



# IMPACT REPORT



A Journey of Growth and Innovation (2010 - 2024)



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## **A NOTE FROM THE CEO**



**Zak Kaufman, MsC, PhD**  
Co-Founder & CEO

At Vera Solutions, we're passionate about using technology to **advance social change**. Since we started in 2010, our aim has been to help organizations use data to scale and deliver better programs around the globe. We're dedicated to helping our clients as they strive to create a better world.

Vera's early work grew out of data system innovations at Grassroot Soccer and, since then, we've had the privilege of working with hundreds

of organizations contributing to the Sustainable Development Goals. By offering solutions that save time and headaches for social impact organizations, we hope to support a movement toward **greater transparency, accountability, and data-driven decision-making** in the sector.

As we continue to grow our team and serve more organizations, we remain committed to the same mission, vision, and values that have shaped and sharpened Vera over the years.

## **A MESSAGE FROM THE LEADERSHIP TEAM**

As we reflect on **15 years of service in the social sector**, we are filled with immense pride and gratitude for the journey we have taken together. Founded in 2010, Vera Solutions has always been driven by the mission to empower organizations to harness the power of data for the management of portfolios, programs, projects, and grants, as well as for impact measurement.

Our path has been shaped by the incredible clients and partnerships we've had the privilege of working with. From our early collaborations with organizations like GAVI, The Global Fund, and the Elton John AIDS Foundation, we learned invaluable lessons that refined our focus. In 2017, we celebrated a major milestone

with the launch of **Amp Impact**, a Salesforce-based solution created to help organizations confidently pursue their impact goals. These experiences have deepened our commitment to providing reliable, actionable data that helps social sector professionals make informed decisions and drive lasting impact.

As we look to the future, our dedication to supporting nonprofits driving positive change remains as strong as ever, and we're deeply grateful for your partnership along the way.

Together, we will continue to inspire change, innovate for good, and lead with purpose.

### ***The Leadership Team***



## **OUR MISSION AND VISION**



### **MISSION**

To amplify the impact of the social sector.



### **VISION**

A social sector driven by transparency, accountability, and data-informed decisions.



## **VERA'S 5 VALUES**



### **IMPACT**

Above all, we work to advance social good. Our products and services help organizations advancing health, education, human rights, livelihoods, and environmental sustainability.



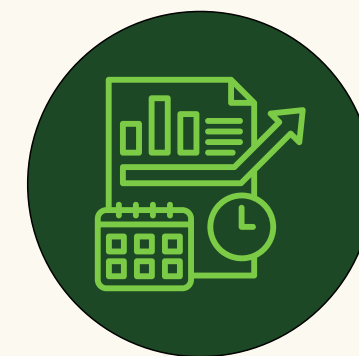
### **EXCELLENCE**

We maintain a culture of top-notch performance. We are not satisfied with 'good enough'. We seek continuous improvement.



### **LEADERSHIP**

We develop future leaders, respecting and cultivating different types of leadership. We are and intend to remain leaders in our space. We have a culture of mentorship. We are solution-oriented, always.



### **SUSTAINABILITY**

We prioritize long-term impact over short-term outputs. We design our systems to be future-proof. We take time to teach and share knowledge.



### **TEAMWORK**

We care about and invest in everyone in our team. We exhibit kindness, compassion, and empathy. We work in partnership with our clients to achieve win-win-wins.

## **OUR 7 COMMITMENTS**



### **TO SOCIETY**

Driving positive change through technology.



### **TO END USERS**

Enhancing user experiences for greater impact.



### **TO OUR CLIENTS**

Delivering exceptional service and impact-driven solutions.



### **TO OUR PLANET**

Promoting environmental sustainability in all operations.



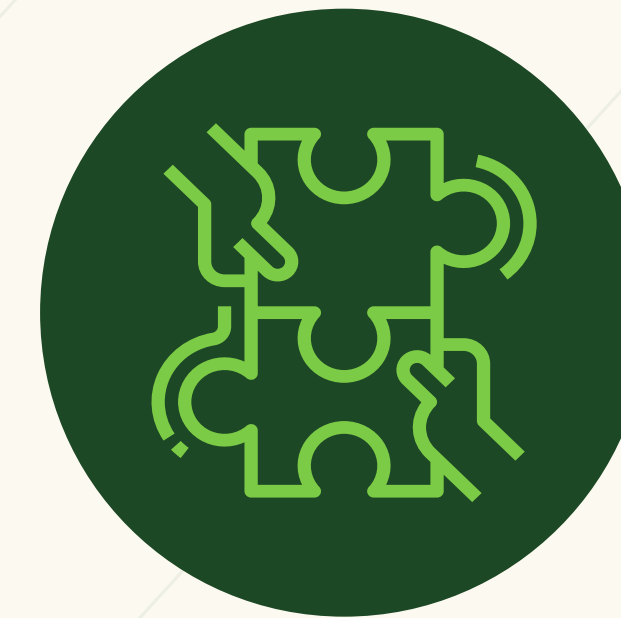
### **TO OUR BOTTOM-LINE**

Ensuring our sustainability so we can keep pursuing impact.



### **TO OUR STAFF**

Fostering a supportive, inclusive, and fulfilling workplace.



### **TO OUR PARTNERS**

Building strong collaborations for mutual benefit.



