

Beacon Impact Report

JANUARY 2026



A letter from our founder

Dear friends and partners,

As we close another year at Beacon, we're proud to share not just our growth, but the deeper trust and impact we've built together. This year, we transitioned several of our valued clients—Kinship Heals, IUOE Local 115, GERI, and others—into ongoing partnerships. This is an important shift because it means we're able to invest more deeply in supporting their missions and, in turn, amplify the positive change they bring to the world.

This isn't just about Beacon's success; it's about how that success lets us do more. Thanks to these strengthened relationships, we've sponsored local arts events, supported children's environmental education, and planted a new urban mini-forest in Kingston, Ontario—all while continuing to uphold our carbon-negative commitment.

Looking ahead, we're not just resting on our laurels. We're planning to rekindle our partnership with Eden Reforestation Projects with a concrete goal: restoring the ecosystem over at least five hectares in the Rubeho Mountains next year and donate on behalf of our team to charities of their choice. That's the kind of tangible impact we're excited to achieve with your continued trust and partnership. And as we grow, we're just as committed to providing a meaningful, flexible, and fair workplace for our team.

Thank you for being part of this journey. Together, we're not just envisioning a better world—we're actively creating it.

Warmly,

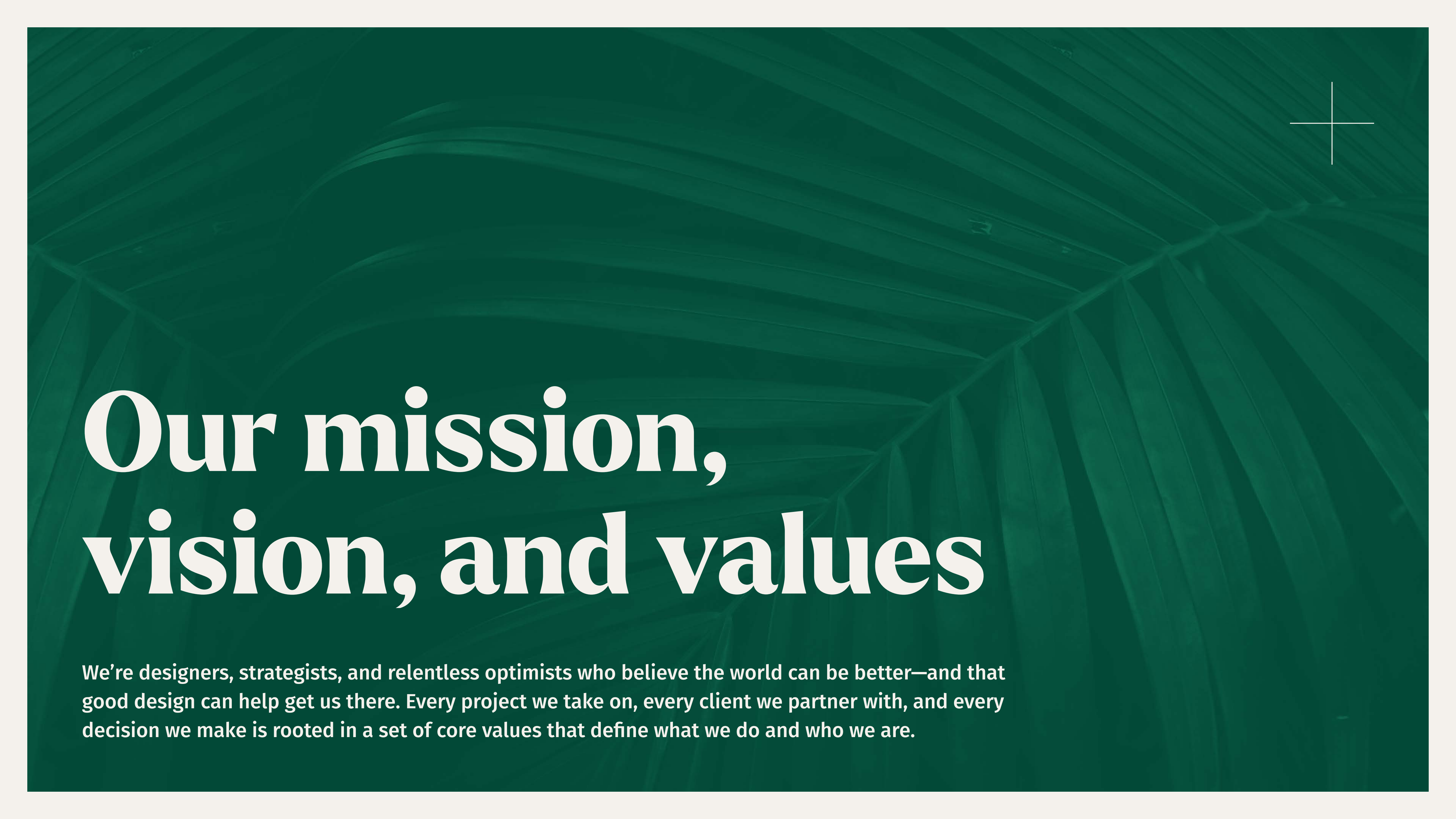
Dani Vachon





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Our mission, vision, and values

We're designers, strategists, and relentless optimists who believe the world can be better—and that good design can help get us there. Every project we take on, every client we partner with, and every decision we make is rooted in a set of core values that define what we do and who we are.

