

# ROOT IMPACT ANNUAL REPORT 2022

Root Impact Annual Report 2022

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This annual report is printed on eco-friendly paper.

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2012  
2022



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## CEO Message

The year 2022 was truly special and humbling for me and our team alike.

As we are celebrating our 10th anniversary, changemakers at home and abroad who walked alongside us in our changemaking journey, partners who have supported us in crystallizing our mission and vision, as well as our past teammates who have poured their hearts and souls into building this organization have showered us with words of praises and encouragement. Their words have let us look back on our journey with beaming pride, while being reminded of the inestimable help and support we have enjoyed along the way. We felt we were validated for our effort and achievement in creating an impact ecosystem centering around the Seongsu area and bringing about sustainable growth of social ventures. It was a great feeling to be recognized for our efforts and achievements, and their meaning and value.

Ten years is an epoch and the impact ecosystem has hence gone through an epochal change. Socially speaking, we now enjoy a wide spread awareness of the impact sector. Economically speaking, the impact sector has formed an industry and has since been rapidly growing in size.

Now that I've looked back on our past decade, I wonder what this sector will look like in ten years to come. Since we strive to become an **impact ecosystem builder**, it boils down to this very fundamental and proactive question: "What do we want this ecosystem to look like, going forward?"

*"I hope that it better matches changemakers with a diverse array of resources they need to tackle problems."*

*"I hope we lead the change that we want to see in the world. I hope values like diversity, equity, inclusion and sustainability are internalized in our impact ecosystem."*

*"While we definitely need to continue to expand quantitatively, we should speed up qualitative growth in terms of social-environmental outcomes."*

I believe that the raison d'être given to changemakers like us is to crystallize the imagination for a better world into a concrete intention, and continue to strive so that good will can be transformed into impact. To provide answers to the above question, we spent the last year launching some new projects.

First, we kicked off the Impact Fund as a new business so that impact-focused philanthropic capital can be matched with changemakers with great potential. We also added on new projects to our existing businesses to assist non-profit organizations who have comparatively little access to resources and opportunities even within the impact ecosystem. We plan to strive forward so such efforts can create a foundation for their sustainable growth, translate into larger social-environmental impact, and furthermore become great points of reference for many stakeholders in this ecosystem.

Now that social distancing and mask requirements are lifted, we are welcoming back our good old pre-pandemic days. However, high prices, interest rates and exchange rates are adding on financial pressure on a lot of people, especially on startups, non-profit organizations, young adults, women and the socially vulnerable. While we do have to fight against a lot of uncertainties and challenges, we are not going to lose our hope and calmness, and do our utmost in what we are supposed to do: being a great supporter for changemakers.

**A daring adventure with Changemakers!**

Root Impact CEO **Johan Jaehyong Heo**

## Mission & Vision

Root Impact is a non-profit organization that aims to discover changemakers in every corner of our society and create an impact ecosystem conducive to their sustainable growth. We build an array of tangible and intangible infrastructure with our base in Seongsu-dong to support the learning experience and career development of changemakers.

### Mission

Support people of good-will to realize their vision and grow

### Vision

A better world where everyone takes part in resolving social issues in their own original way

### Core Values



Changemakers  
and Social Impact  
First



Empathize with  
Changemakers



Be Adventurous  
to Challenge the  
Status Quo



Be Passionate  
and Have Fun



Take Initiative and  
Play Your Game



Make a Real  
Difference



Build Trust in a  
Relationship



Respect the  
Difference and  
Embrace Diversity



Get Together  
to make a Better  
World, Faster

### changemaker

**Changemakers are those who induce social change**

Root Impact defines changemakers as those who take interest in various social-environmental issues and strive to tackle them in each of their own innovative ways. The more changemakers we have around us, the healthier the society will be.

## Impact as Intended by Root Impact

We believe that the more changemakers we have who tackle social-environmental issues with their original solutions, the healthier our society will be. social-environmental issues are becoming increasingly perplexing and subdivided. As society evolves ever so quickly, new problems surface and once minor issues suddenly become dire threats to our daily lives.

We must incessantly attempt to address issues in areas that are not under a lot of spotlight, in an innovative, nimble and flexible way to make our world a better place.

**Hence we discover changemakers and nurture an impact ecosystem in which they can grow and thrive.**

Complex social-environmental issues of grand scale cannot be rooted out at once; neither can they be addressed by just one person. Only when various stakeholders work hand in hand with changemakers can we find a clue to tackling those issues, and the journey may continue onwards only when we get together to support one another. We can get our hands on more resources and look forward to bigger challenges only when we create an ecosystem in which all of us organically cooperate and support each other.

Over the past decade the horizon of the impact ecosystem has been broadened. The number of social ventures and enterprises has been on a constant rise and so was the size of impact investment. Still, such quantitative growth has not directly translated into impact performance.

We believe this can be attributable not only to the lack of financial capital but also to the fact that different types of capital required for success, i.e. human, social and intellectual capital, are not matched with one another in a timely manner. **To overcome this problem, Root Impact focuses on three groups of changemakers in the impact ecosystem: the impact-driven organizations, impact-oriented talent, and impact-focused philanthropists.**

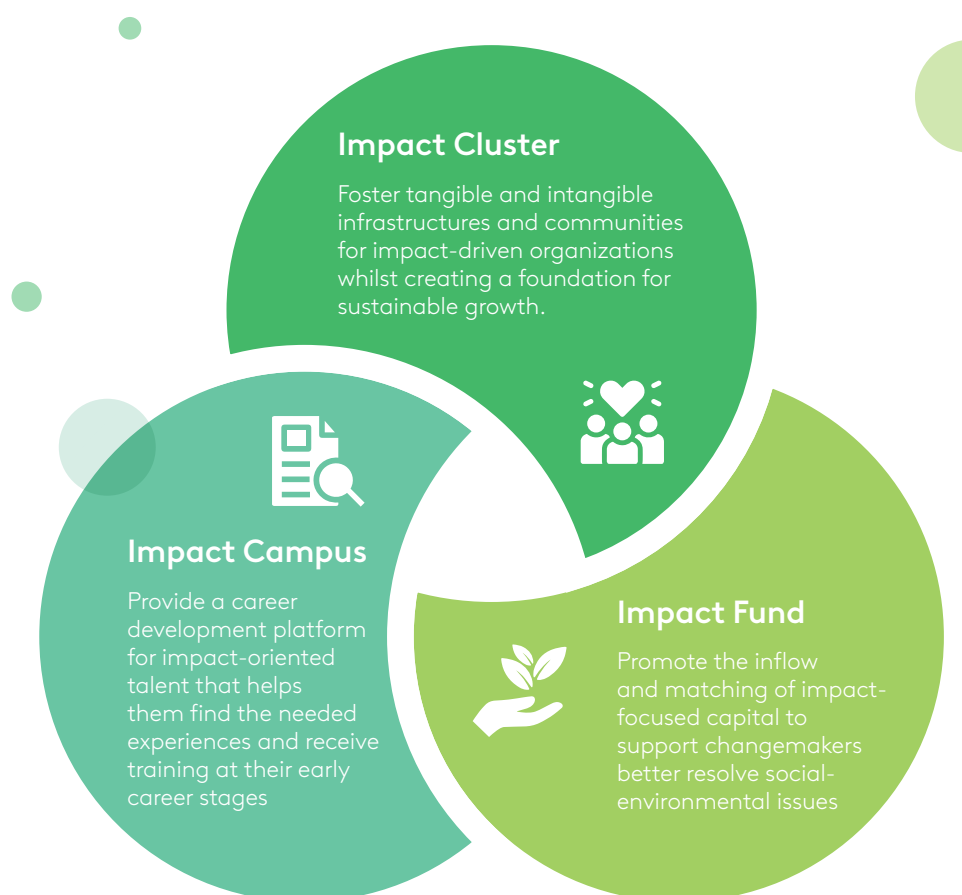
**Impact-driven organizations** attempt to tackle social-environmental issues through innovative solutions. However, without **impact-oriented talent** who relate to the missions of such organizations and carry out their intended actions as well as **impact-focused philanthropists** who provide the necessary resources, it may be a bumpy road to success. Only when these three come together, grow together, and form an organic web can we dream of realizing the impact we planned at the get-go.