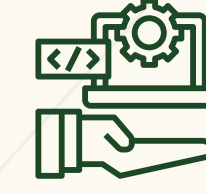
## **VERA BY-THE-NUMBERS**



**430+** **CLIENTS**  
served all-time



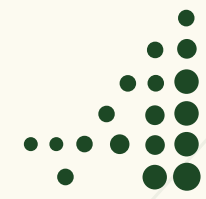
**20+** **AMP IMPACT**  
partners



**290K+** **HOURS**  
of service provided



**4.8/5** **RATING**  
on AppExchange



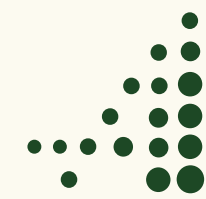
**25+** **RELEASES**  
of Amp Impact



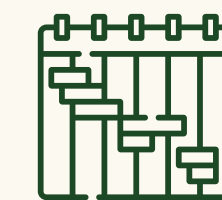
**US\$ 12<sub>B</sub>** **MANAGED**  
on Amp Impact



**435+** **SALESFORCE**  
certifications



**30+** **CERTIFIED**  
Amp Impact  
Specialists





**1650+** **PROJECTS**  
implemented













**VERA AROUND THE WORLD**

Our global presence amplifies our impact, extending our reach across regions and empowering us to customize our solutions to address the unique needs of each client, developing lasting change where it matters most.

 **VERA HUB**

 **REMOTE**

**VERA'S TIMEZONES**

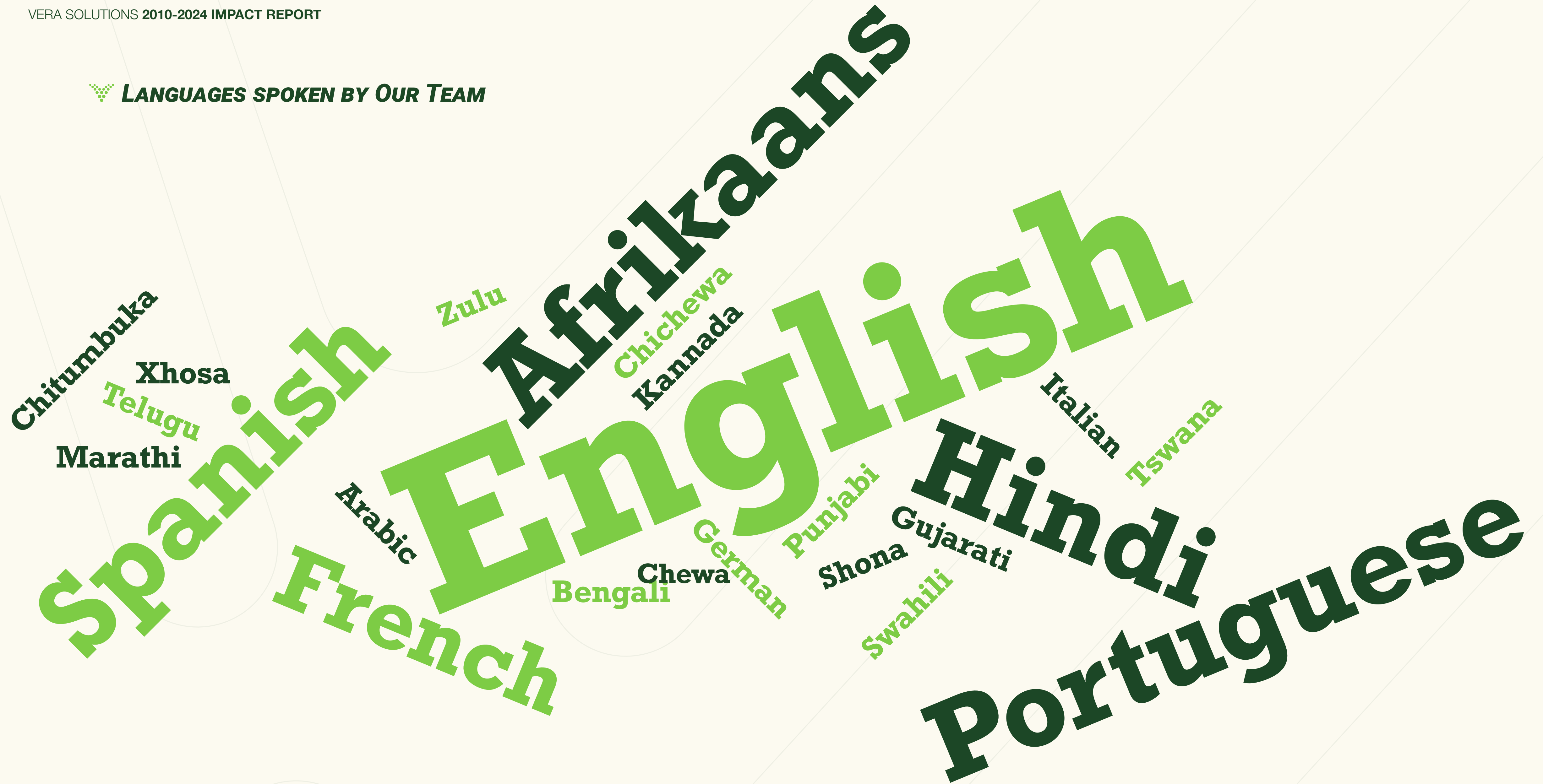
									
<b>MST</b>	<b>EST</b>	<b>AMT</b>	<b>BRT</b>	<b>GMT</b>	<b>CET</b>	<b>SAST</b>	<b>CAT</b>	<b>IST</b>	<b>JST</b>
UTC -7	UTC -5	UTC -4	UTC -3	UTC +0	UTC +1	UTC +2	UTC +2	UTC +5:30	UTC +9

## **CELEBRATING OUR TEAM'S DIVERSITY**



At Vera Solutions, we proudly embrace the idea that our **strength lies in the diversity** and unique contributions of our team. Each person brings a distinct background, perspective, and skill set creating a rich blend of experiences and ideas that drives our innovation and success. Together, we **celebrate our differences** and are united in our mission to make a meaningful impact.