Mission

To support our clients through empathy-driven strategy and design, helping them increase their impact, build meaningful connections, and achieve measurable results that support their goals to make the world a better place

Vision

A world where strategic design drives positive action, empowering every organization to thrive and make a lasting impact on the communities they serve

TL;DR: Beacon makes the world a better place for all.

Core values



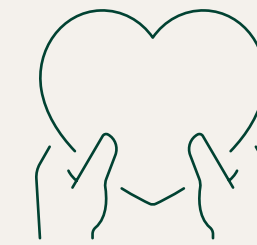
Be better

Continuous improvement is our way of life. We embrace curiosity, learning, and collaboration to deliver the best outcomes for our clients, our team, and the causes we champion.



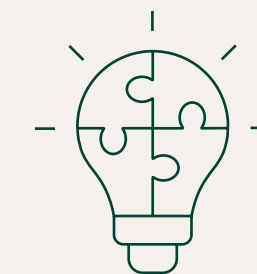
Empathy first

Empathy is at the heart of everything we do. By truly understanding the people we work with and for, we create solutions that connect people and inspire action.



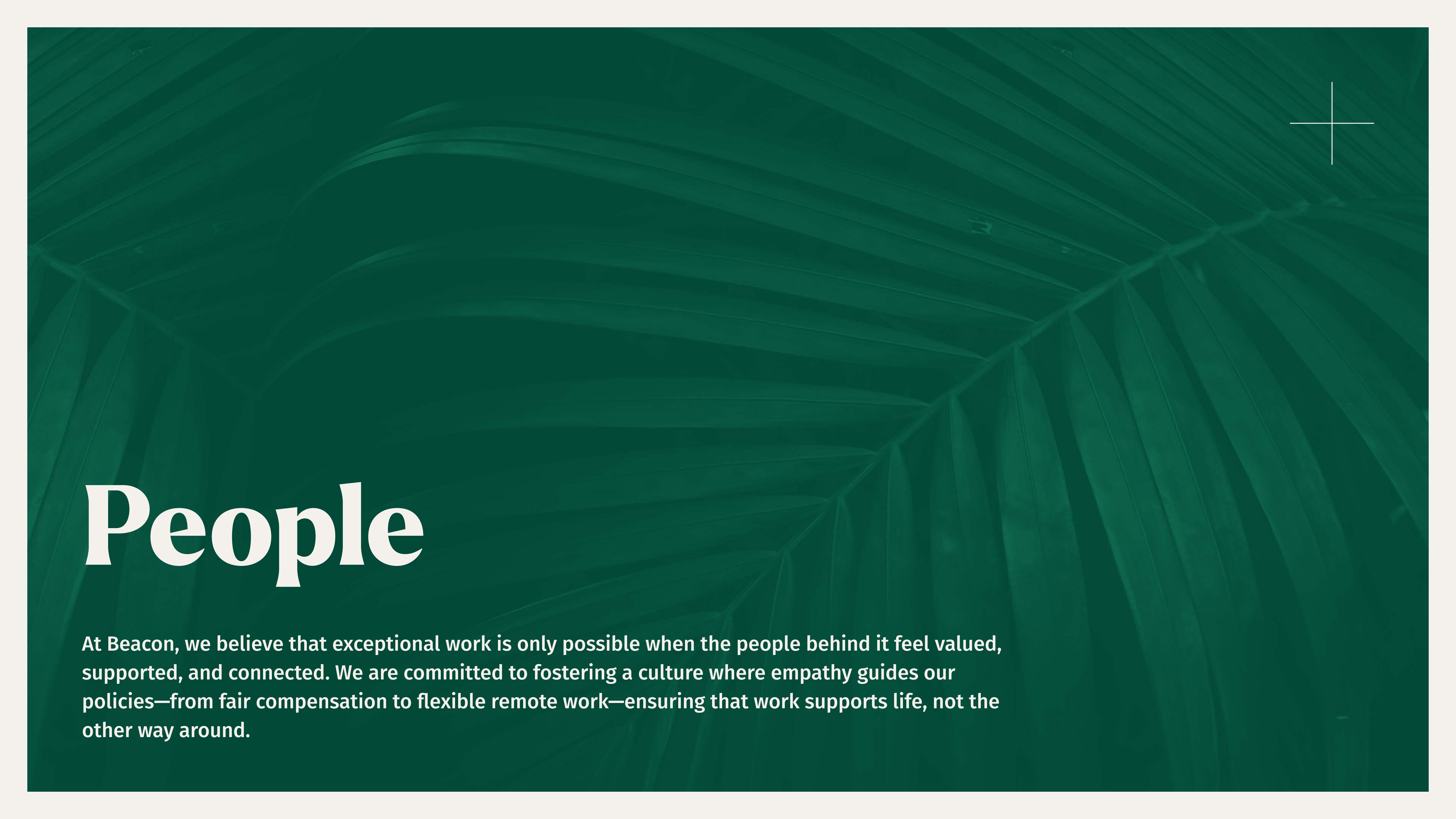
We give a shit

We care deeply about making a positive and lasting impact. Whether it's the success of our clients, the well-being of our team, or the change we want to see in the world, we show up with passion and purpose.