Root Impact thus aims to: create a cooperative ecosystem in which more links could be created centering around impact-driven organizations; and increase access to the needed resources and opportunities for the participants in such an ecosystem so they can generate impact.

**A world where anyone with good-will can fully unleash their impact potential. That is the world Root Impact hopes to ultimately bring about.**

## Impact Business

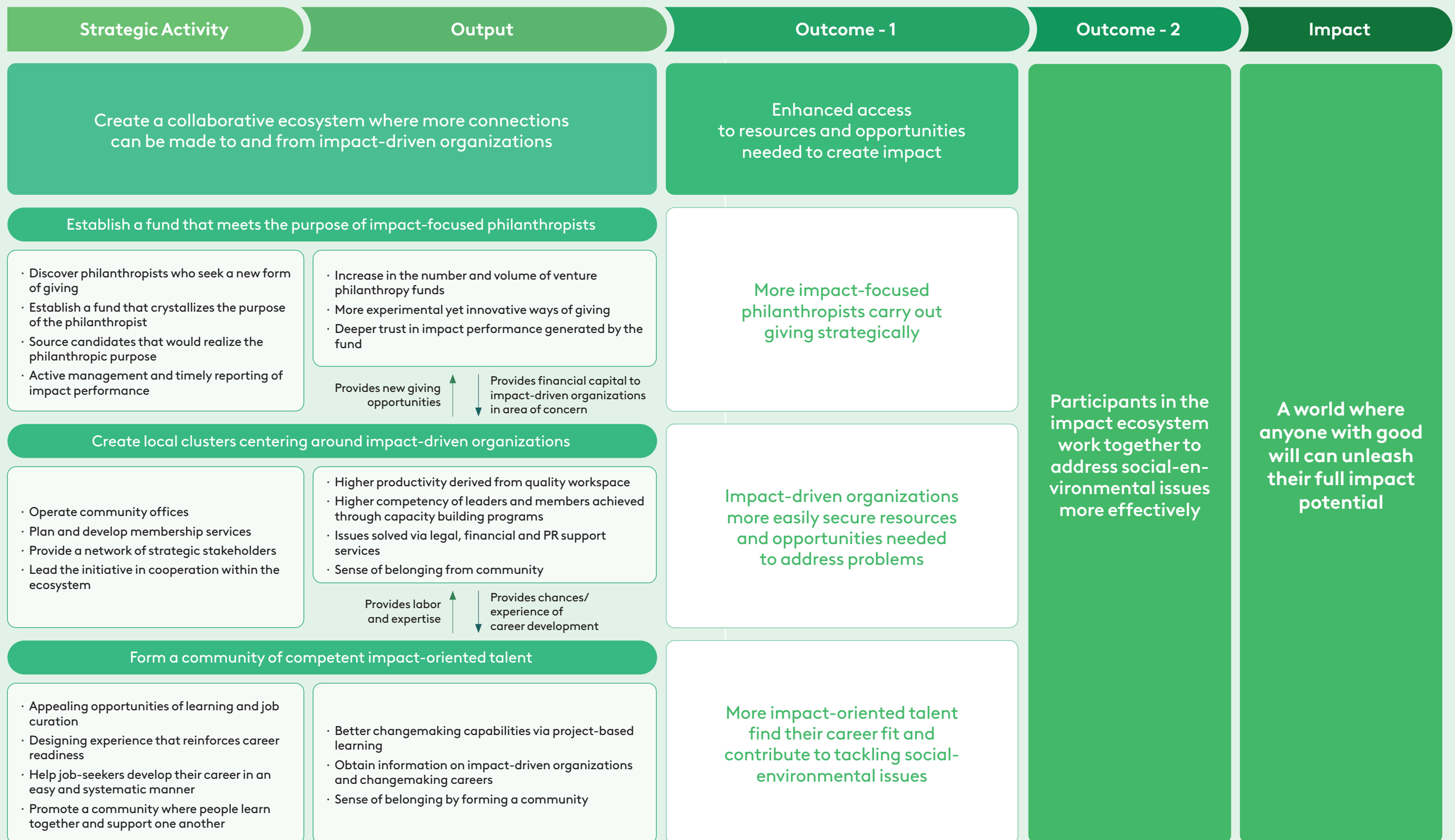
Root Impact operates three different scopes of business to meet the needs of its core customers. Through this three-pronged approach, major stakeholders and relevant groups can bring about their intended changes while our impact ecosystem can more effectively tackle social-environmental issues.



# Impact Chain Model

The changes and solutions Root Impact aims to provide can be found below in the diagram for the Impact Chain Model.

\* This model was created in and as of 2022 and thus is subject to change as per internal or external factors and/or strategic shifts following such factors.





HEYGROUND

01

# Impact Cluster

A Better Environment and Community  
for Impact-driven Organizations

HEYGROUND

Hey Leaders

Forest for All

The Impact Cluster builds an array of tangible and intangible infrastructure to meet the needs of impact-driven organizations and help them grow in a sustainable manner.

We run community offices that allow collaboration and growth, while drafting and providing various membership services. Furthermore, we build a network of stakeholders which is crucial to their success.

Through such efforts, we aim to provide impact-driven organizations with easier access to resources and opportunities necessary to solve problems.

Supported by

 현대해상

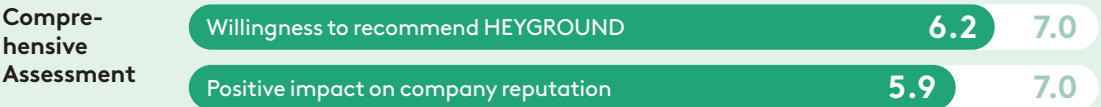
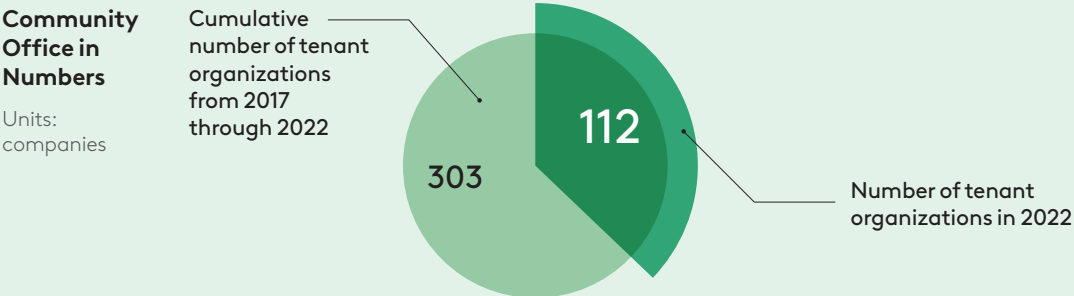
 Brian  
Impact

 하나금융그룹

# HEYGROUND

A community office where impact-driven organizations work and grow together

HEYGROUND is a community office for impact-driven organizations. It aims to become a supportive community in which organizations striving to resolve social-environmental issues through their business solutions can get together to share not just a physical office but also their values.



