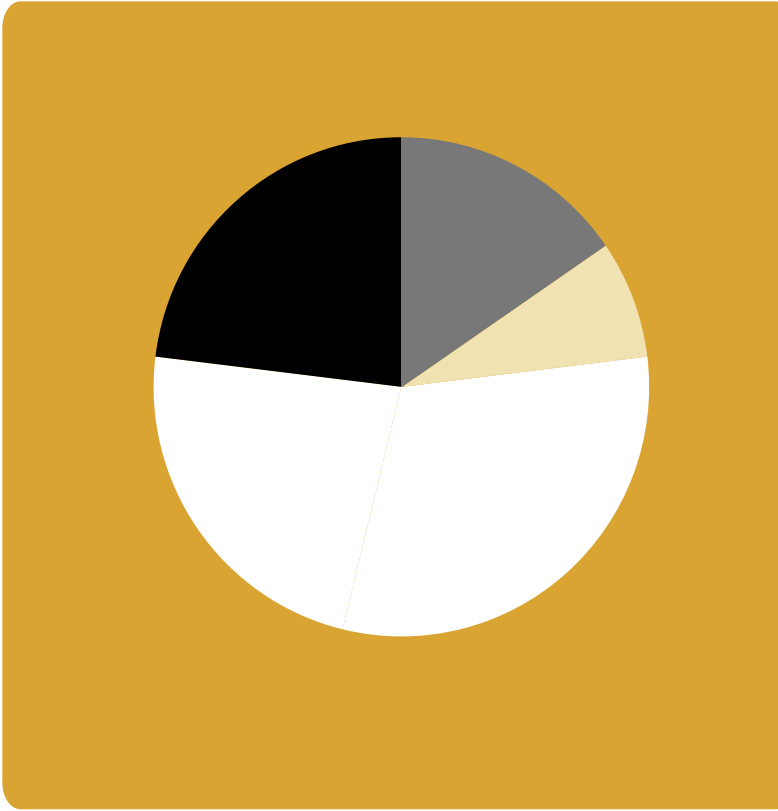


PARTNERING WITH SGS FOR CLIMATE LEADERSHIP

In 2025, BLK & Bold deepened its investment in sustainability by partnering with SGS, the world's leading testing, inspection, and certification company—and one of the world's top ten most sustainable corporations. Social impact has been a defining strength of our B Corp profile, but climate was a muscle we hadn't developed to the same degree. Conversations with suppliers made it clear that climate change was already threatening the future availability of coffee, and that urgency drove us to act.

Rather than lead with claims, we chose to lead with rigor, and to work with a partner

77%
80%



whose core work is making sure the math holds up. With SGS, we're now building the systems, training, and accountability measures needed to strengthen our environmental performance from farm to cup, bringing greater transparency, circularity, and resilience to coffee as a category.

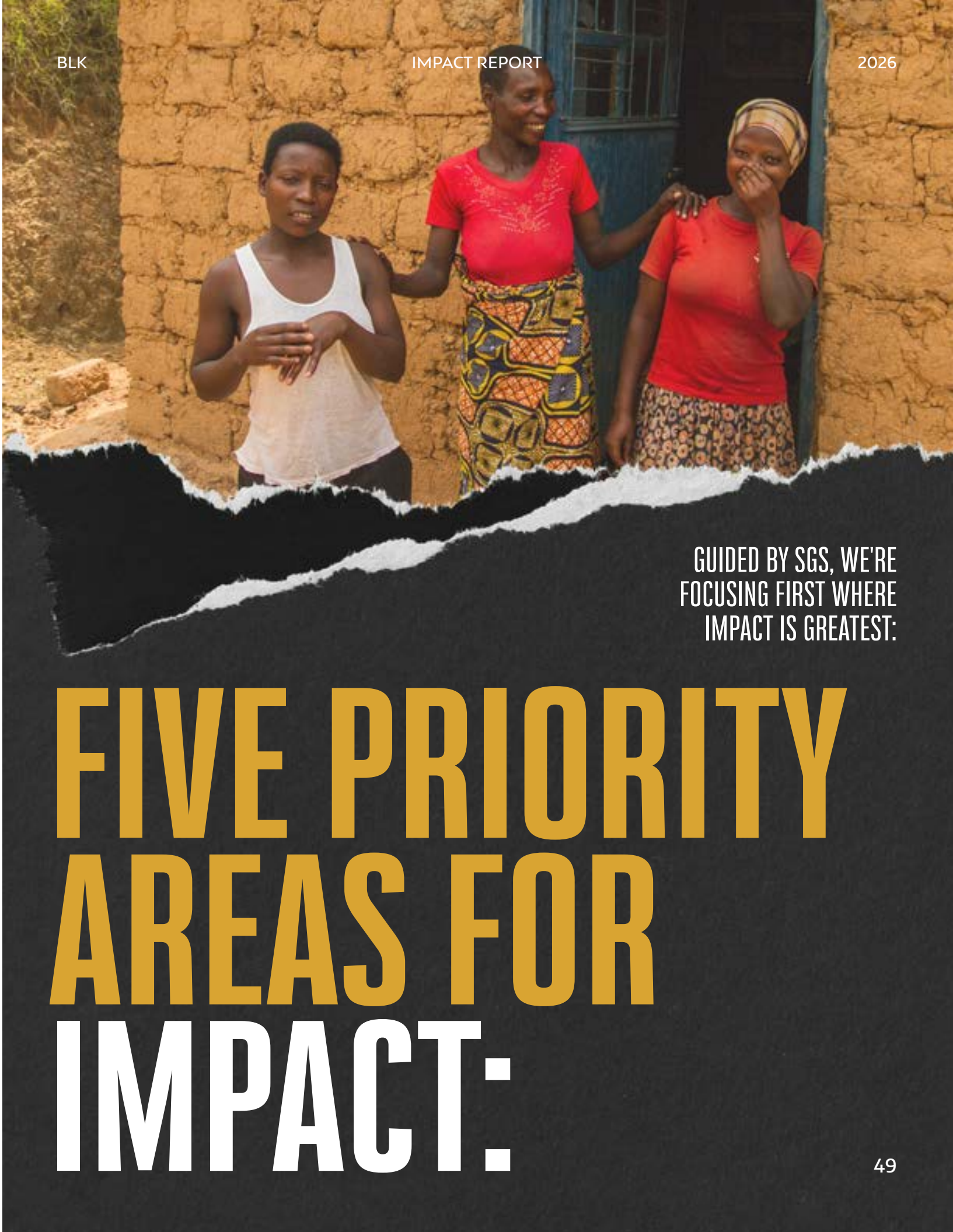
SGS's Sustainability Assurance team is serving as our training and advisory partner to help us build the right foundation: training our team, collecting data, and mapping a multi-year plan that we'll execute and report on openly. Because independence is core to assurance, SGS will not verify the specific climate calculations they help us develop; when we're ready for verification, a separate third party will conduct it. This separation preserves the credibility and comparability of our future disclosures.