We say, "Why not?"

We thrive on creativity and bold thinking. By challenging assumptions and taking risks, we uncover possibilities that others might miss.



People

At Beacon, we believe that exceptional work is only possible when the people behind it feel valued, supported, and connected. We are committed to fostering a culture where empathy guides our policies—from fair compensation to flexible remote work—ensuring that work supports life, not the other way around.

Team leadership and support

As a small, tightly connected team, collaboration is at the core of how we work. We actively support one another, ensuring no one faces challenges alone.

Our senior team members contribute deep industry experience and take on mentorship roles—offering guidance, transferring knowledge, and helping newer colleagues build confidence and grow in their careers.

In turn, our younger staff bring fresh perspectives, modern problem-solving approaches, and strong adaptability to emerging technologies. Their contributions continually push our workflows forward, making our processes more efficient, more innovative, and more future-ready.

Together, this exchange of experience and new thinking strengthens our culture and elevates the quality of work we deliver.



“

It’s a real pleasure to work with colleagues who are so creative, razor sharp, and professional. Their genuine enthusiasm for making a difference in the lives of others—including our clients and the people they serve—shows up in everything they do. And, with their great sense of humour, they’re really fun to be around too!”

– Matt Turner (Client Strategist and Account Manager)

Work culture

We take pride in fostering a work environment that prioritizes the well-being of our team. Our goal is to create conditions where people can thrive—professionally, creatively, and personally.

Fair compensation and financial security

Every permanent employee at Beacon earns more than the living wage for a family in Canada. We don't believe in paying people the bare minimum to survive, we believe in compensating them fairly for the valuable work they do.

This commitment to above-living-wage pay means our team members can actually build financial security, plan for their futures, and live comfortably.

Flexible work hours

As a fully remote company with team members spread across multiple provinces in Canada, flexibility is essential. Aside from our mandatory overlap hours (9 a.m. to 1 p.m. Pacific Time, Monday through Thursday) where we collaborate and stay connected, each person has full autonomy to structure the rest of their workday.

This flexibility allows our team to work during the hours when they feel most focused and energized, increasing productivity, reducing burnout, and improving overall job satisfaction.



“

It is really great to work with a smart, highly creative team on projects and initiatives that are ultimately striving for Good.™ I am continually impressed and always proud of the work we do together.”

– Carlie Russelle (Senior Illustrator and Graphic Designer)

Team connection

Remote work means we don't have the same spontaneous, in-person interactions that traditional offices provide. Recognizing the importance of everyday connection, we've been intentional about creating spaces where relationships can grow naturally.

We use a variety of Discord channels, such as Meals, Songs, and Pets, to encourage casual conversation and personal sharing. We also host weekly huddle meetings where everyone discusses their priorities, celebrates wins, and shares any challenges they're facing.

These practices help us stay connected and build meaningful relationships despite physical distance.



“

Beacon's team huddles are such a nice way for us all to connect and get to know everyone on the team. And it's meaningful to be a part of a team that truly cares about the impact of our work.”

– Sarah Ross (Lead Designer)



Team retreat

In March 2025, our team gathered in Sayulita, Mexico, for an in-person retreat. It was an opportunity to step away from screens, work on professional development in the flesh, recharge together, and strengthen our alignment as a team.

Over several days, we bonded through activities like deep observation sessions, communications exercises, surfing lessons, morning yoga, a cooking class, and a strategy scenario where we had to survive on a desert island. This retreat reinforced our commitment to building a supportive and joyful workplace where people feel valued and connected.



“

In some jobs, working remotely can mean your co-workers are never more than a face on a video call. But earlier this year we got a chance to come together as a team, in-person, for an incredible weekend retreat in Mexico. Not only was it a great experience and a total blast, we all got to grow closer and strengthen our connections as a team.”

– Carole Crichton (Project Manager)



Learning paths

This past year, we had the opportunity to work with two interns—one in communications and one in design and illustration. We understand how challenging it can be for recent graduates to secure meaningful experience, especially when they're just entering the industry. Because of this, we're committed to creating pathways for emerging talent.

Our interns not only applied the technical skills they learned in school but also developed new soft skills through hands-on projects and increased responsibilities. We encouraged them to take on tasks that challenged them, helped them build confidence, and supported their growth into the next stage of their careers.