**The Seongsu Branch**  
5, Ttukseom-ro 1na-gil, Seongdong-gu, Seoul  
Opened in 2017  
Levels: B2 to 8F



**The Seoul Forest Branch**  
115, Wangsimni-ro, Seongdong-gu, Seoul  
Opened in 2019  
Levels: 3F to 10F + Rooftop

## HEYGROUND's Growth Support Programs

**Community Events**

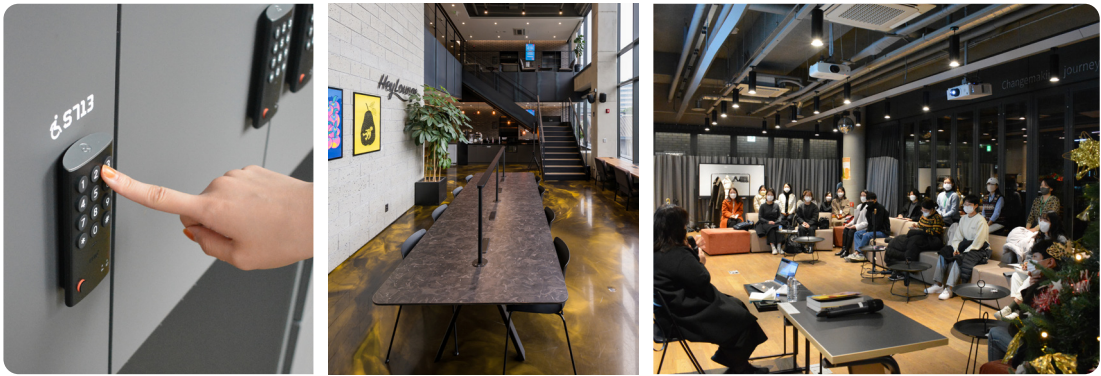
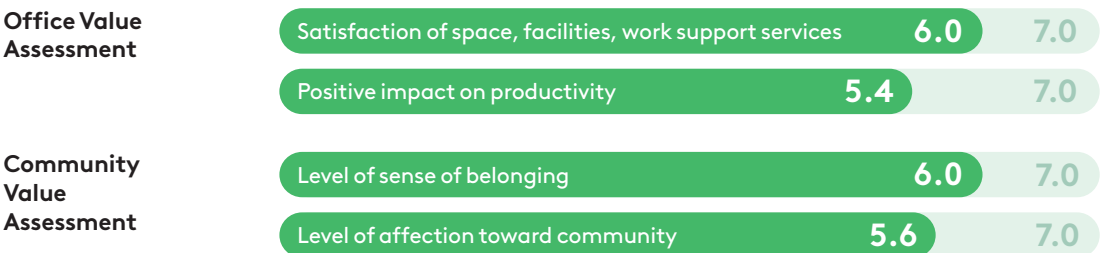
An array of different events are planned and hosted so members can continue to grow within the community

**Affiliated Services**

- Marketing, legal, tax and IT software programs are provided to support the growth of members
- Programs and lectures on fundraising, PR, legal and entrepreneurial management as well as one-on-one office hours with experts are arranged to assist the growth of non-profit organizations

## HEYGROUND Community Offices

Celebrating its fifth birthday in 2022, the HEYGROUND Seongsu Branch went through a renewal process with a focus on four key questions: do our customers need it?; is it environment-friendly?; is it inclusive?; and does it go well with HEYGROUND?. Old furniture was handed to those in need, and the space was newly filled with eco-friendly products. We've also reexamined our space to make sure it provides easier access to the physically challenged and installed barrier-free storage lockers and automatic doors. Building on the results of a space improvement survey on the tenant members, we also created a "work lounge" for a better community experience.



“ I responded to the survey that I could use more recliners and spaces for rest. My feedback was taken into account right away and 9F was renewed just the way I wanted it to - I was really touched. I felt that the survey was not just for show but to truly improve the space for change and growth.

## HEYGROUND Non-profit Membership

Running on sponsorship from the Brian Impact Foundation, the HEYGROUND non-profit membership supports the sustainable growth of non-profit organizations that strive to make the world a better place by tackling various hurdles in our society.

### Growth Support Programs for Non-profit Organizations

- Sessions to boost fundraising, governance, HR and other abilities
- One-on-one mentoring programs led by experts in respective fields
- Workshops to define, measure and manage organizational impact

### Work-related Services and Affiliated Discounts

- Affiliated discounts for fundraising solutions and other IT software tools
- Affiliated discounts for professional services including tax, accounting, etc.
- Pro bono legal assistance

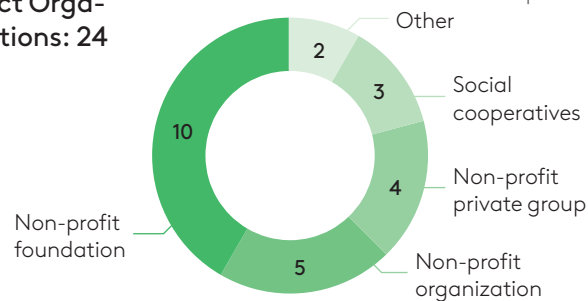
### Impact-driven Community

- Non-profit and profit impact-driven organizations each attempting to solve social-environmental issues joined the community (100+ organizations and 1,000+ members)
- Peer-learning sessions and gathering events for non-profit members
- Online information sharing channel exclusively for non-profit members

Number of Select Organizations: 24

### Type of organization

Units: companies



### Details of select organizations

10 or less employees



21

Average number of employees



6.3 persons

Gender ratio of CEOs (M:F)

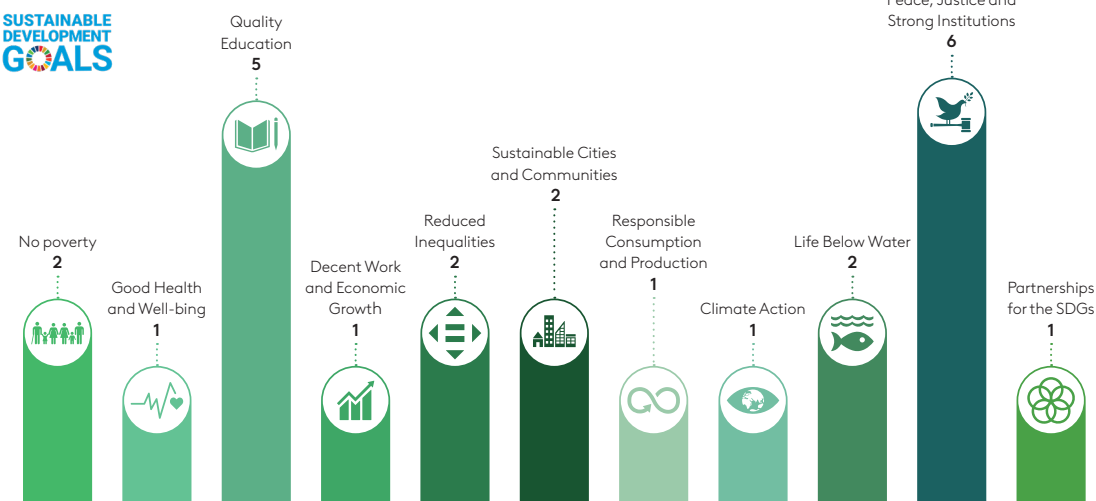


3:1

### Social-Environmental Areas They Wish to Tackle Categorized as per SDGs (Sustainable Development Goals)

SUSTAINABLE DEVELOPMENT GOALS

Units: organizations



## Deriving Crucial Areas for Growth through the Ground Building Process

Four rounds of value suggestion workshops for the growth of non-profit organizations were conducted from September through December of 2022. In the process, we were able to derive eight areas that are crucial to the growth of non-profit organizations: fundraising, sponsorship, accounting, revenue models, hiring, governance, advocacy groups and branding. Focusing on these eight areas we have run the following growth support programs and plan to further expand them in 2023.

