Regenerative Love:

2022-2023 Impact Report

for ThisAbility® Limited



Image Description: The ThisAbility Limited full logo in black featuring the Adinkra symbol for interdependence next to the Certified B Corporation logo in black in the centre underneath the title of the document. End.

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1. Leadership Letter



Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "The longer I live, the more deeply I learn that love — whether we call it friendship or family or romance — is the work of mirroring and magnifying each other's light." [Close Quote]. Below is a smaller, white text that reads "[DASH] — James Baldwin". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

Dearest Kin (by blood and by bond, human and more-than-human):

Hope life's a touch of sunshine, healing, and hugs.

We are proud to share the first-ever Impact Report from ThisAbility[®] Limited that aligns People, Place, Planet, Prosperity, and Principles in harmony above balance.

The ethereal quote on the previous page sums up our first year as a Certified B Corporation. Love is what sustains us and amplifies us forward in everything we do. So, we called this Impact Report (and all subsequent future Impact Reports) "Regenerative Love." Our work remains critical, and we are proud to have extended our reach and worked in continued interdependence with many collaborators to centre Disability, daringly, in business and society.

For the details of the goals we set against our four impact pillars and how we performed against them for the 2022-23 Financial Year, please see Section Four.

Onwards and upwards.

Have a radical, restful, and regenerative remainder of the week/weekend!

Stay safe (and joyful), and speak soon.

Daringly yours (and in regenerative community and solidarity),

سليمان راشد خان – Sulaiman R. Khan

[OPEN QUOTE] "Disabled people know what it means to be vulnerable and interdependent. We are modern-day oracles. It's time people listened to us…" [CLOSE QUOTE] – Alice Wong 王美華

<u>Sulaiman R. Khan</u> – سليمان راشد خان, FRSA | [Disabled/wheelchair user • he/him/his/Disabled] Founder & <u>Chief Radical Officer</u>

ThisAbility[®] Limited Disability, daringly

About Our Founder

Sulaiman R. Khan¹ – سليمان راشد خان, FRSA [he/him/his/Disabled²]



liberation, and acts of daily Revolutionary Love®.

Daringly integrating Disability. Multiple award-winning Disabled AF: Founder, Speaker, and Activist. Disabled Oracle. Founder and Chief Radical Officer of ThisAbility® Limited, a Disability and Person of The Global Majority-owned Disability Justice business and a Certified B Corporation™. Sought-after radical speaker. A joyful activist from his first breath, with every breath until his last breath. Ultimately, Sulaiman's life work and goal are to create radical, infinite, interdependent ecosystems of care (and curiosity), Access Intimacy for collective

Read more about Sulaiman.

Image Description: Landscape closeup photo from a secret and sacred family trip to Scotland in July 2023 of Sulaiman (a wholeheartedly Disabled AF, British-Pakistani man with black buzz cut hair and tattoos on each wrist) sitting in his new power wheelchair (the M5 Corpus via Permobil) at full elevated height on the balcony deck <a href="https://dreatheartedle.org/lineartedle.org

Khan, is pronounced **Kaan** (like *Naan* from an Indian takeaway with an k)

And there's no "Sue" in Sulaiman

Also, there's no short form or nickname for Sulaiman. Our names are sacred words from our ancestors and descendants.

¹ **Sulaiman,** is pronounced **Sool-lay-maan** (like *wool* with an s, *lai* as in lay, and like *Naan* from an Indian takeaway with an m)

² Personally, Sulaiman uses Disabled *interchangeably* with Crip (a term only to be used by the Disabled community and in no way to be used by not-yet-Disabled people) as he's done making his Disability palatable for an ableist world. He doesn't wish to erase his Disability or Disabled identity nor be a part of "overcoming Disability" and "Disability Paradox" narratives – Sulaiman hasn't "overcome" his Disability; he has overcome ableism and ableists. He prefers not to use problematical person-first language such as "person with a Disability", and he is not keen on using ableist language such as "differently-abled," "handicapped," "wheelchair-bound", or "special needs" that worsens his internalised ableism. This is Sulaiman's personal choice and may not reflect all Disabled people nor the whole Disability community across the world. We are all on different journeys in our Disabled identity journey, and that's okay. If in doubt, ask the Disabled person directly.

featuring a red and pink illustrated eye with a star shining in the pupil of the eye, representative of our demand for radical healing and dreaming. Underneath is the dark red text that reads "Calling all radical resters" in capital letters, and a dark red illustrated star on the front of the t-shirt. Sulaiman has a huge smile, feeling joyful for and grateful for every radical breath he takes every single second of every day. End.