OUR BASELINE: MEASURING WHAT MATTERS

Our first priority is transparency. With SGS, we began measuring our full carbon footprint, training our team in carbon accounting, and identifying opportunities to reduce emissions. Our first baseline assessment shows that BLK & Bold generated 4,039 metric tons of CO₂e:

- Direct emissions (scope 1): 73
- Purchased energy (scope 2): 17
- Supply chain emissions (scope 3): 3,949 (~ 98% of total)
- Packaging materials: 77%**
- Coffee beans (agriculture + processing): 11%
- Transportation (freight, logistics): 8%

Because scope 3 emissions rely heavily on estimates at the outset, SGS is helping us improve accuracy by engaging suppliers directly. Over the coming year, we're working with coffee growers, packaging partners, and haulers to collect more primary data so that our baseline, year-two inventory, and trends over time reflect our actual footprint more precisely. These stakeholder conversations are as important as the calculations themselves, helping us identify the areas of greatest impact and opportunity.



GUIDED BY SGS, WE'RE
FOCUSING FIRST WHERE
IMPACT IS GREATEST:

FIVE PRIORITY
AREAS FOR
IMPACT:

COFFEE BEAN SOURCING

Evaluating origin countries and cultivation methods (e.g drought-resistant varieties in Peru) while beginning to track emissions linked to different origins and farming practices.

PACKAGING MATERIALS

Reviewing current formats (bags, boxes, bibs, fractional packs, aluminum cold brew cans) working with co-manufacturers to understand recycling rates and starting to measure emissions per package type

TRUK HAULERS & TRANSPORTATION

Partnering with freight brokers to consolidate shipments and improve routing efficiency, while measuring emissions per ton-mile shipped.



ROASTERS & OPERATIONAL EFFICIENCY

Assessing energy use of roasting equipment, tracking scope 1 fuel usage and scope 2 energy consumption, and identifying efficiency upgrades.

RENEWABLE ENERGY

Beginning to track the facility's energy mix and exploring options for renewable sourcing or offsets.

*In addition, the roastery is piloting waste-reduction and recycling programs—capturing chaff for disposal, recycling cardboard and plastic, and reducing packaging scrap. Water meters and baselines are being established to support future reduction targets.



DOCUMENTING THE JOURNEY

Our four-part docuseries, BLK & Bold: A Journey Rooted in Coffee, Community, and Climate, chronicles the early steps of this work. Filmed in part in San Ignacio, Peru—a community where 95% of residents depend on coffee—the series underscores what's at stake. Rising temperatures and shifting rainfall patterns affect yields, quality, and livelihoods

“SEEING HOW ENTIRE COMMUNITIES IN PERU DEPEND ON COFFEE PUT OUR RESPONSIBILITY EVEN FURTHER INTO PERSPECTIVE. EVERY STEP WE MEASURE PROTECTS NOT ONLY THE FUTURE OF COFFEE FOR CONSUMERS, BUT THE LIVELIHOODS OF THE GROWERS WHO DEPEND ON IT.”

ROD JOHNSON, CO-FOUNDER & CHIEF VALUES OFFICER



WE'LL CONTINUE TO DOCUMENT AND SHARE OUR CLIMATE JOURNEY BECAUSE WE BELIEVE THAT RADICALLY TRANSPARENT STORYTELLING BUILDS TRUST. WE'LL ALL DISCOVER THE NUMBERS TOGETHER—GOOD, BAD, OR OTHERWISE—AND USE THEM AS A FOUNDATION FOR ACTION.