### Growth Support Programs for Non-profit Organizations

#### Scope of 'Individual Sponsor Fundraising'

- Partner: Nuguna Data
- Conducted lectures for all  
Topics: Fundraising from potential sponsors & actual fundraising for non-profit organizations
- 1:1 mentoring for cohort 1(5 teams)

#### Scope of 'Governance Setup'

- Partner: Mission Law Firm for Innovators
- Conducted lectures for all  
Topic: Between law and mission
- 1:1 mentoring to be provided



“ This growth program does not provide general learnings. It works with us to come up with solutions that are cut out for our company, in terms of both size and character, so it was extremely helpful. I hope to continue to proactively exchange feedback.

“ Another perk of office hours is that an outside-in perspective from an expert serves as great backup when I'm trying to persuade my own team. It really helps when I'm preparing materials to make a point at a general meeting - meaning it has a positive impact even on governance.

## Hey Leaders

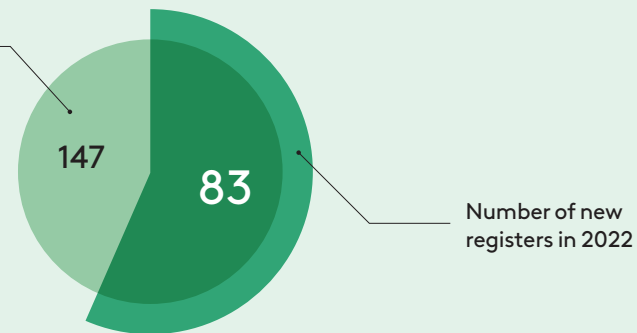
A growth support partner for  
leaders of impact-driven organizations

Hey Leaders supports the growth of leaders of social ventures, social enterprises, non-profit organizations and other impact-driven organizations. Around 120 leaders of impact-driven organizations are currently participating.

### Member Statistics

Units:  
companies

Cumulative  
number of  
members



## Hey Leaders Leadership Boost Programs

Participating members: 95 organizations (as of 2022, with returning participants)

### Leader's HR Workshop

five rounds of workshops that  
help align perspectives on  
management including recruiting,  
evaluation, compensation and  
change management

Seasons run 2  
Participants 43 organizations



### Leadership expert talk

lecture and workshop on  
self-awareness and mindfulness  
that induce change

Seasons run 2  
Participants 31 organizations



### Book club

a small group consisting of  
people who read and talk about  
leadership and share insights

Seasons run 2  
Participants 19 organizations



### Hey Leaders lounge newsletter

a newsletter that focuses on  
the managerial philosophy and  
thoughts of leaders of impact-  
driven organizations

Rounds of publications 6  
Leaders interviewed 10 persons



“ I finally got to learn precisely how I should be managing people. I also loved how I could hear the thoughts from a number of leaders. I'd like to sincerely thank the organizers. I felt grateful that they always were looking out for anything that may have been lacking, went on to take care of them, and whole-heartedly organized the gatherings. I've learned so much.

## Forest for All

### A joint daycare center for impact-driven organizations

The Seongsu Social Venture Valley Hana Financial Group Shared Daycare Center Forest for All is a shared daycare center for kids of employers/employees at social ventures and Hana Financial Group. With Root Impact at its forefront, a total of 14 companies have participated in this project and the center is run with support from the Workplace Childcare Support Center of the Korea Workers' Compensation and Welfare Service and sponsorship from Hana Financial Group.

Forest for All assists changemakers in their ceaseless efforts towards changing the world without having to forgo work for childcare. At Forest for All, kids are nurtured to blossom into changemakers who are brave and empathetic of others.

#### Children

Units: persons

Total number of children



39

Number of teachers



12

Average number of children to teacher

3.25



## Forest for All Parent Satisfaction Survey

Overall parent satisfaction level for 2022

4.6

5.0

\* Of the different criteria, 'childcare environment' scored highest at 4.7

## Forest for All Consortium Participants

Percentage of kids from Seongsu Social Venture members

73.9

100

Units: %



“ Thank you for always carefully looking after my kid and helping me keep a consistent nurturing attitude at home as well.

# Impact Campus

A Career Development Platform  
for impact-oriented Talent

Signature Programs

Skill Set Education/Training Programs

Web-based Services

Career Support Services

Events

The Impact Campus is a career development platform for impact-oriented talent.

We provide appealing learning chances and curate job opportunities for young adults who wish to either start or switch their career to find work that can generate meaningful impact. We then further support them by designing and operating the program so that it helps them get ready for their jobs and assist them in systematically managing the entire job-seeking process all the way from decision-making to assetization.

It is our business objective to allow more young adults to leverage this process to clearly identify themselves as changemakers and embark on their changemaking career paths.

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aws

# Signature Programs

Programs that support young adults who dream of a better world transform into changemakers

## Impact Basecamp

.impact basecamp

Impact Basecamp, hereunder referred to as IBC, is a training program where young adults who wish to create a better world get hands-on experience in actual corporate projects that create social impact. This process allows them to boost their problem-solving capacities and get ready to jump onto their career paths.

## Publishing of the PBL White Paper



Whitepaper

In retrospect of the past seven years of IBC, we have published the Impact Campus PBL whitepaper which summarizes the values that IBC aims to encompass in its career training programs.

**Sent to** ~150 universities and relevant agencies in Korea



### What is PBL (Project Based Learning)?

Impact Campus defines PBL as Project Based Learning, meaning "learning on the job while working on actual projects that attempt to tackle a problem".

## IBC Cohort 14 Plus

We have just wrapped up the last cohort of IBC season 3, Cohort 14 Plus. Hand in hand with three impact-driven organizations, i.e. BIGWALK, Purple Nest and Space Oddity, we have carried out projects to solve actual business problems.

**Period of Operation** Dec 29, 2021 through Jan 26, 2022



**Participants** 15 persons



**NPS** 93



“ Participating in IBC gave me confidence in my career. While carrying out projects in the social sector, I would sometimes question myself saying, maybe I am just solving superficial social problems or maybe this is just too minor a thing I’m doing. These doubts led to second thoughts about my career. The IBC wiped clean the reservations I had.

## Bootcamp

.boot camp

Bootcamp is a program that supports young adults who have been hired through Impact Career Y, a co-hiring program for impact-driven organizations, successfully start off their career in a changemaking organization. This two-week bootcamp not only provides onboarding support but also creates a community where the new recruits can have one another’s backs in the impact ecosystem.