🍷 LANGUAGES SPOKEN BY OUR TEAM





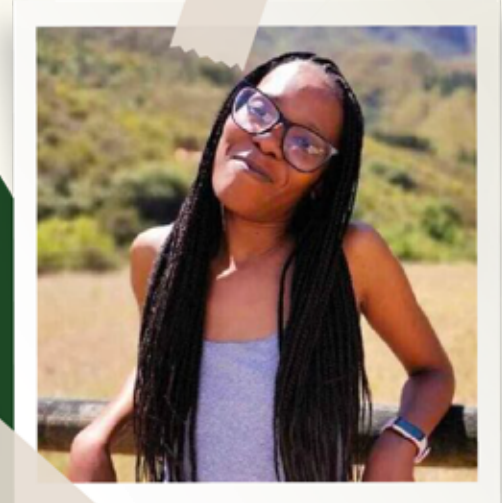
I would describe Vera Solutions as a family-friendly company due to its flexible policies and systems that promote work-life balance. There are so many support structures to run to should I experience a situation that requires emotional, social and material support.

***Stuart Musekiwa on work environment***



You can be open at Vera about your desires for your work trajectory - people feel like it's a safe place to explore themselves and explore what they want to build for their career.

***Hetile Dlamini on career growth***



We're not just tech people - Vera also contains folks with humanities backgrounds and experience in the social sector. This brings amazing perspectives, and allows us to understand our clients better and to deliver better solutions.

***Owen Davies on the Vera team***




Being a Product Manager is a lot of fun. It involves a little bit of everything and helps me hone a lot of skills like design, technical aptitude, documentation, and more. It also helps me interact with a lot of teams at Vera.

***Harshula Jhala on the nature of the work***



**WHAT IT'S LIKE WORKING AT VERA**



**Amp Impact**  
**AND THE SDGs**

**Amp Impact** empowers organizations across 150 countries to advance the UN's Sustainable Development Goals by centralizing program management. It enables efficient tracking of results, impact, and SDG contributions, streamlines reporting, and fosters collaboration through a global community of practice.

16  
PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

17  
PARTNERSHIPS  
FOR THE GOALS

1  
NO  
POVERTY

2  
ZERO  
HUNGER

3  
GOOD HEALTH  
AND WELL-BEING

4  
QUALITY  
EDUCATION

5  
GENDER  
EQUALITY

6  
CLEAN WATER  
AND SANITATION

7  
AFFORDABLE AND  
CLEAN ENERGY

8  
DECENT WORK AND  
ECONOMIC GROWTH

9  
INDUSTRY, INNOVATION  
AND INFRASTRUCTURE

10  
REDUCED  
INEQUALITIES

11  
SUSTAINABLE CITIES  
AND COMMUNITIES

12  
RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION

13  
CLIMATE  
ACTION

14  
LIFE  
BELOW WATER

15  
LIFE  
ON LAND

## **CLIENT TESTIMONIALS**

### **Save the Children**

When **Save the Children** faced inefficiencies and slow response times due to fragmented tools, Vera Solutions stepped in with a comprehensive solution. By implementing Salesforce Nonprofit Cloud, Experience Cloud, and Amp Impact, we created a unified data hub that streamlined their operations. This transformation improved program management and enhanced monitoring and evaluation, allowing Save the Children to manage resources more effectively and engage stakeholders more efficiently. Our work supports Save the Children's mission to combat child poverty, improve education, and advance health, enabling them to make a more significant impact on these critical global issues.

*"We have been working on this for some time, seeking a more integrated approach to programming. Each of our program teams used their own tools, which made data aggregation very manual and complex. We needed a system that could consolidate all program activities and enhance our ability to achieve better results. After prototyping with Amp Impact and Salesforce, we were excited by the potential and officially began implementation in 2022. We required a single system to manage all partner programs and wanted to leverage Amp Impact for improved monitoring and implementation across projects."*

**Alyssa Cochran, Senior Advisor of Program Management at Save the Children USA**



## tearfund



**Tearfund**, a Christian charity dedicated to fighting global poverty, upgraded from an outdated system to a modern cloud-based Salesforce solution integrated with Amp Impact. This transition eliminated manual tasks, enhanced data synchronization, and streamlined grant and partner management. The new system supports multiple currencies and languages and integrates seamlessly with Google Drive, resulting in improved collaboration, program delivery,

and compliance management. By consolidating their operations into a unified, efficient platform, Tearfund is better equipped to pursue their global mission and drive meaningful change in the fight against poverty.

Andrew Whitcombe, Head of Global Systems Programme, mentioned *“Vera Solutions is an exceptional technology partner. I wouldn’t hesitate to recommend them to others.”*



*“Vera Solutions’ support has been **transformative** for our grant management.”*



*“We’ve been able to **increase** our deployment of legal experts. We couldn’t have done it without Vera.”*



## PROUD TO BE B CERTIFIED

Vera Solutions has proudly maintained its status as a Certified B Corporation since 2012. In 2023, Vera achieved its **fifth consecutive recertification**, underscoring our continued commitment to a global community focused on social impact.

Certified B Corporations are mission-driven companies that balance purpose and profit. The B Corp certification verifies that businesses meet **high standards** of performance, accountability, and transparency across various factors, including employee benefits, charitable giving, and supply chain practices. To recertify, Vera demonstrated a commitment to these high standards, maintained transparency about performance, and made a legal commitment to be accountable to all stakeholders.

