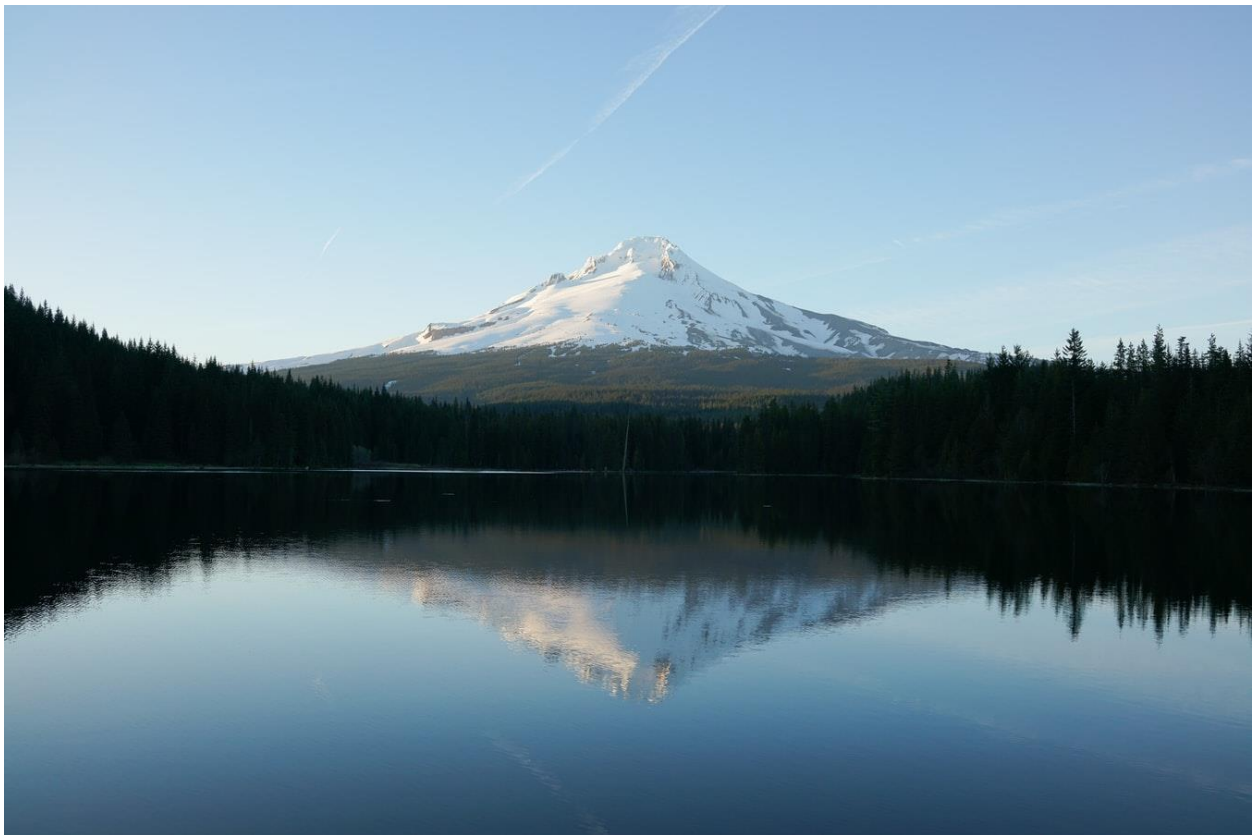


2019
Annual
Benefit
Report





Tailwind PDX is a registered corporation of the State of Oregon and an Oregon Benefit Company. Based in the Portland metropolitan area, Tailwind PDX offers Fortune 100 expertise to fractional CFO services and operations consulting for purpose-driven businesses.

www.tailwindpdx.com

Brand Manifesto:

We believe in helping other businesses see what is possible. We believe that together we can achieve extraordinary results. We believe in looking at the big picture, unpacking complex problems and challenging the status quo. We believe in taking ownership of our work and caring for our client companies as if they were our own. More than anything, we believe in practicing ethics and giving the unvarnished truth to empower business owners to reach their financial goals.