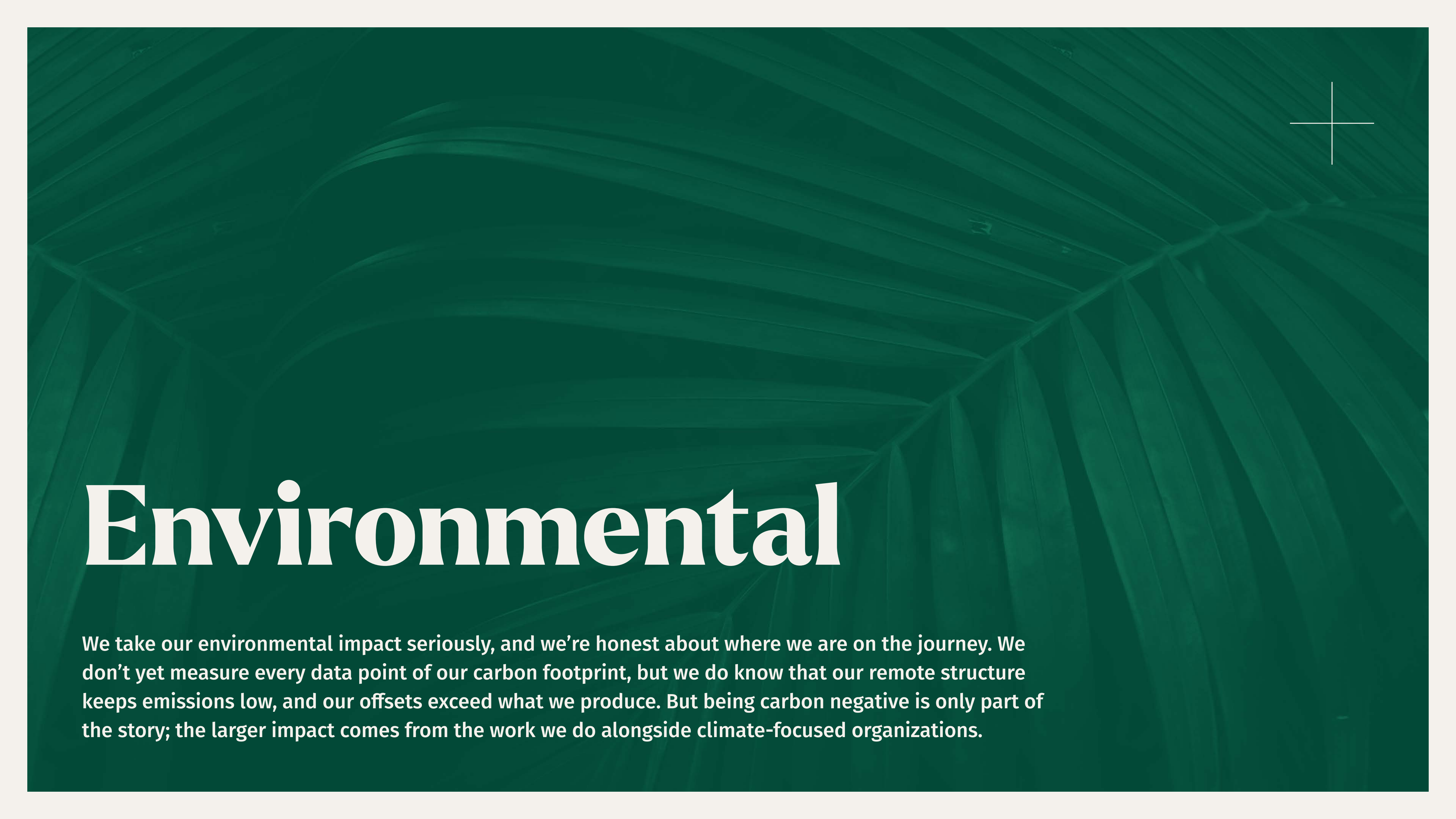
Mentorship and capacity-building remain central to how we nurture the next generation of creative professionals.



“

This internship at Beacon has been such a great experience for me. As a new grad with very little experience, I felt really supported from the start. Everyone on the team was kind, welcoming, and always happy to help. I have had the chance to work on both client and internal projects, which has helped me learn a lot, build confidence, and grow my skills. I'm really grateful for the support and opportunities I have been given.”

– Moon Pham (Communication Coordinator)



Environmental

We take our environmental impact seriously, and we're honest about where we are on the journey. We don't yet measure every data point of our carbon footprint, but we do know that our remote structure keeps emissions low, and our offsets exceed what we produce. But being carbon negative is only part of the story; the larger impact comes from the work we do alongside climate-focused organizations.

Our 2025 footprint

As a fully remote organization, we're proud to be carbon negative. But what does that actually mean?

Carbon neutral means offsetting the carbon you emit—getting to net zero.

Carbon negative means we go further, removing more carbon from the atmosphere than our operations produce.



By eliminating daily commutes, a bricks and mortar office, and the infrastructure that comes with traditional workplaces, we've dramatically reduced our baseline emissions before even beginning to offset.

- ⊗ **No daily commutes** – Our team isn't sitting in traffic or burning fuel to get to an office.
- ⊗ **No physical office** – No building to heat, cool, light, or maintain.
- ⊗ **Reduced travel** – We default to virtual meetings.
- ⊗ **Less waste** – No office supplies, kitchen waste, or physical infrastructure to manage.
- ⊗ **Digital-first everything** – From client deliverables to internal processes, we're reducing the use of paper and other traditional office supplies.

Total 2025 operational emissions: ~313 kg CO₂e

That's less than one-third of a tonne per year for our entire organization.