### Period of Operation



**Cohort 11** Jan 26, 2022 through Feb 11 (2 weeks of training + 3 months of onboarding support)

**Cohort 12** Aug 1 through Sep 12, 2022 (2 weeks of training + 3 months of onboarding support)

### Participants



total 39 persons

### Participating organizations



39 organizations

### NPS



**Cohort 11** 42  
**Cohort 12** 92



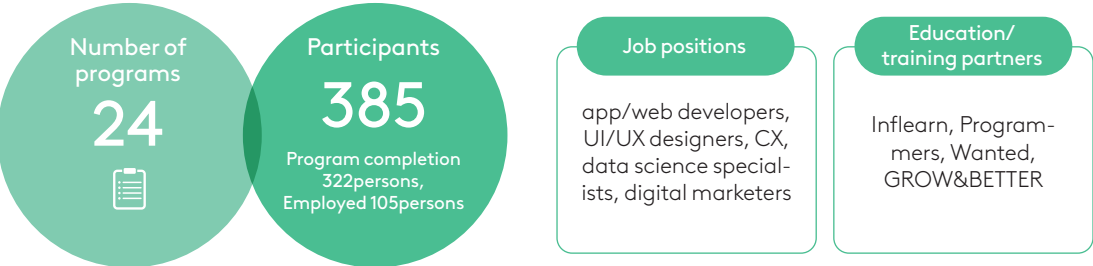
“ Before jump-starting my career, I gained confidence - confidence that’s not just rash and out of nowhere but clear and grounded. The new recruits community also has got my back so I feel reassured.

# Skill Set Education/Training Programs

Helping youth improve their digital and soft skills for the workforce of the future.

## Digital Skills

We provide a diverse array of training programs, career-support platforms and peer-learning communities that help boost digital skills which are crucial for the future.



## Soft Skills

We help boost young adults' abilities through each programs that each focus on different soft skill development including critical thinking skill, communication and leadership.



“ This program taught me how to think and act if I wanted to contribute to making our community a better one. I could learn how to enhance my metacognition and find the true essence of demonstrating leadership.

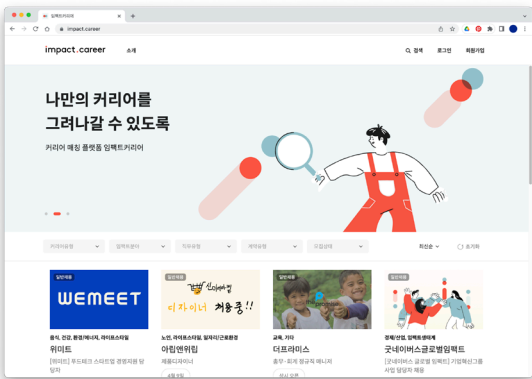
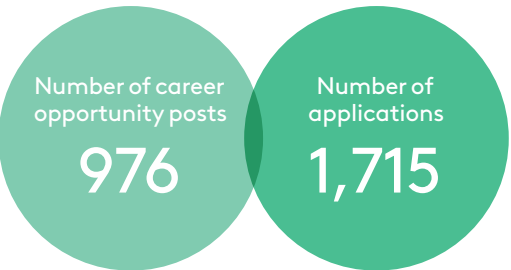
“ I really wanted to take this course but I kept putting it aside because it was a bit pricey. I thankfully was given a great opportunity to take the course for free. What was even better was that there was a set schedule which I could follow as well as peer participants who I could talk to and share ideas with.

# Web-based Services

Career matching and developing web services as a window to the impact ecosystem

## Impact Career impact.career

Impact Career (impact.career) is a career matching web service that links impact-driven organizations that solve social-environmental issues with impact-oriented talent who are looking for work that brings change.



## Impact Campus impact.campus

Impact Campus (impactcampus.kr) is a career development web service for impact-oriented talent that assists them in finding the right experience and learning. The OpenBeta was launched in July of 2022, providing a function with which talent can archive their learning objectives as well as weekly achievements on their learning journey to assetize their experiences. This function empower talent self-manage the abilities they wish to boost along with the level talent aim for, thereby providing a stepping stone for their next leap forward. Furthermore, we have a community abundant of coaches and peers, providing a sense of security and belonging for those who wish to jump into the impact ecosystem.



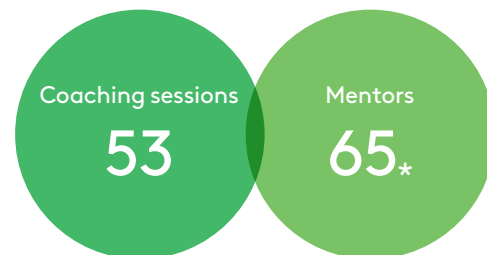
“ We had a hard time trying to recruit someone because we've got a small team and the work we do isn't an easy gig. I was so fortunate to meet through Impact Career lots of great people who I hope to continue to work with. I sincerely thank you for that.

## Career Support Services

Tailored support for young adults' career development

### On-demand Career Coaching

We offer career coaching with experienced professionals to help participants solve career concerns after program completion.



\* Employees currently working for big company, global companies, startups, social ventures and the selfemployed with expertise in marketing/communication, business development, software development, HR, etc.

### Side Project Support

We provide support for side projects so young adults can build meaningful experiences for their careers.

Period of operation



Season 1 Dec, 2021 through Feb, 2022

Season 2 May, 2022 through Aug, 2022

Participants



total 68 (18 teams)

Major project achievements



Selected for startup related support projects

3 teams (Preparatory startup package at KISED, Preliminary startup lab at Idea Convergence Factory)

Developed product, service or content

4 teams (proposal for product launch: 1 team)

NPS Season 1 88 | Season 2 95

### Intensive Support for Job-seekers

We provide lectures depending on the level of preparedness of job-seekers as well as one-on-one weekly mentoring sessions so as to help them reach their career goals.

Participants



10 persons

Employed



6 persons

NPS



80

“ My mentor made me feel at ease so I could ask not just things about my resume but other things that I wanted to know more about. For instance, when I asked the pros and cons of big company and startups, my mentor talked from experience and it helped me make career decisions. My satisfaction level is 1000%!

“ We could bring up any topic so I felt that a positive impact was expanding without any boundaries. I loved the full support and the mentoring program was very helpful. If I get another chance, I'd definitely take part once more. Thank you for providing me with such a nice experience for the past three months. I started my side project without thinking of anything big, but this led me to consider developing it into an actual business opportunity.

## Events

Chance for changemakers to communicate and connect

### Metaverse Job Fair

Impact Campus met for the first time in a metaverse space in 2022 with changemakers. The job fair named Will Now Start Job Pairing shed light on the meaning of changemaking careers and the nature of various jobs.

Date of event Jul 23, 2022



Participants 200

Participating mentors 50



NPS 69



### 2022 M!X Networking Party

We hold annual year-end event for community members so that “campers” and “pre-campers” who have completed programs at Impact Campus can feel a sense of belonging and create a community.

Participants 51



NPS



62



“ My perspective took an entire turn. I was dubious whether I chose the right path; with the metaverse job fair, I gained priceless information and confidence. I really was presented with many unexpected learnings and I want to translate those learnings into an achievement - landing a changemaking job. When I feel let down, I'm going to remind myself of this fair and consider everything I learned there as my life motto.

“ It's been years since I've been to a networking event. I could look back on 2022 and wrap up the year with a new heart. It was lovely to feel a sense of solidarity listening to strangers talk. Thank you so much for throwing this party so that I could end the year with a warm sense of belonging.