BUILDING A CLIMATE ROADMAP

Insights gleaned from our measurement work will form the basis of our first environmental KPIs, which we will track year over year. This work ladders into a climate action plan aligned with science-based targets: sharpening the baseline with primary data, setting interim reduction milestones (e.g., 50% reduction by 2030), and mapping our decarbonization pathway to net zero by 2050.

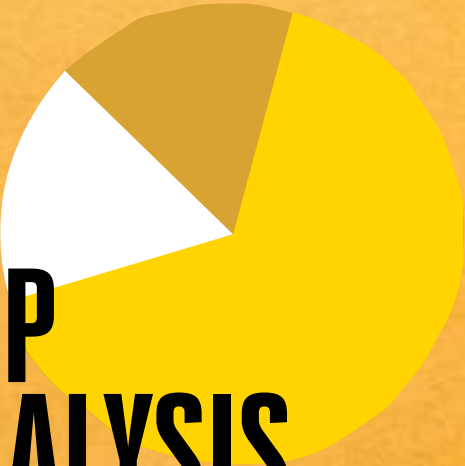
Parallel tracks include supplier engagement, EcoVadis training to meet buyer requests, and deeper analysis across coffee, packaging, and logistics.

As data quality improves, we will publish updates and pursue independent assurance of our reported results. Certifications such as Climate Neutral and Organic are also being evaluated for select SKUs.

To engage stakeholders, BLK & Bold is launching employee Green Team projects, providing customers with brew guides featuring sustainability tips, and collaborating with retailers on in-aisle recycling education.



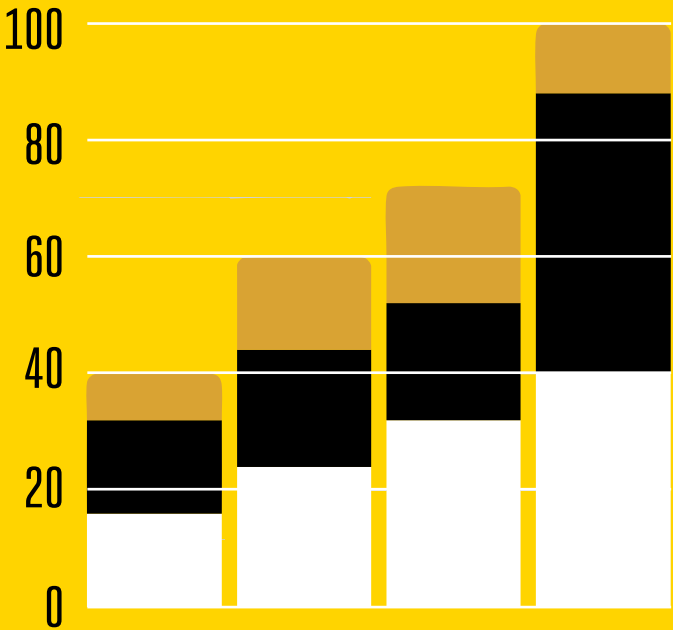
GAP ANALYSIS



1/3 OF
THE TOP
100



CLIMATE LEADERSHIP TRAJECTORY



B CORP

STRENGTHENING OUR GOVERNANCE FOUNDATION

As a certified B Corp, we also asked SGS to conduct a gap analysis between our prior B Impact Assessment performance and B Lab's evolving certification framework. Some of the new requirements may have structural implications—particularly in states like Iowa where benefit corporation statutes exist. We're working with our legal and accounting advisors now to determine the right path.

Nearly a third of the top 100 food and beverage companies in North America have yet to put in place top-down sustainability governance. By embedding governance and accountability now, we're making a choice that reflects our mission as a B Corp and our responsibility as a brand grounded in purpose.

A key learning from this process: who we work with—farmers, suppliers, logistics part-

ners—will define our trajectory. We're choosing collaborators who share our commitment to data quality, equity, and climate leadership.

Regardless of the certification framework we ultimately use—B Corp, EcoVadis, or complementary ratings—BLK & Bold aims to set a credible example for mid-sized food and beverage companies across North America: start with transparency, invest in data quality, engage suppliers, and publish progress. Our commitment is firm: to raise our environmental performance year over year and, ultimately, **to achieve the highest B Corp score of any coffee company in the world**, backed by numbers we can stand behind.

"We're still in the early stages of this work with BLK & Bold—focused on training, measurement, and building the systems that make accurate climate action possible. Their climate journey is just beginning, and we're fine-tuning the math to make sure progress isn't misrepresented. What excites me is their willingness to be transparent about it: to say, this is the baseline, this is where we're at, and this is how we'll measure improvement. That takes courage, and it sets them apart in an industry where many would rather wait until the story is tidy before they tell it. They've accepted a challenge worthy of BLK & Bold, and I'm confident we'll have some amazing stories to tell."

BLK & BOLD IS A RELATIVELY SMALL BUT FAST-GROWING ROASTER THAT'S CHOOSING TO TACKLE THIS CHALLENGE HEAD-ON. THEY STILL HAVE THAT SMALL-COMPANY DNA: NOT AFRAID OF RISK, COMMITTED TO LIVING THEIR VALUES. WITH THEIR GROWTH TRAJECTORY AND THE AUTHENTICITY ROD AND PERNELL BRING, THEY HAVE THE ABILITY TO PUNCH ABOVE THEIR WEIGHT AND INFLUENCE THE MARKETPLACE IN OUTSIZED WAYS.