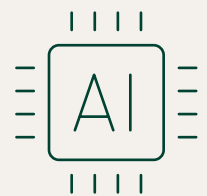
We've calculated our 2025 carbon footprint based on:



Laptop energy use

With staff working approximately eight hours per workday on laptops, our whole team's annual emissions from computing are approximately 184.5 kg CO₂e, factoring in the different electricity grid emissions across provinces (B.C.'s hydroelectric grid, Ontario's mixed sources, and Alberta's carbon-intensive grid).

Our team uses energy in their homes, we use cloud services and digital infrastructure, we purchase equipment, and we do travel occasionally for team retreats. But our footprint is a fraction of what it would be in a traditional office setting. And Beacon takes action to account for the effects of these activities too, as described in the next section.



Generative AI use

We estimate our team uses about 10 AI prompts per person per workday (split between text and image generation). Based on current published estimates for large language models and image generation, this adds approximately 128.7 kg CO₂e annually.

Our climate impact

Since 2021, Beacon has invested heavily in environmental restoration and carbon sequestration that vastly exceeds our operational footprint.



Our reforestation efforts

Between 2021 and 2024, we funded approximately 300,000 trees through Eden Reforestation Projects and For Trees Club, including traditional reforestation in African regions and high-impact mangrove restoration in northern Africa. These plantings are expected to sequester approximately 3,400 tonnes of CO₂ annually during their main growth period.

In 2024 and 2025, we also supported two urban mini-forests in Kingston, Ontario. These ~1,500 native trees create community-based micro-ecosystems expected to sequester approximately 14 tonnes of CO₂ per year.



Combined impact

Our tree-planting initiatives are removing roughly 3,400-3,500 tonnes of CO₂ per year and are expected to sequester around 140,000 tonnes over their lifetimes.

Our offsets are vast magnitudes greater than our emissions. Even under conservative assumptions where only half the trees reach maturity, we're still sequestering approximately 1,700 tonnes annually—more than 5,400 times our operational emissions of 313 kilograms per year.

In other words, our reforestation and restoration projects offset not just our current footprint, but many years of future emissions as well.

Amplifying environmental impact through our client work

Our environmental commitment extends far beyond our own operations—it's woven into the very work we do. A significant portion of our clients are organizations dedicated to climate action, environmental conservation, and sustainability. When we design for them, we're not just reducing our own footprint; we're helping amplify messages and movements that protect the planet.

Through strategic design and clear communication, we help these organizations:

- **Reach wider audiences** with their environmental messages
- **Inspire action** on climate and conservation issues
- **Communicate complex environmental challenges** in accessible, compelling ways
- **Build movements** around sustainability and environmental justice
- **Mobilize support** for conservation initiatives and policy change

When our clients succeed in their environmental missions, that success ripples outward in ways that far exceed what we could accomplish through our own operations alone. This is how we see our role: not just minimizing our harm, but maximizing our positive contribution to the environmental movement.





Salonga Conservation Initiative (SCI)

SCI's mission is to support holistic conservation projects, data gathering, and biodiversity initiatives related to preserving the rainforest ecosystem of Salonga National Park in the Democratic Republic of the Congo and ensuring the protection of the world's largest population of bonobos. Based on the recommendations in our strategy report, we are designing and developing a website to bring SCI's critical work to global audiences. This includes creating regionally grounded visual language—inspired by the winding rivers and vibrant flora and fauna of Salonga National Park—to support SCI in communicating its mission while conveying both scientific credibility and hope. Further, by making SCI's story more accessible and compelling, we're helping the organization to strengthen and build partnerships, garner funding, collaborate with local communities, and preserve one of the world's most vital carbon sinks.