# Impact Fund

Promoting the Inflow and Matching  
of Impact-focused Capital

Impact Philanthropy

Fiscal Sponsorship

The Impact Fund is a fund that puts tackling social-environmental issues at the forefront, matching impact-focused philanthropists with impact-driven organizations.

By promoting the inflow and matching of impact-focused capital, the fund assists impact driven organizations in resolving various social-environmental issues.

Impact Philanthropy Fund I of 3.6 billion won was established in 2022 with the contribution of former CEO and co-founder Kim Kangseok of Krafton. The fund will be put to use to identify and support the growth of about 10 organizations in the blind spots of impact capital by 2024.

# Impact Philanthropy Fund I

A fund that supports the growth and sustainability of impact-driven organizations

Impact Philanthropy Fund I is the first fund Impact Fund Team raised, and is used to boost and enhance the growth and sustainability of local non-profit organizations. 10 organizations will be carefully selected one by one until the end of 2024 to receive a diverse array of financial and non-financial supports up to 3 years. These will help the organizations build sound fundamentals and capabilities to keep addressing social-environmental issues after the supporting period.



### About the Fund

- **Year of establishment** Jul 2022
- **Amount** ~3.6 billion won
- Two companies selected to be included in the investment portfolio of Impact Philanthropy Fund I as of Jan 2023



### Characteristics of Fund Operation

- Adopts the venture philanthropy approach, featuring unrestricted grants and multi-year support
- Engages in networks to source potential candidates
- Establishes a process for selecting the investment portfolio and provides the foundation for growth support for such companies

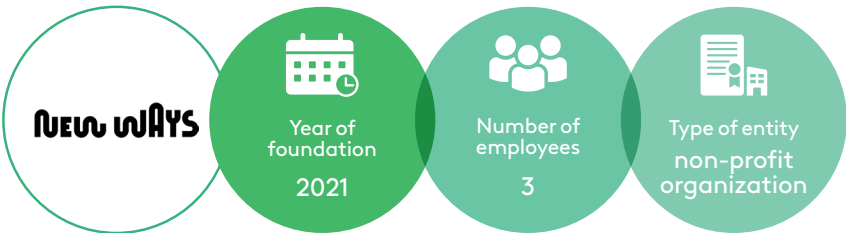


# Companies Selected for Investment for Impact Philanthropy Fund I

## NEWWAYS and BtoB

### NEWWAYS

The first company to be supported with Impact Philanthropy Fund I is NEWWAYS. NEWWAYS (CEO: Park Hyemin) is an agency that assists the career growth of young politicians, thereby ushering into the political circles more young politicians of age 39 or younger.



### BtoB

The second company to be supported with Impact Philanthropy Fund I is BtoB. BtoB (CEO: Kim Yoonji) presents online platforms puum and octoposu on which necessary information on childcare is shared and spread so that any and all parents can have what they need to nurture their babies.



“ NEWWAYS is now at an important crossroads of creating and validating new solutions; we feel very assured that we have the support of Impact Philanthropy Fund I. Since we now have aa partner that shows infinite trust for our potential, we can really focus on our organizational growth.  
CEO Park Hyemin of NEWWAYS

“ I feel secure and grateful that we have been selected as the beneficiary for Impact Philanthropy Fund I at this very moment when we have verified the efficacy of our solution and feel strong about its nationwide impact. I am especially looking forward as we get to work closely and on a longer horizon with Root Impact, who we have a long history with since the beginning of the baby box project.  
BtoB CEO Kim Yoonji

## Fiscal Sponsorship

A new form of sponsorship to provide support for various groups and projects

This is another form of support for groups and projects that carry out activities that are in line with Root Impact's mission. We receive the donation on behalf of the grantees that the donor wishes to support and carry out various functions including fund management and other responsibilities. This can help build the fiscal foundation of changemakers that wish to tackle social-environmental problems but do not wish to register as a public interest organization.

## Impact Climate Fellowship Program



### About the Program

- A fellowship program to help individuals who plan to tackle the climate crisis with technology or business solutions transform into entrepreneurs
- Select fellows and provide them with funds for activities, office space, training and mentoring
- Root Impact takes on the role as fiscal sponsor by receiving grants and managing fellowship grants, Fellows were also granted with a discount for HEYGROUND, a community office Root Impact operates.



### Program Achievements

- Selected 12 fellows
- 41% of fellows started a business
- 2 fellow teams attracted investment (apart from sopoong's)



# Initiatives

Impact Career W

Re:Boot Camp

D-WELL-BEING

We lead and cooperate on projects that enhance diversity, inclusion and sustainability of the impact ecosystem. In 2022, we supported the career re-boot of career-possessing women as well as a healthy lifestyle of changemakers.

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## Impact Career W(Re:Boot Camp)

A project to help reboot career-possessing women

Re:Boot Camp is a program for career-possessing women who had to pause their economic activities due to marriage, pregnancy, childbirth, childcare and family care and wish to reboot their careers leveraging on the career experience they have. The goal is to provide them with a foothold for a career reboot by granting them a chance to carry out actual projects of impact-driven organizations.

### Re:Boot Camp Cohorts 4~5

In 2022, four projects were carried out by cohort 4 together with impact-driven organizations like B Lab Korea and NSPACE, while four projects were carried out by cohort 5 together with Modulabs and The Big Issue Korea.



“As a freelance content marketer I now work for four hours a day. I love that lax solidarity at Re:Boot Camp. The program was an immense help in my career reboot.”

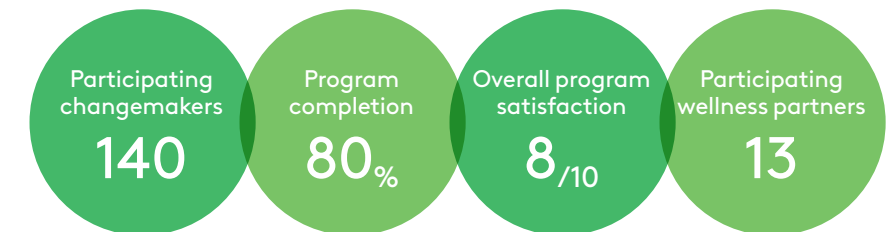
## D-WELL-BEING

Runs wellness programs for changemakers

D-WELL-BEING Project provides wellness programs to root for the work and life of employees of impact-driven organizations. Through various programs aimed to enhance wellness, this project helps changemakers lead a sustainable life.

### D-WELL Being Project Seasons 3~4

In 2022 we carried out several D-WELL Being Projects on and offline for (to-be) employees of impact-driven organizations, including D-WELL Being seasons 3 and 4, a cohort for women in their 30s and 40s, and a cohort for organizations that assist the physically challenged.



“At first I lacked confidence. I am so thankful that this program gave me self-confidence and helped me paint a clear future for myself. I feel like I have become a better person after completing the D-WELL-BEING Project. When I was jotting things down for mindfulness, I got to know more about myself and started to see myself in a positive light. I think these kinds of efforts just heals the tired soul.”



## Financial Summary

Total revenue of 2022 was approximately 12.1 billion won. As we saw an increase in designated donations from Impact Philanthropy Fund I, fiscal sponsorship and donations from Brian Impact Foundation, total revenue increased 62% YOY. The business period of such designated donations mostly exceeds one year, and the surplus generated in 2022 will be used for projects in 2023 and 2024.