## Certified



## OVERALL B IMPACT SCORE

Based on the most recent B Impact assessment, Vera Solutions earned an **overall score of 105.7**. For context, the median score for ordinary businesses that complete the assessment is currently 50.9. A score of 80 or above qualifies a company for B Corp certification, illustrating Vera's strong commitment to high standards of social and environmental performance.



- 105.7** Overall Vera B Impact Score
- 80** Qualifies for B Corp Certification
- 50.9** Median Score for Ordinary Businesses

## **B IMPACT SCORES BY CATEGORY**



SCORE  
**18.1**

### **GOVERNANCE**

We prioritize mission, ethics, and transparency, centering stakeholders. Committed to sustainability, we aim for Net Zero by 2030 and offset emissions through partnerships.



SCORE  
**31.7**

### **WORKERS**

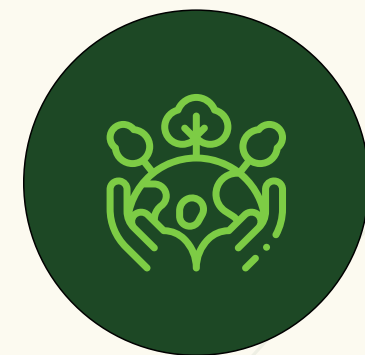
Holistic well-being drives everything, supporting financial security, health, safety, and growth. Fair pay ensures stability, Rising Leaders fosters leadership, and TELUS EAP supports wellness.



SCORE  
**13.4**

### **COMMUNITY**

Impact is measured through diversity, equity, inclusion, and economic growth. The Green team fosters eco-education, while Pledge 1% donates a portion of profits to charity.



SCORE  
**8.4**

### **ENVIRONMENT**

We evaluate our environmental impact and offsets emissions via Cool Effect. Employee initiatives support sustainability, and a 2017 assessment led to a carbon-neutral policy.



SCORE  
**28.5**

### **CUSTOMERS**

Customer stewardship, product quality, ethics, and social impact are assessed, supporting over 430 organizations and promoting transparency, accountability, and sustainability.

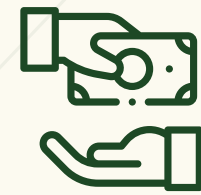
Vera has strived to consistently maintain its B Impact Score **above the median score** over the years, demonstrating ongoing dedication to being best in class among those using “business as a force for good.”

2024 Overall B Impact Score	<b>105.7</b>
2019 Overall B Impact Score	<b>104.8</b>
2016 Overall B Impact Score	<b>99.6</b>
2015 Overall B Impact Score	<b>90.3</b>
2012 Overall B Impact Score	<b>102</b>

“Maintaining our Certified B Corp status demonstrates our commitment to building a social enterprise that drives impact and business success while upholding our responsibility to our people and our planet. The certification process sets and continually raises the bar for what it means to be a progressive, impactful organization. This certification signals to our clients, partners, vendors, and staff that we live our values.”

**Sam Gordon, COO**

## ▼ **HOW VERA UPHOLDS ITS B CORP COMMITMENT**



### **FAIR AND TRANSPARENT COMPENSATION**

Vera has implemented a **transparent, fair, and predictable** compensation model across its global employee base, ensuring Equal Work for Equal Pay.



### **PROGRESSIVE POLICIES**

Vera fosters a **healthy and engaged** workforce with policies like equitable parental leave for all parents, a sabbatical program for all staff, and a leadership development initiative.



### **ENVIRONMENTAL STEWARDSHIP**

Vera is working towards being **Net Zero by 2030**, actively offsets its carbon footprint, and engages employees through internal initiatives focused on environmental efforts.



### **COMMUNITY ENGAGEMENT**

Vera staff participate in various **B Corp events**, including serving on boards, supporting conference planning, and engaging in roundtable discussions to share best practices.