2. Journey to Certification



Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "Nature does not hurry, yet everything is accomplished." [Close Quote]. Below is a smaller, white text that reads "[DASH] – Lao Tzu". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

Below is why we became a Certified B Corporation, as stated via Press Release in January 2023:

"As a wholeheartedly Disabled AF, British-Pakistani man, continual WIP, I understand and have experienced what it means to be excluded in environments and within society, particularly when it comes to conversations and solutions around regeneration (beyond sustainability). Disabled people, one of the most excluded communities globally, have infinite imagination within limitations and our wisdom is a potential goldmine for the world's biggest problems of said conversations and solutions. Thus, I am delighted that I persevered with my business, ThisAbility Limited, in proudly becoming a Certified B Corporation. And we define an 'organisation' as where two or more living kin (by blood or by bond, both human and non-human) come together for our radical and collective liberation. As an organisation, we believe our organisation is a living system like a forest. We believe our organisation is the catalyst for change in the world we wish to see. I decided to become a Certified B Corporation because I profoundly care about people, planet, and profit (but for the right reasons).

Additionally, there are three main reasons why I became a Certified B Corporation through my business. 1) Though my business is a micro-business, I wanted to highlight that building a profitable and principled business is possible. 2) I wish for my business to be the leading B Corporation ignition in centering Disability within the B Hive Community. And 3) It's a stepping stone towards my business becoming a fully Regenerative Business, aligning with our newly created seven values – 1) Radical, 2) Anti-ableist, 3) Anti-racist, 4) Interdependent, 5) Accessible, 6) Healing, and 7) Regenerative.

Ultimately, I became a Certified B Corporation through my business because, beyond justice, equity, diversity and inclusion (JEDI) in harmony above balance, I wish to lead conversations and solutions that aid our collective liberation for all of us and our kin (by blood and by bond, both human and non-human), using our infinite imagination within limitations. And this can only be done with interdependence and love.

I look forward to working with B Lab UK and the broader B Corporation global team to (along with anti-racism) ensure that anti-ableism and Disability Justice are rooted in everything we do. Without including accessibility (in all its forms for Disabled people), anti-ableism, and Disability Justice in ALL social justice movements, there is no movement.

Again, with interdependence and love, the future is bright. Let's go!"

Since becoming a Certified B Corporation, the impact has been significant from being part of the community and opening the door to many conversations, interdependent collaborations and impactful projects with fellow B Corps.

3. B Corporation Score and Goals for Recertification

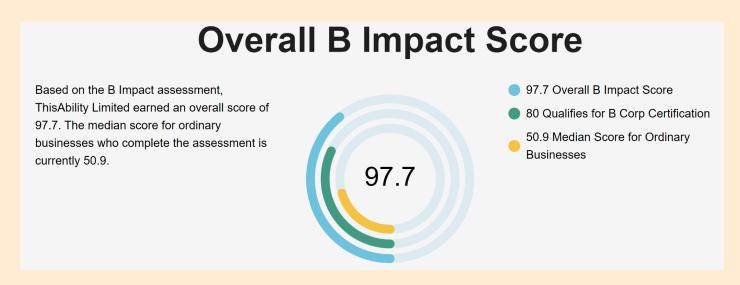


Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "There must exist a paradigm, a practical model for social change that includes an understanding of ways to transform consciousness that are linked to efforts to transform structures." [Close Quote]. Below is a smaller, white text that reads "[DASH] – bell hooks". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

B Corporation Certification Financial Year: 1/3/2021 to 28/02/2022

We were certified as a B Corp for the first time on Christmas Eve 2022, covering the 2021 - 2022 Financial Year, and our impact score and the breakdown across the four impact areas are set out below.