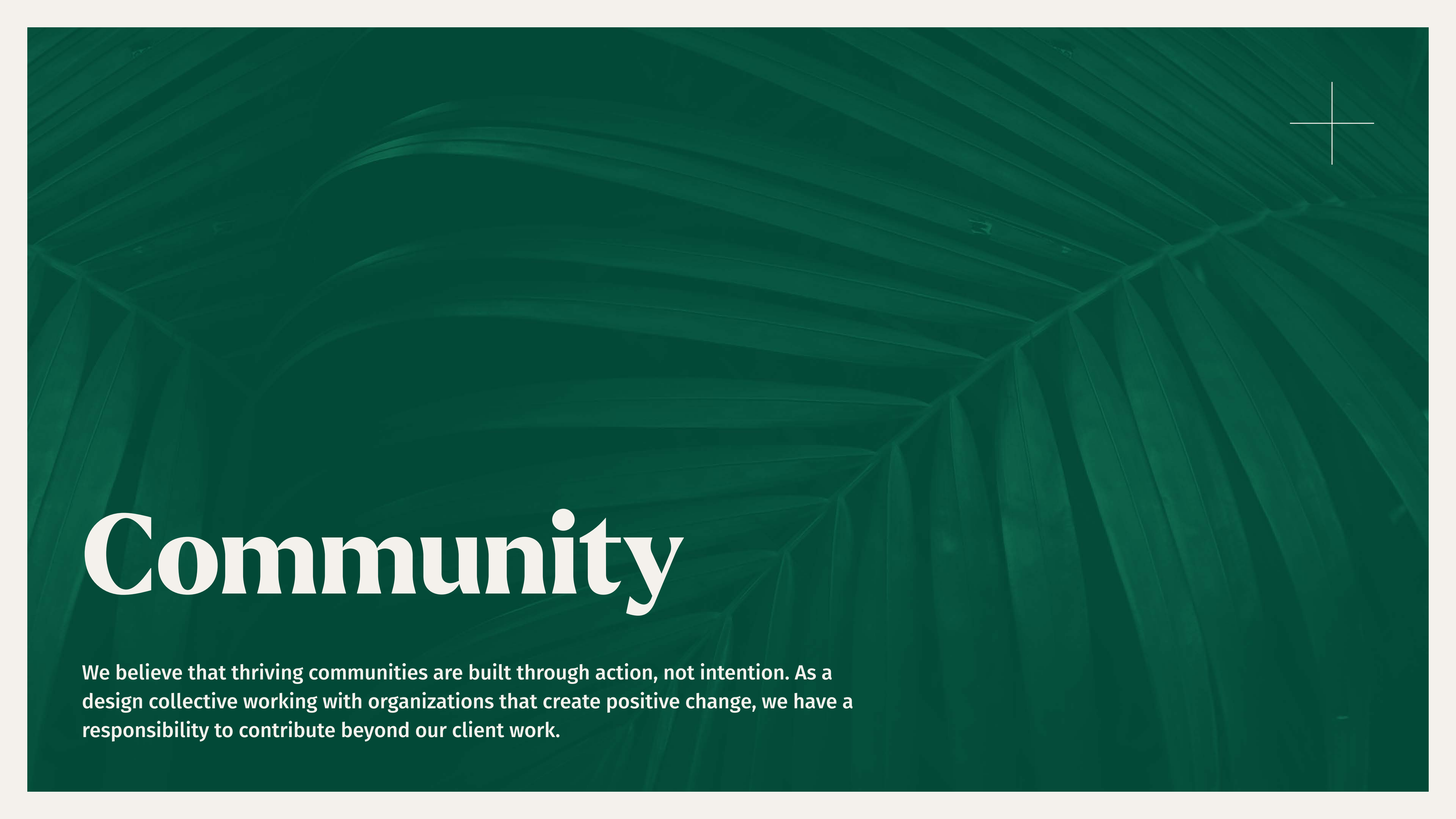
Coast Funds

Coast Funds partners with First Nations in the Great Bear Rainforest, Haida Gwaii, and other coastal communities, supporting them in achieving their goals for conservation, stewardship, and sustainable economic development. Through our brand refresh, Coast Funds now has a more versatile and culturally resonant visual identity to communicate its conservation work. The expanded colour palette, design elements, and a custom illustration by an Indigenous artist will help the organization connect more effectively with diverse audiences, ranging from First Nations communities to funders. Ultimately, this will strengthen Coast Funds' ability to communicate its mission and mobilize support for environmental stewardship while honouring the 29 Nations at the heart of its work.



Nature Conservancy of Canada (NCC)

NCC works with local communities to identify habitat and species in need of protection, implementing the best evidence-based conservation science available. Through our design of this year's impact report, we implemented a new strategic direction to create a streamlined, visually engaging vehicle to communicate the scope of the organization's conservation achievements, including work in coastal ecosystems, prairie grasslands, and mountain regions. By distilling detailed project information into at-a-glance snapshots, we've made it easier for NCC to engage and inform donors, and demonstrate the tangible results of its investments in land protection. This clarity will strengthen NCC's ability to secure the funding and partnerships needed to continue protecting habitat for endangered species, preserving Canada's natural heritage, and raising awareness of the role we can all play in environmental stewardship across the country.



Community

We believe that thriving communities are built through action, not intention. As a design collective working with organizations that create positive change, we have a responsibility to contribute beyond our client work.

Giving

In 2025, we donated **\$11,750** to organizations and initiatives creating positive change in communities and ecosystems. These aren't corporate donations made from a detached budget line—these are intentional investments in the kind of world we want to help build.

Where we gave:



\$7,500 to Firefly Garden and Forest (Kingston, ON):

Supporting the planting of an urban mini-forest that will provide green space, improve air quality, support biodiversity, and create a community gathering place in an underserved neighbourhood for generations to come



\$2,500 to Hope Mountain Centre for Outdoor Learning (Hope, B.C.)

Enabling 180 elementary school children to learn about nature, build connections to the environment, and develop a sense of stewardship for the natural world



\$1,500 to Concerts in the Park (Hope, B.C.)

Sponsoring free community concerts that bring people together, make arts accessible to everyone, and strengthen the social fabric of the community



\$150 to Rainforest Action Network (San Francisco, CA)

Supporting advocacy work challenging corporations to eliminate palm oil production practices that destroy rainforests and threaten Indigenous communities



\$100 to Kinship Heals (Aquinnah, MA)

Contributing to a healing centre supporting communities impacted by trauma and working toward collective wellness

Our giving reflects what we care about: environmental protection, community connection, accessible arts and education, Indigenous well-being, and creating spaces where people and nature can thrive together.



Designing for community impact

Our commitment to the community extends directly into our client work. We intentionally partner with organizations whose missions create meaningful change, particularly those working on labour rights, Indigenous land and culture, women's and gender justice, children's development, and essential social services.