## **IMPACT INITIATIVES**

### **GREEN TEAM**

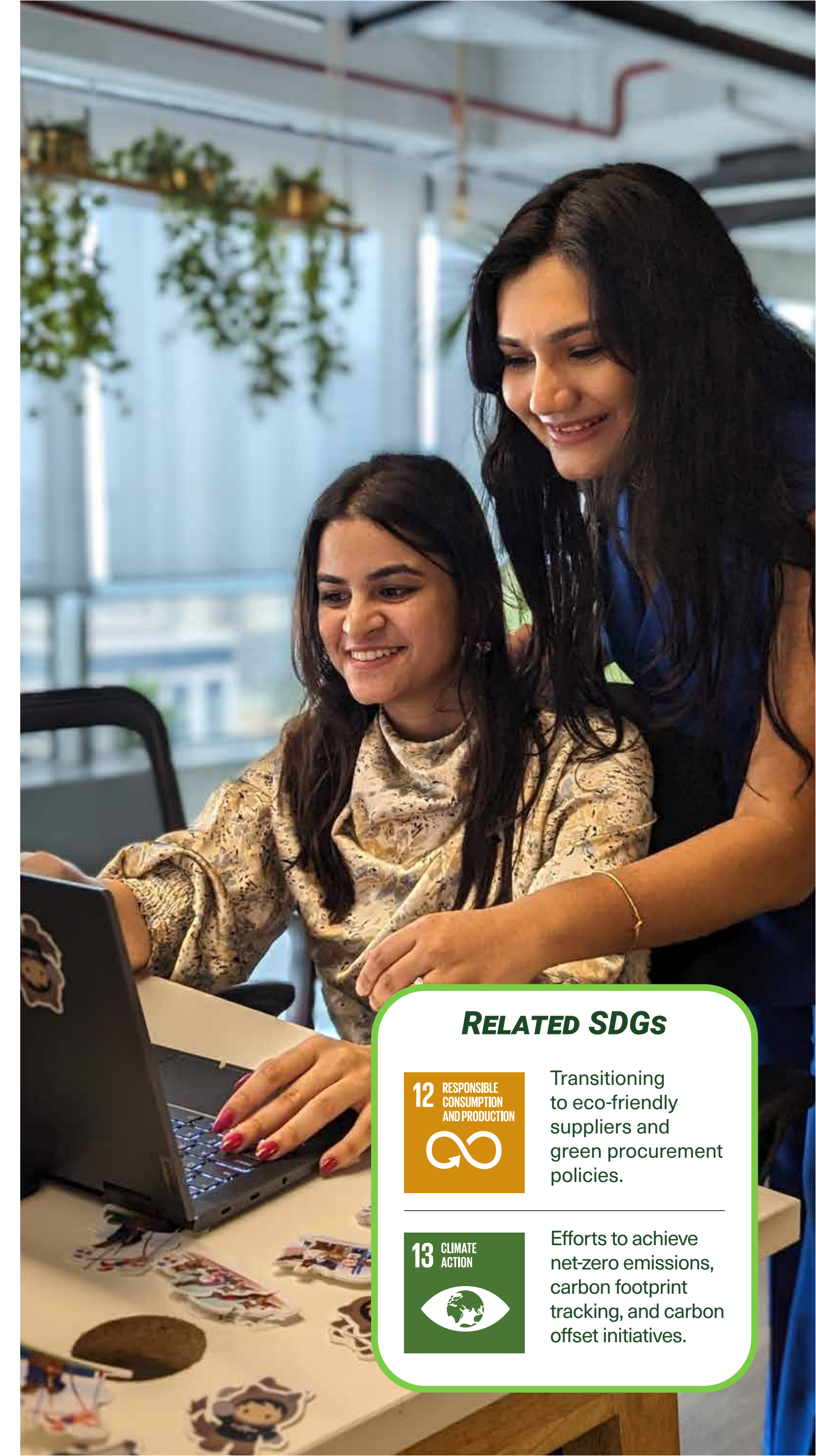
In late 2020, staff members at Vera recognized an opportunity to strengthen the company's commitment to sustainability by establishing the Green Team. This initiative supports our goals of achieving net-zero emissions by 2030 and offsetting all measurable carbon emissions from our business operations. The Green Team is dedicated to fostering internal engagement and education around environmental efforts, having implemented a Corporate Environmental Policy to guide our initiatives. Through these efforts, the team seeks to **educate**, **inspire**, and **empower** colleagues, collectively working towards a more sustainable future

#### **Activities**

- Organizing staff education efforts
- Integrating green initiatives into procurement and office renovations
- Assessing annual carbon offset needs
- Partnering with organizations for carbon capture and offsetting
- Fostering staff engagement in sustainability initiatives like e-waste recycling efforts
- Engaging staff in informative and fun challenges (including "Top Chef" vegetarian recipe battles)

#### **Current Focus**

- Enhancing Vera's carbon footprint tracking and internal reporting efforts, including to better understand the impact of business travel on our carbon footprint
- Transitioning to eco-friendly suppliers



#### **RELATED SDGs**



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

Transitioning to eco-friendly suppliers and green procurement policies.



**13** CLIMATE ACTION

Efforts to achieve net-zero emissions, carbon footprint tracking, and carbon offset initiatives.



## 🍇 **EQUAL PAY FOR EQUAL WORK**

At Vera Solutions, our compensation model, refined in 2021, is a reflection of our core values: fairness, transparency, clarity, and predictability. We are committed to equal pay for equal work, focusing on job title, location, and function rather than external factors like market demand or negotiation skills.

### **Core Principles:**

- **Fairness:** Our model ensures equitable salaries and benefits, eliminating disparities based on gender, race, or other unrelated factors. Compensation is based solely on role and responsibilities.
- **Transparency:** We provide clear visibility into our compensation structure. Employees have access to salary information and understand

the factors influencing their pay. Promotion cycles are predictable, occurring twice a year.

- **Clarity:** Our model is straightforward, with a focus on a single salary per role and location, avoiding complex incentive schemes and ensuring employees easily understand their compensation.
- **Predictability:** Projected salaries give employees a clear view of their potential earnings within the organization, creating a transparent and predictable pathway for career advancement.

This approach not only fosters fairness and trust but also simplifies recruitment and performance management, enabling us to concentrate on growth and impact rather than salary negotiations.

### **RELATED SDGs**



**8 DECENT WORK AND ECONOMIC GROWTH**  
Transparent and equitable compensation models for workforce empowerment.



**5 GENDER EQUALITY**  
Commitment to eliminating pay disparities based on gender or other factors.



**Pledge1%**

**PLEDGE 1%**

Our annual Recognition Awards celebrate team members who exemplify our core values—Impact, Sustainability, Excellence, Teamwork, and Leadership. These individuals drive excellence, build meaningful client relationships, and inspire positive change. Through Pledge 1%, we turn our values into action by donating 1% of our global net annual profit to social causes. To honor each award winner, we also contribute to a cause they choose, celebrating their achievements while reinforcing our collective commitment to creating lasting impact.

**RELATED SDGs**



Promoting ethical practices through partnerships.



Directing profits to social impact organizations and fostering collaborations.