"THE FACT THAT THEY'RE MEASURING, QUANTIFYING, AND COMMITTING TO TRANSPARENCY YEAR OVER YEAR IS WHAT MAKES THAT INFLUENCE REAL. I CAN LOOK AT ANOTHER COMPANY THEIR SIZE AND SAY, THEY WON'T MOVE THE NEEDLE. I DON'T BELIEVE THAT ABOUT BLK & BOLD."

ADAM HAMMES, VP OF SUSTAINABILITY ASSURANCE, NORTH AMERICA @ SGS

OUR B CORP ENVIRONMENTAL SCORE

As a Certified B Corporation, BLK & Bold is measured across five impact areas: Governance, Workers, Community, Environment, and Customers. In our most recent assessment, we scored 5.7 points in Environment out of a possible ~40. While modest, this score is typical for small-to-mid sized coffee companies, where most emissions occur upstream in farming and packaging, outside of direct control.

Environmental Management: 2.7

Air & Climate: 0.8

Water: 0.5

Land & Life: 1.5

These results reflect where we were: a lean roastery with ethical sourcing practices, but without fully formalized systems for tracking and improving our environmental footprint. They also clarify where we're going. With the SGS partnership, we're now building the accountability systems that will allow us to improve in every one of these sub-categories.



OUR OVERALL B CORP CERTIFICATION OF 99.1 POINTS DEMONSTRATES STRENGTH IN GOVERNANCE, WORKERS, AND COMMUNITY.



\$150,000

CONTRIBUTED TO
THE FAIR TRADE
COMMUNITY
DEVELOPMENT FUND



FULL CARBON FOOTPRINT MEASURED IN 2024 (BASELINE FOR FUTURE PROG.)

1ST

TOP
30

RANKED AMONG THE
TOP 30 FAIR TRADE
CERTIFIED™ COFFEE
ROASTERS IN THE U.S.



PROPOSED
CLIMATE TARGET:
30–50% SCOPE
2 REDUCTION BY
2030

Raising our Environment score is the next frontier. Our goal is to turn this modest base-line into leadership, proving that specialty coffee can grow with accountability and care for the planet. *Long-term climate goal: Net zero by 2050

2050

07

BLK 
& BOLD

SPECIALTY COFFEE

BRIGHTER DAYS

ROAST: LIGHT

WHOLE BEAN

TOFFEE FLAVOR

ROOTED IN
DES MOINESBREWING
IMPACT
NATIONWIDE

ROOTED IN DES MOINES

BLK & Bold is proudly rooted in Des Moines, Iowa, a city that grounds our identity and fuels our growth. What began as two friends roasting beans in a garage has grown into a national brand with a **33,000-square-foot** production facility that supplies our specialty roasts to more than **12,000 retailers**, including Target, Amazon, Whole Foods, Hy-Vee, Safeway, and Walgreens. With every new shelf we reach, we expand access to premium coffee for everyday consumers while channeling more dollars back into the communities we serve.

We've grown from leasing space behind a brewery to being named Iowa's fastest-growing private company three years running—and in 2023, reaching No. 61 on the Inc. **5000 list** (the highest rank for any Iowa-based business). Today, BLK & Bold is an internationally known brand, partnering with iconic names like Marvel's Black Panther franchise, Ben & Jerry's, and the NBA. We serve as the official coffee supplier for the NBA's headquarters in New Jersey and New York, as well as Microsoft's global headquarters.

Through it all, we've remained grounded in the city that shaped us while building pathways of impact nationwide.



LOCAL IMPACT AT SCALE

Our impact begins at home. Through our 5% For Our Youth initiative, we support organizations like Des Moines-based By Degrees Foundation, which helps more than 2,500 students annually prepare for college and careers through savings accounts, higher education exposure, and classroom support.

Our commitment to Des Moines extends beyond philanthropy. Just as we source coffee with transparency, we choose financial partners with intention. By banking locally, we've built relationships with institutions that understand both our mission and our roots. These partnerships have provided the capital and stability needed to scale BLK & Bold from a neighborhood startup to a nationally distributed brand—all while keeping investment circulating in the community we call home.

Local banking partners do more than manage our accounts; they share in our vision. In Des Moines, every dollar we deposit and every cup we sell strengthens not only our business, but also the economic vitality of the city that grounds us.



BREWING IMPACT NATIONWIDE

From that strong local foundation, BLK & Bold fuels opportunity in communities across the United States. Active in 10+ cities—from Philadelphia and New York to Chicago, D.C., Los Angeles, Atlanta, Oakland, and beyond—For Our Youth serves low-income youth ages 5–18, with a focus on Title I schools, systems-impacted youth, and young people in under-resourced neighborhoods.



OUR PARTNER NETWORK EMPOWERS YOUNG PEOPLE

To pursue success in many forms:

Urban farming programs like Cloud 9 Farms (Philadelphia), Acta Non Verba (Oakland), City Growers (Brooklyn), and Urban Growers Collective (Chicago) give young people hands-on agricultural skills while expanding food access and advancing food justice.

Tech and innovation programs such as Comp-U-Dopt (Houston) and the Center for Black Innovation (Miami) close digital divides and expose youth to coding, entrepreneurship, and innovation pathways.