When we strategize and design for these organizations, we're helping build movements, connect people to vital resources, and amplify voices that deserve to be heard. Every successful campaign, every accessible service page, and every compelling story we help tell contributes to stronger, more just communities.

The organizations we work with are addressing some of society's most pressing challenges. Our role is to help them do that work more effectively by making their missions clear, their messages compelling, and their impact visible.



Northeast Native Network of Kinship and Healing (Kinship Heals)

An Indigenous- and women-led organization, Kinship Heals applies culturally rooted practices of the Wampanoag people to support tribal communities in healing from and preventing domestic violence, sexual assault, and sex traffickings. Over the course of our long-standing relationship, we have worked with Kinship Heals on content strategy and creation, website design, social media and fundraising campaigns, video and animation, and brand strategy, creating a visual identity and digital presence that communicates and honours the deep cultural roots of the organization's vital work. Our custom illustrations and brand language support Kinship Heals in communicating the restorative power of its work while attracting attention and funding. Further, by crafting materials that reflect Indigenous values and the sacredness of their ancestral lands, we're helping amplify Kinship Heals' mission to end violence in Native communities and create lasting pathways to healing.



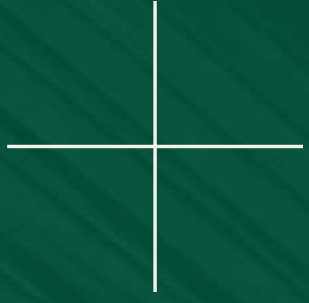
Working Families Party (WFP)

A multiracial, progressive political party fighting for workers' rights, higher wages, health care reform, and economic justice, WFP works to elect transformational candidates at all levels of government in multiple states across the U.S. Throughout our five-year partnership, we've created extensive training materials, communications assets, and mini-brands for WFP's diverse programs, equipping the organization with flexible resources its team can update and adapt as organizing strategies evolve. This infrastructure helps WFP in scaling mobilization efforts, training new organizers effectively, and maintaining momentum across campaigns—leading to concrete victories like higher wages, criminal justice reform, and removing money from politics while building lasting power for working families nationwide.



Otipemisiwak Métis Government Children and Families Services (CFS)

A department of the Otipemisiwak Métis Government, CFS provides culturally appropriate services to help build strong, resilient, and healthy Métis families and communities in Alberta. The brand strategy we created for CFS guides the development of a high volume of materials to support them in reaching and engaging Métis families across the province. Each month, we collaborate with CFS on diverse projects, including branding for each of their programs; storytelling via animations and children's books; social media campaigns and participant materials for key events; and so much more. These resources advance the department's work in bringing families together to share tradition, culture, and knowledge; access vital services; and strengthen cultural identity, all while aligning with the goals of the Otipemisiwak Métis Government. By bringing visibility and accessibility to CFS programs, we're working to ensure that Métis children grow up connected to their heritage and families receive supports help them thrive.



Alignment with B Corp standards

To ensure we are truly living our values, we voluntarily measured our operations against the rigorous B Impact Assessment used by purpose-driven businesses across the globe. This comprehensive evaluation benchmarks our performance, providing an objective view of how we stack up against the highest standards of social and environmental responsibility.

We completed the official B Impact Assessment—the same rigorous evaluation used by over 50,000 businesses worldwide, including more than 3,000 Certified B Corporations. Why?

While we've chosen not to pursue formal B Corp certification, we wanted to hold ourselves accountable to a globally recognized framework. The B Impact Assessment evaluates companies across five key areas: Governance, Workers, Community, Environment, and Customers. It's comprehensive, challenging and honest, which is why we use this framework.

We scored **125.1** out of 200.

To put this in context: B Corp certification requires a minimum score of 80 points. Our score of 125.1 exceeds that threshold by more than 56%, placing us well above the certification benchmark.

Our highest score came in the two impact areas: Workers and Customers, and that matters deeply to us.