When we recertify in 2025, we aim to increase this score and make substantial progress each year. Progress for the 2022-23 Financial year is set out in this next section.



Governance 16.7

Governance evaluates a company's overall mission, engagement around its social/environmental impact, ethics, and transparency. This section also evaluates the ability of a company to protect their mission and formally consider stakeholders in decision making through their corporate structure (e.g. benefit corporation) or corporate governing documents.

Mission & Engagement	3.0
Ethics & Transparency	3.7
+ Mission Locked	10
What is this? A company with an Impact Business	

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Community 53.1

Community evaluates a company's engagement with and impact on the communities in which it operates, hires from, and sources from. Topics include diversity, equity & inclusion, economic impact, civic engagement, charitable giving, and supply chain management. In addition, this section recognizes business models that are designed to address specific community-oriented problems, such as poverty alleviation through fair trade sourcing or distribution via microenterprises, producer cooperative models, locally focused economic development, and formal charitable giving commitments.

Diversity, Equity, & Inclusion	18.9	
Economic Impact	7.0	
Civic Engagement & Giving	3.2	
Supply Chain Management	1.3	
+ Designed to Give	18.9	
What is this? A company with an Impact Business		
Model is intentionally designed to create a specific		

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

Air & Climate 0.0
Water 0.0
Land & Life 1.0 on the air, includes the d, when n channels. This rironmentally that sell products tal impact. Some ces that create vaste, conserve ves to the market, blams
d, when a channels. This rironmentally that sell products tal impact. Some ces that create vaste, conserve

Customers 25.2

Customers evaluates a company's stewardship of its customers through the quality of its products and services, ethical marketing, data privacy and security, and feedback channels. In addition, this section recognizes products or services that are designed to address a particular social problem for or through its customers, such as health or educational products, arts & media products, serving underserved customers/clients, and services that improve the social impact of other businesses or organizations.

Customer Stewardship

1.2

+ Impact Improvement

23.9

What is this? A company with an Impact Business Model is intentionally designed to create a specific positive outcome for one of its stakeholders - such as workers, community, environment, or customers.

4. Impact Area Plans and Progress



Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "Liberated relationships are one of the ways we actually create abundant justice, the understanding that there is enough attention, care, resource, and connection for all of us to access belonging, to be in our dignity, and to be safe in community." [Close Quote]. Below is a smaller, white text that reads "[DASH] – Adrienne Maree Brown". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

[OPEN QUOTE] "Liberated relationships are one of the ways we actually create abundant justice, the understanding that there is enough attention, care, resource, and connection for all of us to access belonging, to be in our dignity, and to be safe in community." [CLOSE QUOTE] – Adrienne Maree Brown.

Impact for Financial Year: 1/3/2022 to 28/02/2023

We believe that intention and impact are (interdependently and equally) important to each other. Details of intention and impact and the breakdown across the four impact areas are set out below.

When we recertify in 2025, we aim to increase our intention and impact to make substantial progress each year. This next section sets our intention and impact for the 2022-23 Financial year.

Impact Area name: Governance		
What we said we'd do	What we did	
A Create more value for our clients demonstrated by increasing our revenue year-on-year to work towards becoming a fully regenerative business	A Revenue increased by 79% from 21-22 to 22-23, allowing us to be well on the way to becoming a fully regenerative business	
B Create a more profitable business to enable us to invest more in communities we care about	B Profits increased 106% from 21-22 to 22-23, allowing us to start investing more in communities we care about	
C Develop ThisAbility® Limited's values to align operations with purpose	C Created Business Values in January 2023: radical, anti-ableist, anti-racist, interdependent, accessible, healing, regenerative	
Plans for the next 12 months (1/3/2023 - 28/2/2024) 1. Release our first Impact Report on 22-23 progress by January 2024		