Creative and cultural programs like Juxtaposition Arts (Minneapolis) and Sunset Youth Services (San Francisco) nurture artistic power and healing, while The Black Man Can (national) builds confidence and leadership through authentic representation and mentorship.

Education and guidance programs such as Youth Guidance (Chicago), By Degrees Foundation (Des Moines), and Kid Power (Washington, D.C.) provide academic support, mentorship, and wellness resources; while Greening Youth Foundation (Atlanta) and LA Conservation Corps (Los Angeles) equip youth with environmental training, conservation careers, and paid job experience.



**“THAT’S WHY WE CREATED THE FOUNDATION:
TO STAND ALONGSIDE ORGANIZATIONS THAT
OPEN DOORS FOR UNDER-RESOURCED YOUTH
AND HELP EXPAND THEIR IMPACT.”**

ROD JOHNSON, CO-FOUNDER & CHIEF VALUES OFFICER

BLK & BOLD FOUNDATION

A 20-Year Commitment to Empower 72 Million Youth

In February 2024, we leveled up our commitment with the launch of the BLK & Bold Foundation, a registered 501(c)(3) nonprofit and the official philanthropic arm of our company. Born out of the success of our For Our Youth initiative, the Foundation not only continues to fuel our 14 national pledge partners; it also opens the door for donors and partners everywhere to join us. With this new platform, we can channel even more resources into youth-serving organizations nationwide and invite anyone who shares our vision to invest. Coming out of an underserved community ourselves, we know the life-changing power of safe spaces and mentors who believe in you. directly in the next generation.





FOR ROD & PERNELL

This launch has been deeply personal. Both founders serve on the Foundation's board, ensuring its mission remains grounded in lived experience as well as ambition. Since 2018, BLK & Bold has contributed more than \$465,000 to pledge partners, helping fund technology access, promote healthy lifestyles, and create environments where young people can thrive. The Foundation builds on this track record by shining a spotlight on the remarkable organizations already driving change, resourcing their visions while scaling our own.

The Foundation's mission is simple: to connect youth to a better future. Its vision is bold: through Project Future Forward, we aim to positively influence the lives of 72 million children over the next 20 years with community development initiatives, educational scholarships, and workforce readiness programs.

This long-term commitment recognizes the demographic shifts ahead: by 2045, the U.S. is projected to become a minority-majority nation. Preparing youth today with education, entrepreneurship, workforce readiness, and wellness resources is how we can reduce disparities and ensure all children have the chance to thrive in that future.



10+

Cities impacted nationwide



14

National pledge service supported

OUR IMPACT BY NUMBERS

Proof of Purpose

Our commitment to community isn't just a promise; it's been independently validated. Since July 2020, BLK & Bold has been a certified B Corporation—a distinction that measures and verifies impact across governance, workers, environment, customers, and community. The assessment is rigorous, requiring us to open the books on everything from environmental practices to employee equity and local community impact.

For us, this recognition affirms what has guided us from the start: keeping capital, opportunity, and growth rooted in the communities we serve, beginning in Des Moines. For our customers, it's proof that every purchase is more than coffee; it's a vote for stronger, more equitable communities nationwide.



\$250 K

Contributed since 2018 to youth persevering partners



72 M

Youth & goal of project 2024



3

IOWA'S FAST-
EST-GROWING PRIVATE
COMPANY **3 YEARS**
RUNNING

2,500+

SUPPORTING DES
MOINES STU-
DENTS **ANNUALLY**
THROUGH BY DE-
GREES FOUNDA-
TION





“

PROJECT FUTURE FORWARD WILL
EMPOWER **72 MILLION CHILDREN**
OVER THE NEXT **20 YEARS**



61

“Our vision is nothing short of generational change. Our work is about rewriting the story of what’s possible for America’s youth, and building a future where access and opportunity are no longer determined by zip code or circumstance. Consider the Foundation as a hub for those efforts. Let’s do this together.”

–Jarrhod Johnson, President,
BLK & Bold Foundation

8.

PARTNERS
WHO POWER
THE MOVEMENT

NO MOVE
MENT 
TAKES ROOT
ALONE:



impact rise together.

Youth Organizations Driving Change Across the Country

From the start, we saw coffee sales as the catalyst for a larger mission—a domestic social impact model dedicated to equipping under-resourced youth with the tools to manifest their potential. Or, as we like to say it more simply: Coffee for you. Impact for our youth.

Since our founding, that commitment has generated more than \$465,000 in contributions to youth-focused nonprofits, fueling programs in education, workforce development, food security, mental health, and digital access. That's real dollars going to real organizations doing transformational work, from laptops and mentorship to therapy access and college savings accounts.

Real, lasting impact is always the result of people and organizations choosing to stand together, pooling resources, and multiplying one another's strengths. At BLK & Bold, partnership isn't an afterthought; it's been the backbone of how we do business and how we drive change.

From the nonprofits in our For Our Youth pledge network to the supply chain allies who help us bring ethically sourced coffee to shelves nationwide, we choose our partners with intention. Each one champions our values of accountability, transparency, and an unwavering belief that business should be a force for good.