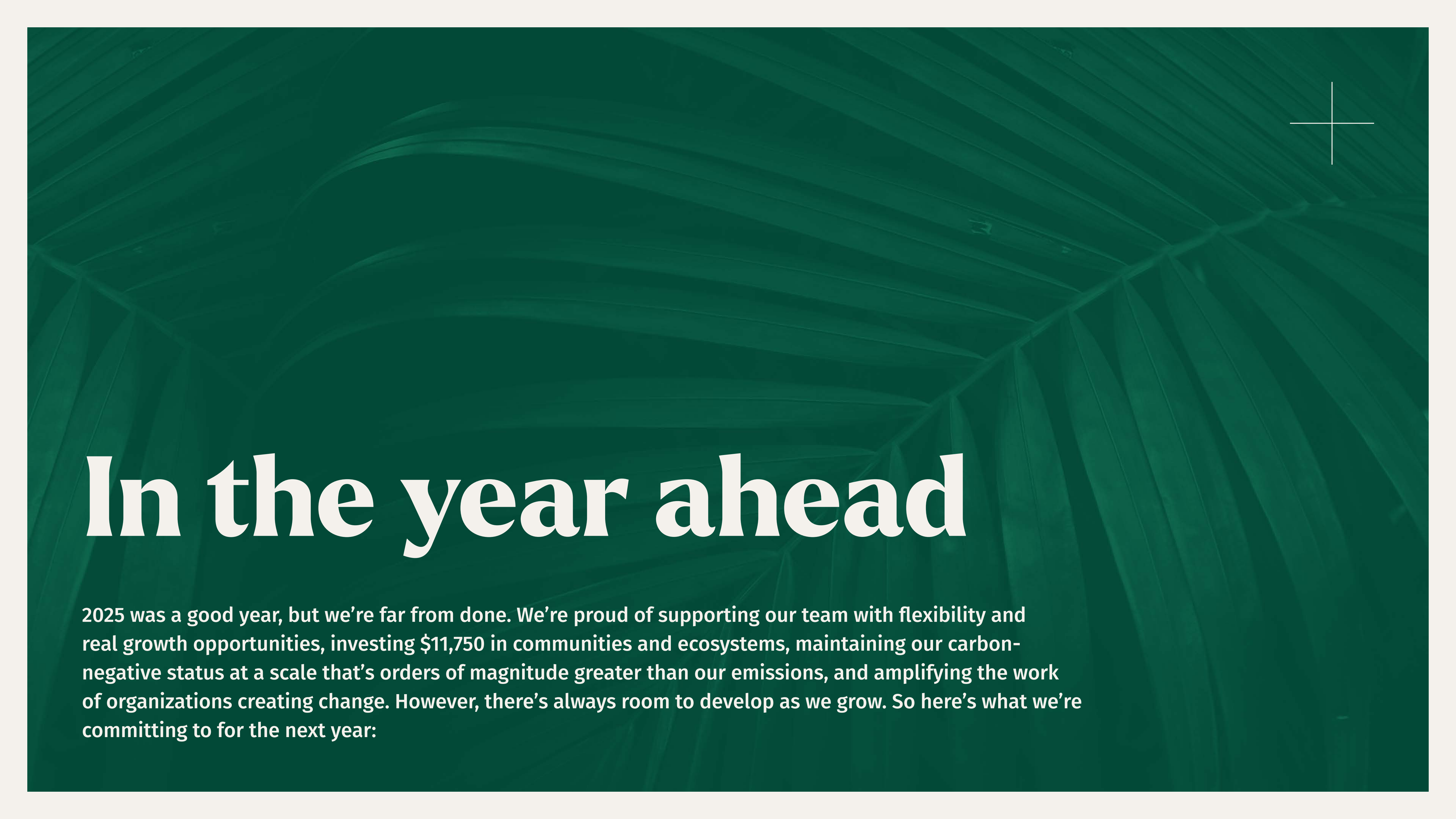
A high Workers score means we're creating the kind of workplace where people can thrive, grow, and do their best work while maintaining balance and well-being. In an industry often marked by burnout and unsustainable practices, we're proving there's a better way.

A high Customers score validates what we've always believed: that choosing clients based on their mission, not just their budget, creates ripple effects far beyond our own business. When our clients succeed in their work, society benefits.

This assessment helps us track our progress, identify areas for improvement, and hold ourselves accountable to the standards we've set. We're proud of our score, but we're not complacent, there's always room to do better for our team, our community, our clients, and the planet.



Beacon scored 125.1 on the official B Impact Assessment, exceeding the certification benchmark threshold by more than 56%



In the year ahead

2025 was a good year, but we're far from done. We're proud of supporting our team with flexibility and real growth opportunities, investing \$11,750 in communities and ecosystems, maintaining our carbon-negative status at a scale that's orders of magnitude greater than our emissions, and amplifying the work of organizations creating change. However, there's always room to develop as we grow. So here's what we're committing to for the next year:

For our team:



Create more jobs that pay well above living wages

As we grow, we're committed to expanding our team with roles that provide genuine financial security, not just meeting living wage standards, but exceeding them. Good work deserves great compensation.



Continue nurturing our strong and generous culture

The flexibility, trust, and genuine care we've built aren't things we take for granted. We'll keep investing in team connection, professional growth, and the kind of workplace where people love showing up.

For the community and the planet:



Rekindle our relationship with Eden Reforestation Projects to restore five hectares of ecosystem in the Rubeho Mountains in Tanzania

We're returning to where our tree planting journey began, this time focusing on high-altitude ecosystem restoration that supports both carbon sequestration and biodiversity in one of Africa's most ecologically important regions.



Maintain our carbon-negative status at scale as our team expands

We're committed to ensuring that our environmental restoration efforts grow proportionally, so that no matter how Beacon grows, we remain deeply carbon negative.



Donate to a charity of choice on behalf of each team member

Everyone on our team cares about different causes and communities. Rather than choosing all donations centrally, we're empowering each person to direct resources to what matters most to them. This will multiply our impact across the issues and organizations our team believes in.



Thank you

This report is a snapshot of where we are right now: we feel very proud of what we've accomplished, want to be honest about where we can improve, and are so excited about what's ahead.

We started Beacon because we believe design should be purposeful, that work should support life, and that businesses have a responsibility to contribute to the world they operate in. We're not perfect, and this work is never truly finished, but we're committed to showing up, measuring what matters, and doing better year after year.

Thank you for taking the time to read about our journey and for believing, like we do, that impact is built through consistent action, not simply good intentions.