# 2024 RECOGNITION AWARD RECIPIENTS

**IMPACT** ~~~~~ **HETILE DLAMINI (SNR. SUCCESS ENGINEER)**

For creating long-lasting, positive change.



**SUSTAINABILITY** ~~~~~ **TOM BASSET (SOLUTIONS ARCHITECT)**

For building systems that ensure future growth.



**EXCELLENCE** ~~~~~ **AMANDA PACINI DE MOURA (SNR. CONSULTANT)**

For always striving for top-tier performance.



**TEAMWORK** ~~~~~ **KARINA COETZEE (GLOBAL OPS. MANAGER)**

For fostering collaboration and support across the team.



**LEADERSHIP** ~~~~~ **WILLIAN DE ÁVILA (SNR. CONSULTANT)**

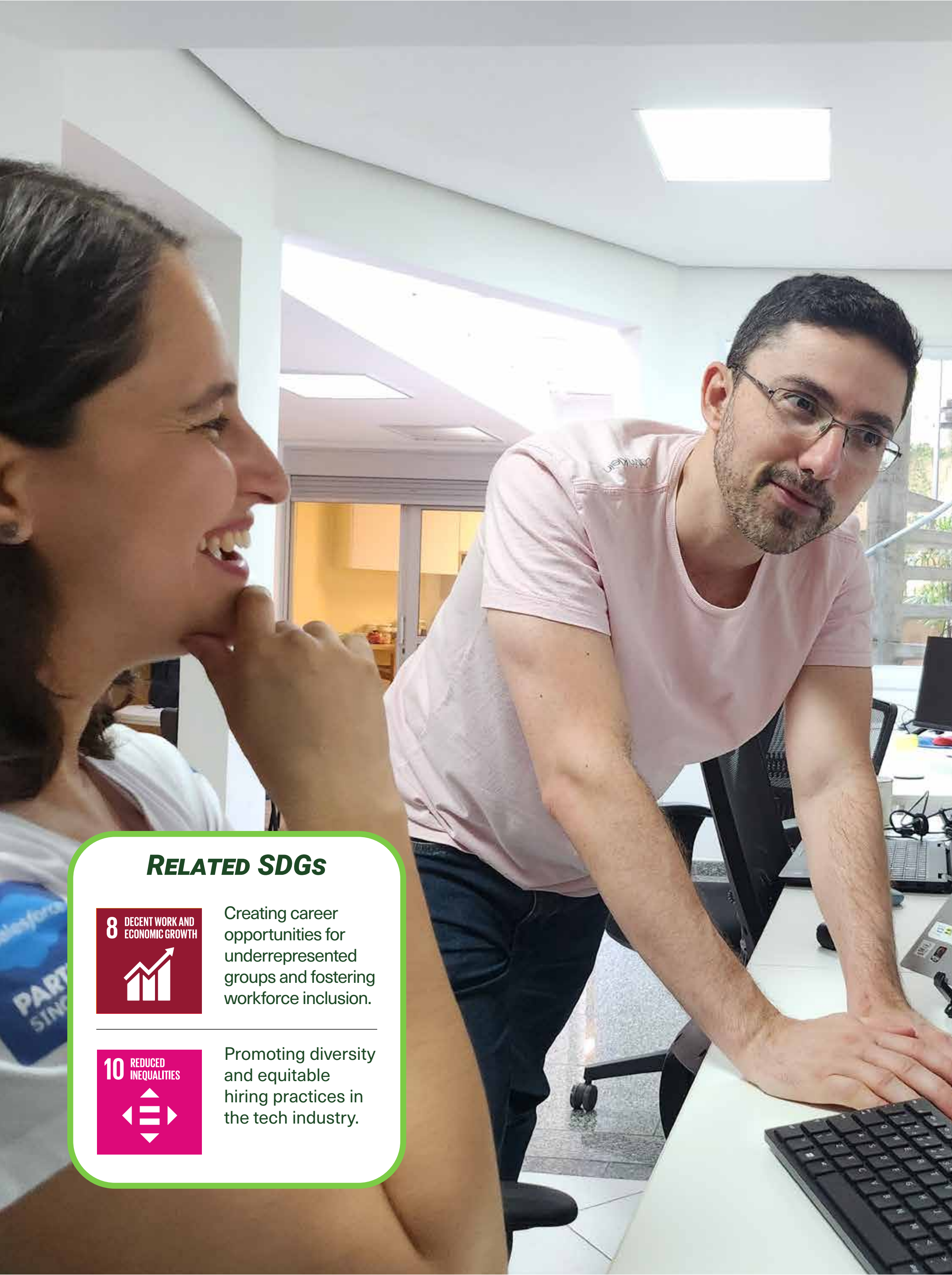
For guiding and inspiring others to lead with purpose.



**ALL-AROUND** ~~~~~ **JORDAN FRASER (LEAD ARCHITECT)**

For contributing in every possible way to Vera's success.





### RELATED SDGs



8 DECENT WORK AND ECONOMIC GROWTH

Creating career opportunities for underrepresented groups and fostering workforce inclusion.



10 REDUCED INEQUALITIES

Promoting diversity and equitable hiring practices in the tech industry.