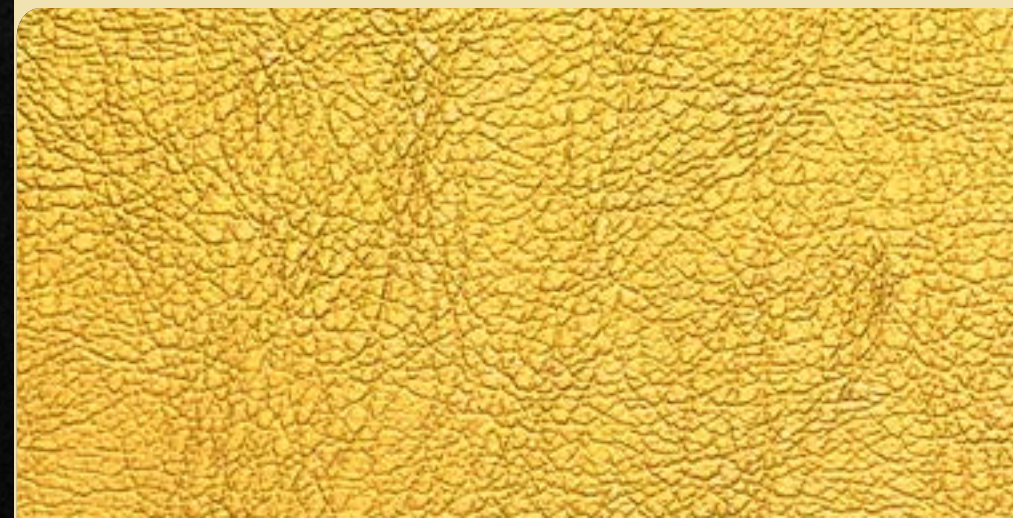
These partners power the movement, ensuring that every cup of BLK & Bold coffee is a shared investment in young people, in communities, and in a future where growth and



BELOW ARE THE 14 YOUTH-FOCUSED ORGANIZATIONS WE'RE PROUD TO STAND BE-SIDE. THESE PARTNERS ARE THE HEARTBEAT OF OUR FOR OUR YOUTH PLEDGE, AND THEIR WORK IS WHERE OUR MODEL COMES ALIVE:



BLK



“WE’VE ALWAYS BELIEVED A FOR-PROFIT BUSINESS COULD BE AN ENGINE FOR DOMESTIC IMPACT. IF CHILDREN ARE THE FUTURE, THEN THEY SHOULD BE EQUIPPED WITH THE RESOURCES TO MANIFEST THEIR POTENTIAL, NOT LEFT BEHIND BY SOCIO-ECONOMIC DISPARITIES. THE 5% PLEDGE WAS OUR WAY OF TURNING A DAILY RITUAL INTO A FUNNEL FOR OPPORTUNITY.”

PERNELL CEZAR, CO-FOUNDER & CEO

“BLK & BOLD WAS NEVER JUST ABOUT COFFEE. IT WAS A DECLARATION THAT OVERLOOKED COMMUNITIES DESERVE ACCESS, AND THAT BUSINESS CAN BE A BRIDGE. THE PLEDGE REFLECTS A SIMPLE BELIEF: EVERY CUP OF COFFEE CAN FUEL SOMETHING GREATER, GUIDING UNDER-RESOURCED YOUTH TOWARD BECOMING THE BEST VERSIONS OF THEMSELVES.”

ROD JOHNSON,
CO-FOUNDER & CHIEF VALUES OFFICER

CENTER FOR BLACK IN- NOVATION (MIAMI, FL)

Founded as Code Fever Miami in 2013, the Center for Black Innovation (CBI) nurtures the next generation of leaders by opening doors to technology, entrepreneurship, and creative possibility. Through its Young Coders Academy, youth gain digital literacy and coding skills that prepare them for careers in a rapidly changing economy. Events like BlackTech Week connect young people directly with founders, investors, and mentors who reflect their own potential, offering representation in spaces where it has too often been missing. Rooted in Miami's historic Overtown neighborhood and expanding nationwide, CBI aims to reach 25,000 Black innovators per market in more than ten cities by 2030, creating pathways for youth to build confidence, pursue innovation, and step into futures of leadership and impact.



CREATIVE & CULTURAL PROGRAMS: MENTAL HEALTH, MENTORSHIP, & LEADERSHIP DEVELOPMENT

Juxtaposition Arts (Minneapolis, MN)

Juxtaposition Arts (JXTA) has been transforming its community for more than two decades by apprenticing teens in design, fine arts, and public art commissions, ultimately turning creativity into a career pathway. Founded by local artists, the organization was created specifically for underprivileged youth in North Minneapolis who face limited access to traditional educational opportunities. Each year, JXTA employs young urban creatives across disciplines like graphic design, ceramics, textiles, and environmental design, allowing them to earn income while building portfolios and preparing for college or creative careers. In 2023, JXTA opened a new \$12.2 million campus of studios, classrooms, and galleries, expanding its impact as a cultural and economic hub. Recognized with the 2024 CoStar Impact Award for Redevelopment of the Year, JXTA has proven that art can be both a tool for mobility and a driver of community revitalization.