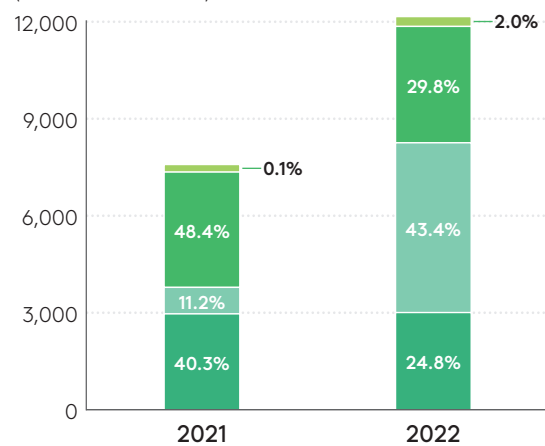
Business expenses have been divided as per the categorization of business areas in 2022 - Impact Cluster, Impact Campus and Impact Fund. Due to the expansion of each business, the total business expenses rose 7% YOY and general management cost rose 10% YOY.

Root Impact conducts annual audits and discloses of the results. For more information on our financial summary, please visit the Root Impact website.

### Composition of Funds

- General Donations
- Designated Donations
- Business Income
- Financial Income

(Units: one million KRW)



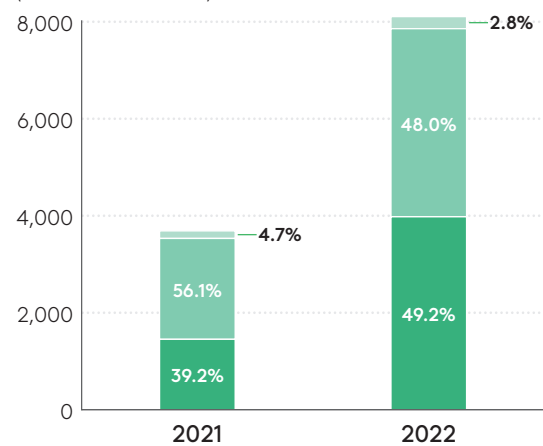
(Units: KRW)

	2021	2022
General Donations	3,020,270,343	3,023,828,566
Designated Donations	836,320,602	5,282,656,330
Business Income	3,633,167,750	3,621,878,991
Financial Income	9,986,628	247,826,072
<b>Total</b>	<b>7,499,745,323</b>	<b>12,176,189,959</b>

### Composition of Donations

- Individual Donations
- Corporate Donations
- Subsidies

(Units: one million KRW)



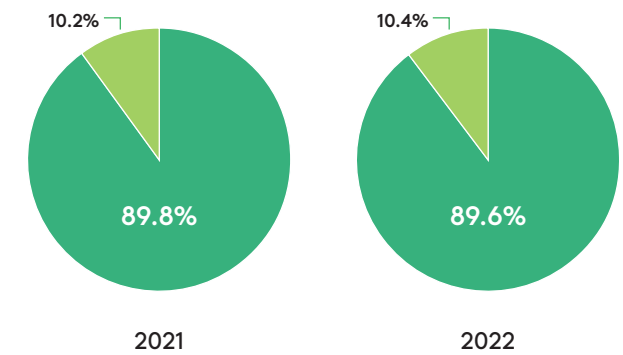
(Units: KRW)

	2021	2022
Individual Donations	1,511,630,343	4,086,959,968
Corporate Donations	2,164,671,602	3,983,840,038
Subsidies	180,289,000	235,684,890
<b>Total</b>	<b>3,856,590,945</b>	<b>8,306,484,896</b>

### Composition of Business Expenses and General Management Expenses

(Units: KRW)

- Business Expenses
- General Management Expenses

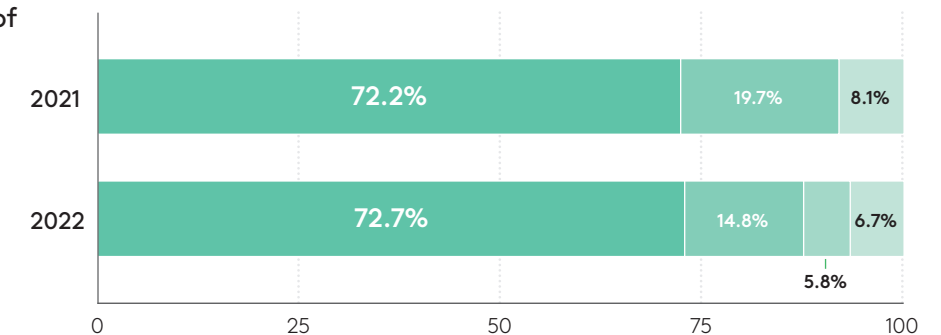


	2021	2022
Business Expenses	7,056,637,913	7,581,591,251
General Management Expenses	804,051,330	885,178,707
<b>Total</b>	<b>7,860,689,243</b>	<b>8,466,769,958</b>

### Detailed Composition of Business Expenses

(Units: KRW)

