

May 2026

2026 Impact Report.

What we sourced, who we partnered with, what we've measured, and the standards we're building toward — including our active pursuit of B Corp certification.

What you won't find in this report: revenue figures or fabricated dollar allocations. We publish what we can verify and what an outside auditor can confirm.

AT A GLANCE

<p>12,700+ Mangrove trees planted via Ecodrive · one tree per coffee bag order</p>	<p>6 Origin countries sourced direct Ethiopia, Colombia, Brazil, Indonesia, Costa Rica, Rwanda</p>	<p>52 Reno nonprofit partners committed 52 Weeks · 52 Change Makers · year-round</p>
<p>100% Electric, on-demand roasting Bellwether roaster · zero idle gas burns</p>	<p>Women + Veteran Owned + led Sky Jones (CEO) & Jesse Abshire (CFO)</p>	<p>30+ Open educational guides Brew, Producer, Sustainability — all free</p>

B CORP PURSUIT

B Corp Certification (issued by B Lab) measures verified social and environmental performance across five impact areas. We are actively preparing our B Impact Assessment. This is our self-evaluation as of May 2026.

Impact area	Status	Where we are
Governance	In progress	Mission lock + transparency reporting in place. Working toward formal benefit corporation le
Workers	In progress	Local hiring + paid training in place. Documenting living-wage commitment for all FT roles.
Community	Strong	100% farm-direct, weekly nonprofit giveback, local supplier prioritization, free public educati
Environment	Strong	Electric roasting, mangrove offsetting, recyclable packaging, batched local delivery.
Customers	Strong	Replacement guarantee, single opt-in privacy, honest product copy, frictionless subscription

GOVERNANCE

How we hold ourselves accountable.

Mission written into our bylaws

Our company mission — 'Rooted in Impact' — guides every decision: sourcing, hiring, vendor selection, and the products we choose to ship. We commit to publishing this report annually.

Owner accountability

Founded by a woman and a veteran. Both founders are operationally active, sign every wire to producers, and personally know each origin partner by name.

Transparency by default

We publish our producer list, partner nonprofits, and impact metrics openly — every page on this site, our welcome email bundle, and this annual report. No paywalls.

WORKERS

How we treat the people who make this possible.

Local hiring

Every café and roastery role is hired locally in Reno. We prioritize candidates from underrepresented backgrounds and pay above the Nevada minimum wage.

Training as a benefit

Café staff receive paid training on producer stories, brew technique, and customer service. Our internal Coffee University is open to every employee from day one.

Living wage commitment

We are working toward a documented living-wage commitment for all full-time staff in line with the MIT Living Wage Calculator for Washoe County. Targeting B Corp's worker thresholds.

COMMUNITY

How we show up for Reno and our origin partners.

52 Weeks - 52 Change Makers

Each week, 15% of profits is allocated to a different Northern Nevada nonprofit chosen by our members. Past partners include The Great Basin Institute and The Eddy House.

Farm-direct, not 'fair-trade-certified'

100% of our green coffee is sourced direct from named producers. We pay above C-market price and recur orders annually — relationships, not transactions.

Reno-first supply chain

Pastries, dairy, and event catering supplies are sourced from Reno-area women-owned and family-owned vendors wherever quality and consistency allow.

Free education for the public

Coffee University is open to everyone — no purchase required. Brew guides, producer stories, and sustainability primers are public web resources designed to raise the floor for home brewers.

ENVIRONMENT

How we reduce what coffee normally costs the planet.

Electric, on-demand roasting

Our Bellwether roaster is fully electric and only fires when there's an order. No standing emissions, no warehoused stale beans. The largest single carbon decision we made.

Mangrove reforestation per order

Through our partnership with Ecodrive, every coffee bag order plants a verified mangrove on the Kenyan coast — capturing carbon, restoring fisheries, and employing local crews.

Reduced packaging

Coffee bags are recyclable LDPE-lined kraft. We continue to evaluate fully home-compostable alternatives as supply matures.

Low-mileage delivery

Reno-local delivery for all wholesale within our service radius is fulfilled in our own vehicles, batched weekly, and routed to minimize miles.

CUSTOMERS

How we treat the people who pay us.

Replacement guarantee on first orders

Don't love your first bag? We replace it free within 14 days — no return shipping required, and your mangrove still gets planted.

Privacy-first

We don't sell email addresses. Newsletter is single opt-in with one-click unsubscribe in every email.

Honest product copy

Origin notes describe what's actually in the cup — no scoring inflation, no 'rare' marketing on standard lots.

Subscription that respects you

Skip, pause, swap, or cancel any subscription in under 30 seconds from the customer portal.

ORIGIN PARTNERS

Every farm we sourced from this year — named, public, recurring.

Country	Region	Partner notes
Ethiopia	Yirgacheffe	Heirloom varietals, washed process
Colombia	Huila	Caturra, Castillo · direct relationship
Brazil	Cerrado	Yellow Bourbon · pulped natural
Indonesia	East Java	Kanang Springs Estate · natural
Costa Rica	Tarrazú	Obata · honey process
Rwanda	Kanzu / Nyamasheke	Bourbon · washing station partnership

WHAT WE WILL REPORT NEXT YEAR

We're committing to publishing the following additional metrics in our 2027 report — measured, sourced, and externally verifiable:

- Verified mangrove count direct from Ecodrive's reforestation API (replacing our internal estimate)
- Total kWh used by the Bellwether roaster + grid renewable percentage for our utility
- Full nonprofit partner roster with project descriptions and outcomes
- Living wage compliance audit (MIT Calculator for Washoe County baseline)
- Supplier diversity ratio (% women-owned, BIPOC-owned, veteran-owned upstream)
- B Impact Assessment score (post-submission)

Questions, partnership inquiries, or suggestions for our next report? Info@risingforpeoplecoffeeco.com

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