Values:

- * Build Meaningful Relationships
- * Challenge the Status Quo
- * Practice Radical Transparency
- * Take Full Accountability
- * Never Stop Learning





Triple Bottom Line 2019:

People:

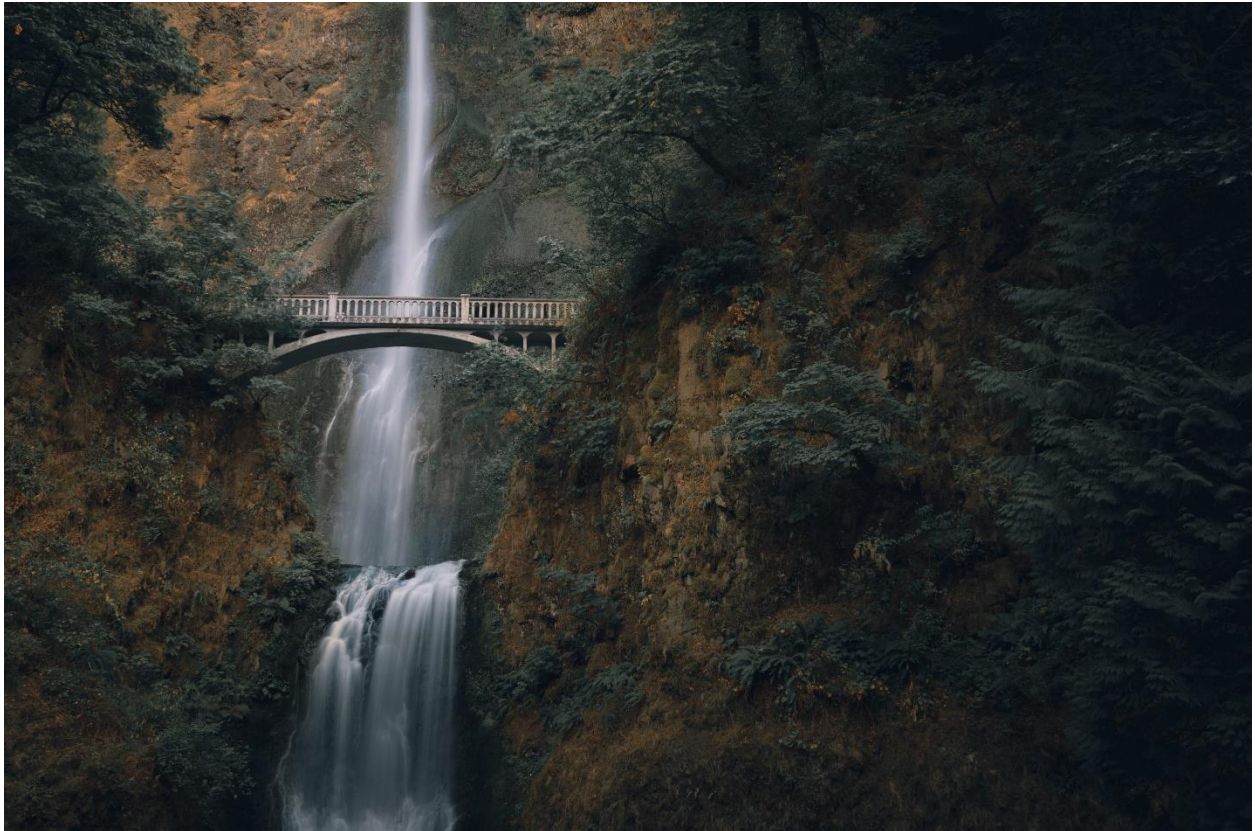
- ✓ 10+ hrs planned and executed fundraising event supporting a day shelter/community center serving women, children and gender-diverse people experiencing the trauma of abuse, loss of home and other disruptive life challenges
- ✓ 6+ hrs of consultations given pro bono to help businesses uncover financial challenges and empower prospective clients to advance to next step whether it included hiring Tailwind PDX or not
- ✓ 40+ hrs invested in continuing professional education to serve customers with best practices & technology

Planet:

- ✓ Developed sustainability policy for website
- ✓ Chose pro-environment options for office supplies, technology and work accessories
- ✓ Moved to home office eliminating 670 vehicle community miles

Profit:

- ✓ Wrote comprehensive business plan
- ✓ Formed LLC and became a certified Oregon Benefit Company
- ✓ Developed and designed content to launch website
- ✓ Created informal advisory board for advice and counsel





Goals 2020:

People:

- ✓ Provide pro bono consulting to help struggling business owners
- ✓ Identify mentoring opportunities for young and/or underrepresented entrepreneurs
- ✓ Invest minimum of 40 hours in continuing professional education

Planet:

- ✓ Perform all work digitally and paperless
- ✓ Identify a planet-focused organization for volunteer work

Profit:

- ✓ Bring Tailwind PDX to profitability

Summary:

Tailwind PDX sees the value of bringing Fortune 100 financial experience and consulting to help small to mid-sized businesses grow. As more and more new businesses launch in the technology and professional services space, purpose-driven business leaders will continue to seek out proven experts to achieve their own goals for business and stakeholders.

hello@tailwindpdx.com