SALESFORCE  
TALENT  
ALLIANCE

## SALESFORCE TALENT ALLIANCE

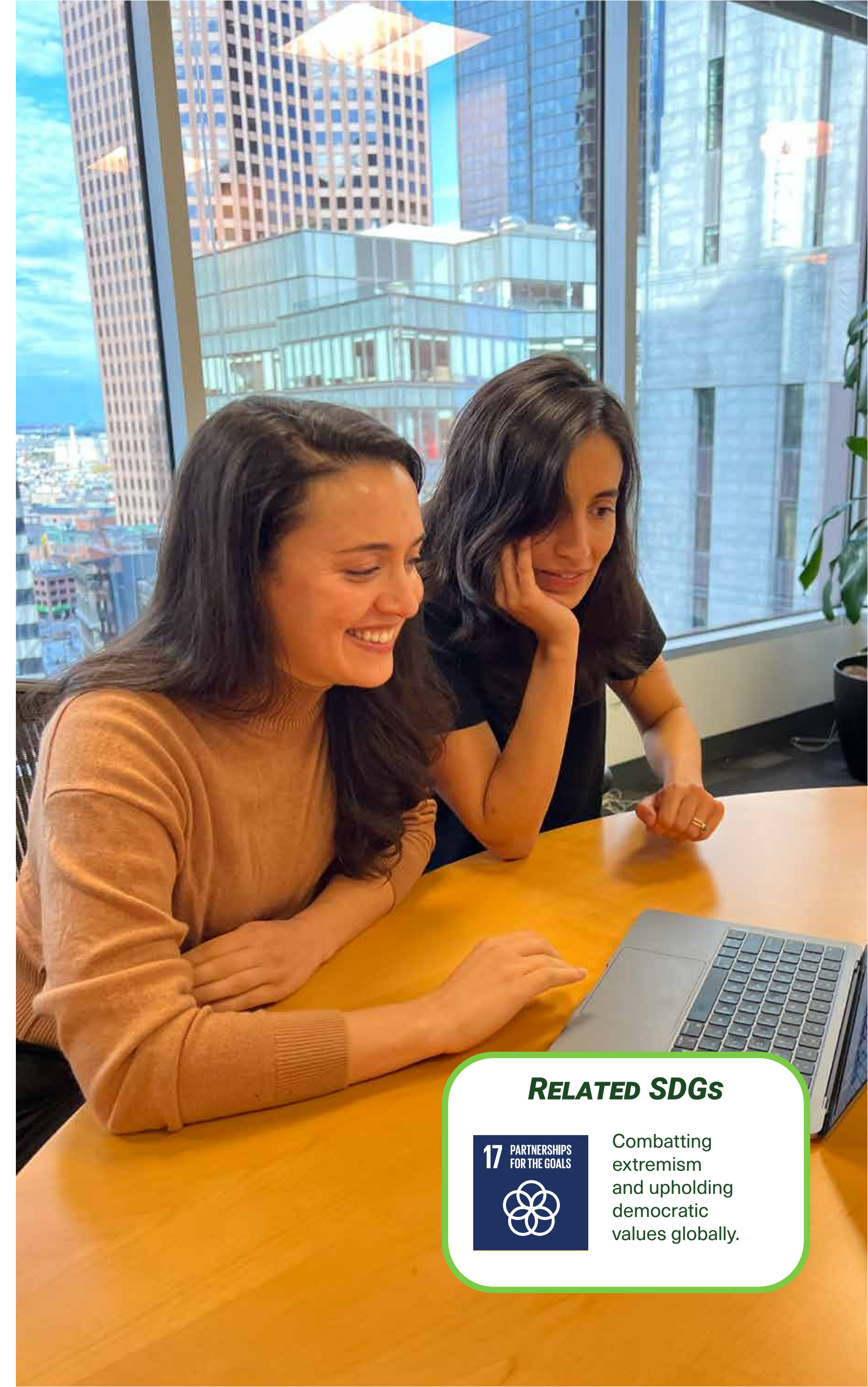
Vera Solutions has joined the Salesforce Talent Alliance, a program dedicated to fostering a diverse and inclusive workforce within the Salesforce ecosystem.

By participating in this initiative, Vera Solutions has committed to the following:

- **Inclusive Hiring Practices:** Vera incorporates inclusive hiring practices to ensure that their workforce reflects the diversity of society. This includes focusing on underrepresented groups in the tech industry, such as Black, Latinx, Indigenous, LGBTQ+ individuals, people with disabilities, veterans, and military spouses.
- **Hiring New Talent:** Vera allocates over 20% of its annual hiring to new-to-Salesforce professionals—those with six months or less of Salesforce experience. This commitment brings fresh talent and helps grow the Salesforce community.
- **Supporting Certified Candidates:** Vera prioritizes automatic interviews for individuals certified through Salesforce training programs, such as Pathfinder and Salesforce Military, further supporting the professional development of new talent.

## **PLEDGENOHATE.TECH**

As a founding member of PledgeNoHate.tech, Vera Solutions joined the cause in December 2023 to reinforce its commitment to opposing extremism. This movement, anchored in the Southern Poverty Law Center's Extremist Groups list, requires members to pledge that their technology products and services will never support or enable extremist organizations. The initiative highlights the vital role of the tech industry in safeguarding democracy, protecting fundamental liberties, and upholding human rights. By participating in PledgeNoHate.tech, Vera ensures its solutions are never used to further extremist agendas, aligning with its global mission to advance democracy and social justice.



### **RELATED SDGs**



**17** PARTNERSHIPS FOR THE GOALS

Combating extremism and upholding democratic values globally.



## **RISING LEADERS PROGRAM**

At Vera Solutions, the **Rising Leaders Program** is a dynamic force for cultivating the next generation of leaders. By delivering targeted training and personalized support in areas like business development and project management, this initiative accelerates leadership growth. Rising Leaders receive mentorship and development opportunities, empowering them to excel as they step into transformative roles.