SUNSET YOUTH SERVICES (SAN FRANCISCO, CA)

For more than 30 years, Sunset Youth Services (SYS) has provided mentorship, therapy, creative outlets, and advocacy for San Francisco's most marginalized youth and families. Their holistic model blends justice system intervention, job training, and family support with healing arts programs like UpStar Records, a youth-run label and digital media studio that amplifies young voices through music and film. SYS maintains a recidivism rate of 10% or less, compared to the city average of **nearly 70%**, demonstrating exceptional success in helping justice-involved youth build new paths forward. With more than 6,000 youth served to date, SYS continues to stabilize lives and build resilience, proving that relationships, creativity, and advocacy can transform both individuals and communities.

The Black Man Can (National) Founded in 2010 by Dr. Brandon Frame, The Black Man Can has grown from a blog into a national nonprofit uplifting Black boys and men through authentic storytelling, mentorship, and leadership programs. With a digital community of more than 1.1 million followers, the organization amplifies positive narratives while delivering school-based social-emotional learning and juvenile justice outreach supported by public and private funding. Collaborations with major brands, including Walmart's League of Black and Unlimited Dads campaign, extend its reach, celebrating fatherhood and rep-

resentation. By blending digital storytelling with on-the-ground programming, **The Black Man Can** cultivates pride, confidence, and opportunity for Black communities nationwide.

30
70%
10%



COLLEGE READINESS,
MENTORSHIP, &
WELLNESS SUPPORT

EDUCATION
& GUIDANCE
PROGRAMS:

YOUTH GUIDANCE (CHICAGO, IL)

Youth Guidance empowers Chicago students to succeed in school and life through evidence-based, school-based programs like Becoming A Man (BAM) and Working on Womanhood (WOW). Serving approximately 13,000 youth annually across 118 schools, the organization reaches predominantly low-income students—58% African American and 31% Latino—providing group therapy, mentorship, and social-emotional learning to help them navigate adversity. Independent evaluations show measurable improvements in attendance, social-emotional skills, and reduced disciplinary incidents, while initiatives like BAM have earned national recognition. By embedding services directly in schools, Youth Guidance creates safe, supportive environments that give young people the tools and confidence to graduate and thrive beyond the classroom.



BY DEGREES FOUNDATION (DES MOINES, IA)

Based in BLK & Bold’s hometown, By Degrees Foundation is reshaping academic futures by embedding a culture of college readiness across Des Moines’ northside schools. Partnering with Findley Elementary, Harding Middle, and North High, the organization supports more than 2,500 students annually with K–12 programming, campus visits, and career exploration. Since 2015, By Degrees has invested over \$312,000 in 529 college savings accounts for 600+ students, who can earn up to \$2,600 by meeting academic milestones—funds now being used by the oldest participants for tuition and vocational training. The results speak volumes: 95% of program-engaged students graduate high school and 70% enroll in postsecondary education, far outpacing their peers.

KID POWER (WASHINGTON D.C)

By Degrees is proving that early exposure, consistent mentorship, and financial empowerment can turn aspiration into achievement for under-resourced youth.

Kid Power (Washington, D.C.) Kid Power inspires the next generation of leaders by serving more than 1,400 underprivileged youth annually from historically underserved communities across all eight wards of Washington, D.C. Through after-school, in-school, and summer programs, students ages 5–17 receive literacy tutoring, mentorship, and social-emotional support designed to build confidence and academic success.

Hands-on initiatives like the VeggieTime school garden program have reached over 1,200 students with lessons in science and nutrition, while youth-led ventures—such as a hot sauce business created by middle schoolers—foster entrepreneurship and leadership. In 2024, Kid Power expanded its reach with 20,000+ participants in live and online workshops equipping them with conflict resolution, harm prevention, and self-advocacy skills. With 92% of its budget invested directly into programming,

Kid Power ensures every resource fuels equity, resilience, and opportunity for the city’s youth.



GREENING YOUTH FOUNDATION (ATLANTA, GA)

Greening Youth Foundation (GYF) is building pathways into conservation and green-sector careers for under-represented youth, linking ecological justice with economic opportunity. In 2023, the foundation engaged more than 500 young people in paid conservation and workforce training programs, partnering with the National Park Service and USDA Forest Service to place youth at sites like the Grand Canyon and Everglades National Park. Locally, GYF collaborates with Trees Atlanta to plant and care for 2,300 trees along the Atlanta Beltline, addressing urban heat while creating healthier neighborhoods. Programs include stipends, mentorship, and skills training in areas like botany, beekeeping, and financial literacy, ensuring participants gain both technical expertise and life skills. In environmental fields where less than 2% of conservation scientists and foresters are Black, GYF is closing the diversity gap.



LA CONSERVATION CORPS (LOS ANGELES, CA)

For nearly 40 years, the LA Conservation Corps (LACC) has engaged at-risk young adults in service and conservation projects that strengthen both communities and the environment. Each year, more than 5,000 youth gain paid job training, mentorship, and academic support, with many earning high school diplomas or credentials alongside workforce experience. Corpsmembers have planted or distributed 8,760 trees, diverted millions of containers and tires from landfills, and removed over 2,300 tons of litter, improving air, water, and soil quality across Los Angeles. Together, they've contributed more than 359,000 hours of hands-on training in urban forestry, stormwater management, and waste reduction—work that delivers measurable ecological savings valued at over \$350,000 annually. By coupling environmental stewardship with education and stipends, LACC creates tangible pathways out of poverty while making Los Angeles more resilient and sustainable.