- Impact Cluster
- Impact Campus
- Impact Fund
- Other Businesses

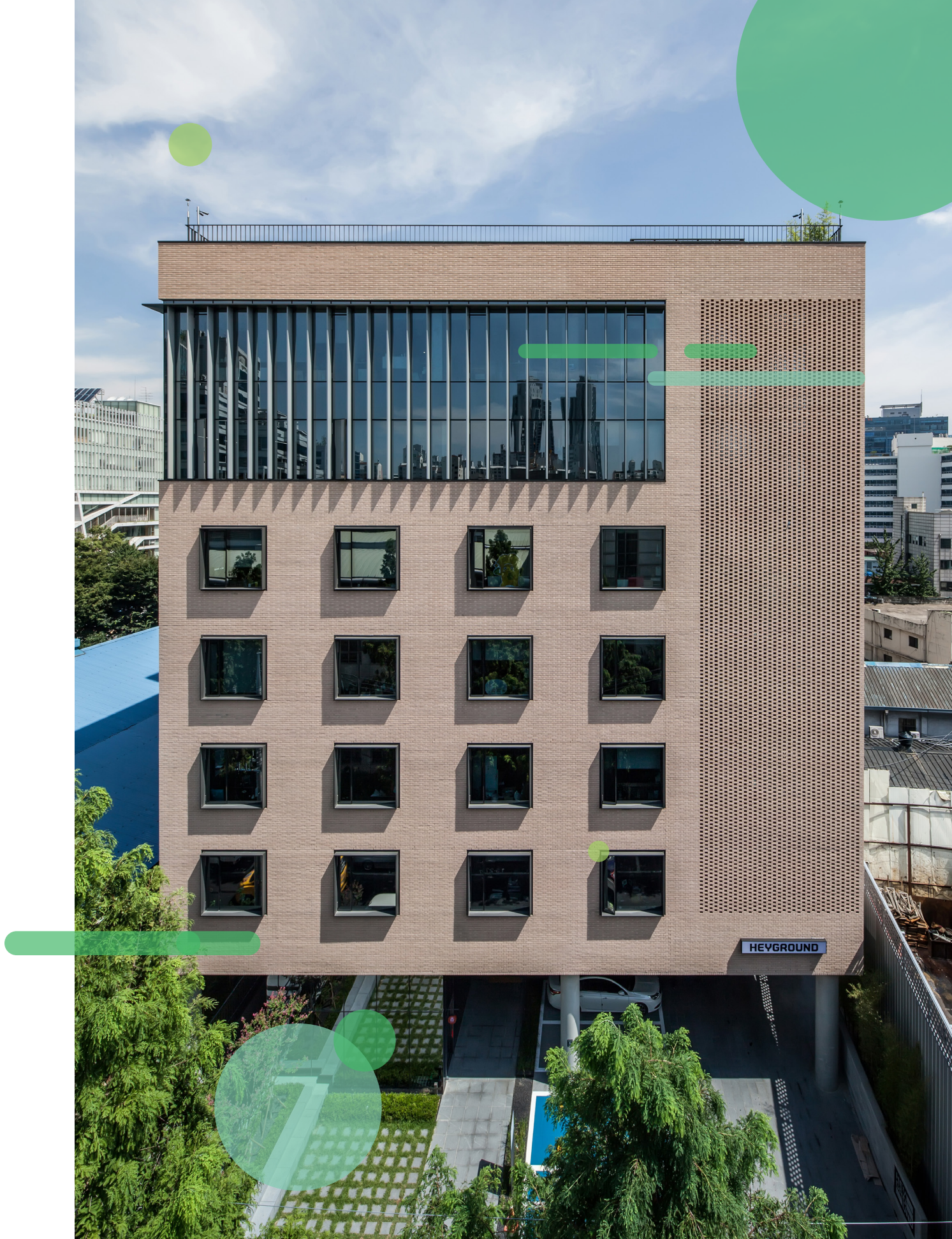


	2021	2022
Impact Cluster	5,093,652,745	5,511,861,809
Impact Campus	1,392,764,388	1,125,572,149
Impact Fund	0	437,390,742
Other Businesses	570,220,780	506,766,551
<b>Total</b>	<b>7,056,637,913</b>	<b>7,581,591,251</b>

# 2022 Root Impact Annual Report

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1st Decade of  
Root Impact:  
Generating Change  
with Changemakers

Root Impact

Special Edition

10

Find out more about  
the first ten years of Root Impact.

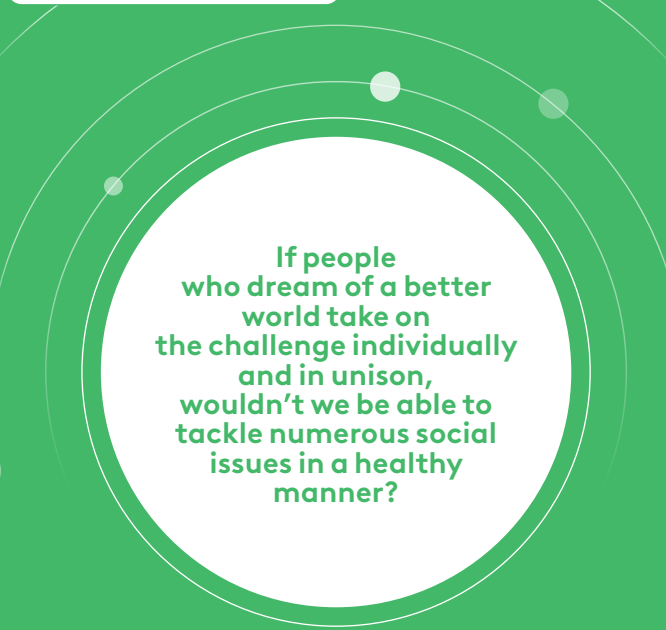


1st Decade of Root Impact: Generating Change with Changemakers



Root Impact

The Founding of Root Impact



# 10TH ANNIVERSARY

## 10th anniversary Congratulatory Messages

Chung Kyungsun, Founder of Root Impact

**Root Impact has ceaselessly strived to become the strong roots of the impact ecosystem.**

It's already been ten years since I've founded Root Impact to assist those who attempt to address social issues. For the past decade, Root Impact has put into action its determined objective of becoming the strong roots for the Korean impact ecosystem, and now people think of social enterprises and ventures when they think of Seongsu-dong. What's more significant than the tangible changes we brought about is that we have proved that when changemakers put our heads together, we can create a footing for change – even in Korea where it's rare to think that tackling social issues can be a real job.

CEO Dho Hyunmung of Impact Square

**Root Impact is a good friend to all the challengers in this ecosystem, including us.**

Root Impact has always been a good friend to all the challengers in this ecosystem, including us. We walked side by side for ten years, sometimes trying bizarre things together and sometimes helping carry each other's burden. While I hope Root Impact to be bigger and more innovative in the coming decade, I also hope it stays a healthy and trustworthy friend who can walk with us in this journey.

Managing Partner Lim Sung Taek of Law Firm Jipyoung LLC

**Ten years is an epoch. Root Impact brought an epochal change to the world.**

Ten years is an epoch. Root Impact brought an epochal change to the world. The unbelievable shift in Seongsu-dong and its social ecosystem centers around Root Impact. A world where many people dream of becoming a changemaker, pondering on bringing about impact in their respective fields, tackling social issues hand in hand and bringing impact to the mainstream. I hope Root Impact, which I am sure must still be young, dynamic, quirky and warmhearted, can create a road to that future in the coming decade.

CEO Kyounghoon Harrison Kim of Google Korea

**Root Impact is one of the most trusted partners of Google.**

I am absolutely delighted that Google was able to continue its collaboration with Root Impact ever since working on Google Impact Challenge together in 2016. In developing many people's careers and translating them into tangible effects, Root Impact is definitely one of the most trusted partners of Google. I look forward to Root Impact and Google speeding up the process of creating a better world.

Executive Director Park Lahee of J.P. Morgan

**We wish the very best to Root Impact in helping changemakers.**

Since 2015 J.P. Morgan has worked together with Root Impact to help enhance problem-solving skills of young changemakers who wish to work in a social enterprise, non-profit organization or a startup, and to translate the growth into job opportunities. We wish the very best to Root Impact in helping changemakers who wish to create a more sustainable and inclusive future.

Chief Executive Naina Batra of AVPN

**Root Impact has created vibrant social economies in Korea.**

As we work across many markets in Asia, it is undeniable that South Korea has one of the most vibrant and advanced social economies in the region. Having had the pleasure of following Root Impact's journey from its early days, I believe this can be attributed to the unwavering effort of organisations like Root Impact who are committed to building up the social impact ecosystem in Korea, identifying and equipping Changemakers for impact. AVPN is so proud to have been allies since 2014, and it is truly heartening to see how the organisation grows, increasingly resourceful, innovative and bold! Congratulations for your 10th anniversary Root Impact! I am excited to see what's ahead and look forward to building on our longstanding partnership in the next 10 years and beyond.

Chief Editor Kim Siwon of Chosun Daily A Better Future

**Root Impact is a savior of the social sector and our friend who watered the forest called an impact ecosystem.**

A savior of the social sector appeared in July of 2012; it was Root Impact, founded with an objective of supporting and connecting social innovators. Root Impact has played a critical role of providing the platform on which struggling players in the social sector could communicate, unite, and raise a voice in unison. A Better Future has archived the ten years of struggle of the underground social sector going mainstream. In that record we can find Root Impact. Root Impact, the one who watered the forest called an impact ecosystem all this time, is the savior of the social sector and a good friend of A Better Future.

President Yoo Myung-Soon of Citibank Korea

**I'm happy to be part of the journey of creating a sustainable ecosystem.**

Thank you for taking the lead in supporting social ventures and changemakers that strive to tackle social issues in innovative ways. Citibank Korea is happy to join the effort in creating a sustainable ecosystem for changemakers through sponsoring the Impact Career Y program since 2018. Together with Root Impact, Citibank Korea will also try our utmost to help generate positive changes to Korean society.



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ANNUAL REPORT  
2022

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