### **PROGRAM HIGHLIGHTS**

**5**

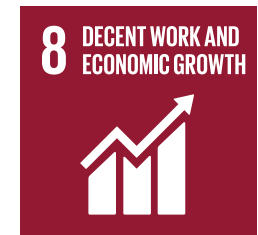
years of  
leadership  
development

**66**

participants  
across 7  
countries



### **RELATED SDGs**



Supporting professional growth and mentorship opportunities.



*“This program has definitely made me more intentional about the role I play in Vera’s growth and how I can actively contribute to making meaningful changes. Whether it’s improving processes, streamlining ways of working, or even exploring new opportunities or product offerings. What stands out to me is how much Vera supports this kind of forward-thinking and a place that encourages innovation, creativity, and continuous improvement. It has fuelled my desire to stay curious, push boundaries, and embrace challenges. **This program has reaffirmed my commitment to both personal growth and helping Vera reach new heights**, and I look forward to being part of the journey in the years to come.”*

**Rory Mc Lean**



*“The most valuable aspect of the Rising Leaders Program has undoubtedly been the friendships forged during the summit. **There’s something truly special about connecting with a group of smart, fun humans who are at similar stages in their careers and tackling comparable challenges.** Sharing experiences, insights, and even struggles with peers who truly understand has been invaluable. We’ve become a support network for each other, offering advice, encouragement, and sometimes just a sympathetic ear. Our discussions and collaborations have sparked new ideas and approaches that I might never have considered on my own.”*

**Prateek Gupta**



*“Having the opportunity to attend the Rising Leaders programme was very special to me, especially as a remote worker, it was wonderful to connect in person with so many of my colleagues. The 4 days of intense sessions were filled with **asking ourselves critical questions, learning about different types of leadership**, engaging with impact-driven guest speakers, and building our own Leadership Development Plan.”*

**Sally Crompton**

In support of

## WOMEN'S EMPOWERMENT PRINCIPLES

Established by UN Women and the UN Global Compact Office

### UN GLOBAL COMPACT AND WOMEN'S EMPOWERMENT PRINCIPLES

We are proud to be a signatory of the **UN Global Compact and the Women's Empowerment Principles (WEPs)**. As an organization we embrace these principles by promoting gender equality across the workplace, marketplace, and community. By adopting the WEPs, we have strengthened our internal practices while contributing to the global movement for women empowerment. These principles, under the banner Equality Means Business, underscore the pivotal role our business plays in advancing gender equality and focus on key areas:

- **Leadership:** Fostering corporate leadership dedicated to gender equality.
- **Fair Treatment:** Ensuring non-discrimination and upholding human rights.
- **Well-being:** Protecting the health and safety of all workers.
- **Development:** Supporting education and professional growth opportunities for women.
- **Empowerment:** Implementing policies and practices that uplift women.
- **Community Engagement:** Advocating for gender equality through local and global initiatives.
- **Transparency:** Measuring and publicly sharing progress on gender equality.

By supporting women-led organizations and aligning with the WEPs, we empower women, amplify their global impact, and advance equality, fostering a future where women can thrive.



#### RELATED SDGs



Promoting gender equality in the workplace and community.



Ensuring fair treatment and opportunities for all employees.

## **OUR PARTNERSHIPS**

### **AMP IMPACT IMPLEMENTATION PARTNERS**

Strategic partnerships are key to driving and scaling meaningful change. The ***Amp Impact Implementation Partner program*** supports the extension of Amp Impact’s delivery services to different regions including Australia, Kenya, and Canada, different languages including Dutch, French, and Swahili, and to specialized sub-sectors such as higher education, human services, and domestic foundations. Through Vera’s collaboration with over 25 Amp Impact implementation partners and several technology partners, we bring together expertise and innovation to provide localized service experiences to empower nonprofits, UN agencies, and social enterprises.

### **SALESFORCE PARTNERSHIP**

Our partnership with Salesforce reflects a shared commitment to empowering nonprofits and social enterprises with technology-driven solutions. By leveraging the Salesforce Platform, we have developed innovative solutions for fundraising, portfolio and program management, impact measurement, and grant management. With over 435 Salesforce certifications, we continue to be a trusted partner. Our continued work with Salesforce is backed by several key achievements, including being named ***Salesforce.org Product Partner of the Year*** in 2019 and 2022, winning the ***Partner Innovation Award*** in 2021, and reaching ***Summit Tier Consulting Partner*** status in 2024.

### **TECHNOLOGY PARTNERS**

Innovation is at the core of everything we do, and it’s driven by the strong partnerships we’ve built with technology leaders like ***OpenFN, PDF Butler, Box,*** and ***AWS***. These collaborations help us create solutions that not only simplify data management but also improve the efficiency of operations for those we serve. By working alongside these pioneers, we stay at the forefront of technology, ensuring our clients always have access to the tools and innovations they need to thrive.

### ▼ **INDUSTRY PARTNERS**

Our partnerships with networks like the **Aspen Network of Development Entrepreneurs** (ANDE), **Meaningful Business**, and the **Asia Venture Philanthropy Network** (AVPN) amplify our impact. ANDE connects us with global entrepreneurs in emerging markets, while AVPN's ecosystem-building drives more effective resource deployment in the social sector. Meaningful Business aligns perfectly with our mission, bringing together leaders who blend profit with purpose to drive positive change. By working together, we are advancing sustainable development and creating lasting social impact for people and the planet.





*Thank you for being a part of our **impact.***

 [verasolutions.org](https://verasolutions.org)

 [info@verasolutions.org](mailto:info@verasolutions.org)

 [verasolutionsglobal](https://www.linkedin.com/company/verasolutionsglobal)