Together, these 14 organizations represent the heartbeat of BLK & Bold's impact model: real people driving transformational change in communities where resources are scarce, but potential is limitless.



EXPANDING THE RIPPLE:
SGS AS A PARTNER
IN CLIMATE
ACCOUNTABILITY

Just as our pledge partners ensure that every purchase fuels opportunity for youth, SGS helps us ensure that every bag of BLK & Bold coffee contributes to a more sustainable future. As our sustainability verification partner, SGS brings the tools and accountability we need to trace coffee’s impact from farm to shelf, making sure our values carry through every step of the journey.

Because the truth is simple: all the mentorship, scholarships, and safe spaces in the world won’t matter if the environment that supports our youth is in crisis. Community impact and climate resilience rise—or fall—together. That’s why, with SGS, we’re expanding our traceability efforts: tracking how beans are grown, how packaging can be redesigned for circularity, and how logistics choices ripple out to shape emissions.

SGS &
FAIR
TRADE

BLK

IMPACT REPORT

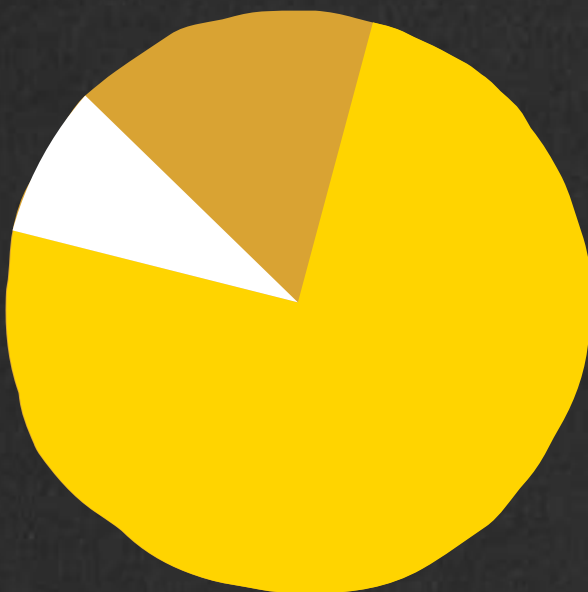
2026



In 2024 our Impact Grants ranged between \$10,000 - \$100,000, with a median of \$50,000. This is an increase from 2023, when it was \$37,500.

- Access to Opportunity 21%
- Ending Gun Violence 10%
- Mental Health 65%

USD
GIVEN





\$465,

000

BLK & BOLD HAS CONTRIBUTED MORE THAN
\$465,000 TO YOUTH-FOCUSED NONPROFITS



465

It's the same principle that guides our For Our Youth network: measure, resource, and amplify impact where it matters most. Together, these partnerships show the full ripple effect of one bag of coffee: supporting farmers at origin, empowering young people across the U.S., and ensuring that the planet they inherit remains livable and strong.

09. SCOREBOARD

& BOLD GOALS

A SNAPSHOT OF
OUR IMPACT IN
2025



30,000+
POUNDS OF FOOD
DISTRIBUTED

COLLEGE
SAVINGS
ACCOUNTS
FUNDED

300+

25,000+
YOUTH SUPPORTED
ACROSS AMERICA

465k
DONATED TO YOUTH-FOCUSED
NONPROFIT ORGANIZATIONS
SINCE 2018

8,000
TREES PLANTED

TOP
30
FAIR TRADE COFFEE
ROASTERS

150+
SCHOOLS
SUPPORTED

100+ 5,400

families have access to
high speed internet
annually

youth provided with
experiential agriculture

150K 600+

paid to fair trade commu-
nity paid development
fund

original songs produced
digital arts programs

1,000+

Students served high impact
tutoring

1,600

Youth delivered free visual arts
& entrepreneurship programs



BOLD GOALS FOR THE FUTURE

Our commitment doesn't end with reporting last year's impact. We've set ambitious goals to guide the next chapter of BLK & Bold:

By 2028: Ensure 50% of BLK & Bold's coffee purchases are Fair Trade Certified™

By 2029: Reduce packaging intensity (materials used per pound of coffee) by 20%

By 2030:

Contribute over \$1 million to community partners nationwide

Increase annual donations by 25% each year compared to the 2024 baseline

Positively impact 50% more youth annually compared to current reach

Achieve a 30% reduction in Scope 2 emissions

Achieve the highest B Corp score of any certified coffee company in the world

By 2045: Through Project Future Forward (Project 2045), positively influence the lives of **72 million children**



25%

YOY INCREASE IN DONATIONS



50%

OF COFFEE PURCHASES FAIR TRADE CERTIFIED™ BY 2028



98



#1 HIGHEST B CORP SCORE OF ANY COFFEE COMPANY IN THE WORLD BY 2030

1M

How You Can Join Us

Every cup has a ripple effect. When you try a new blend, subscribe online, or share our story, that ripple reaches a young person discovering their voice in music, a family bringing fresh food to the table, or a student logging onto the internet for the first time. When you volunteer locally or join an Impact Huddle update, you see those ripples firsthand. And when retailers make room for purpose on their shelves, the impact multiplies. This is coffee with a cause... and you're invited to pour into it.

*\$1M contributed to community partners by 2030