Impact Area name: Community		
What we said we'd do	What we did	
A. Join the B Hive and get involved with the B Corp Community, offering support to fellow B Corps	A. Joined the community and were active in conversations on Disability Justice and accessibility within the community.	
B. Create more well-paid work for my Disabled and minority community	B. Increased the hours worked with contracted collaborators and raised their rate of pay.	
C. Disburse Community Grants amounting to 5% of revenue to support Disabled creatives.	C. Stalled due to hospitalisation for Covid in June 2022 (disbursed Nov 2023)	

Plans for the next 12 months (1/3/2023 - 28/2/2024)

- 1. More advocacy on accessibility within B Lab UK and the wider B Corp community
- 2. Disburse Community Grants of at least 5% of revenue
- 2. Review strategy for community giving back

Impact Area name: Environment	
What we said we'd do	What we did
A. Study regenerative business to be able to take B Corp and build on it to the next level.	A. Completed a regenerative leadership course with Laura Storm.
B. Find new ways to build communities to centre Disability within regeneration.	B. Applied and awarded a scholarship for the bio-leadership fellowship 2024.

Plans for the next 12 months (1/3/2023 - 28/2/2024)

- 1. Explore ideas for a garden at ThisAbility® Limited as a beta version of the accessible nature reserve in our vision.
- 2. Explore renewable energy providers and measure baseline carbon emissions.
- 3. Commence scholarship on bio-leadership course in February 2024.

Impact Area name: Customer		
What we said we'd do	What we did	
A. Increase our reach by working with more consultancy clients who are minority and Disability-owned on Disability Justice.	A. Worked in interdependence on four long-term consultancy clients (all women-owned, one also Disability-owned) supporting them to integrate Disability Justice within their businesses.	
B. Increase the amount of speaking engagements on Disability Justice to spread the word further	B. Five speaking engagements on Disability Justice and my lived experience as a Disabled person of colour.	

Plans for the next 12 months (1/3/2023 - 28/2/2024)

- 1. Be more intentional and deliberate about whom we work and collaborate with.
- 2. Review and improve our approach to customer satisfaction and client feedback.

5. Thanks and Call To Action

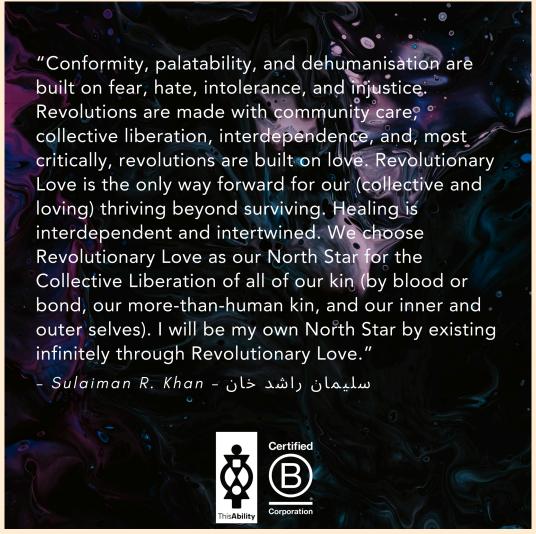


Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "Conformity, palatability, and dehumanisation are built on fear, hate, intolerance, and injustice. Revolutions are made with community care, collective liberation, interdependence, and, most critically, revolutions are built on love. Revolutionary Love is the only way forward for our (collective and loving) thriving beyond surviving. Healing is interdependent and intertwined. We choose Revolutionary Love as our North Star for the Collective Liberation of all of our kin (by blood or bond, our more-than-human kin, and our inner and outer selves). I will be my own North Star by existing infinitely through Revolutionary Love." [Close Quote]. Below is a smaller, white text that reads "[DASH] – Sulaiman R. Khan – "". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

This concludes our first-ever Impact Report for our first financial year as a Certified B Corporation. We hope you enjoyed reading this report.

Thanks

As nothing is done in isolation, and as our existence (taking the lead from taking Sulaiman) is rooted in interdependence and love, we need to give some sacred shoutouts:

- Sulaiman R. Khan سليمان راشد خان : Thank you for being the radical and badass leader beyond our wildest dreams. Long may your "sexy, spicy, and sacred Disabled AF, British-Pakistani" wisdom, richness, audacity, humour, wit, curiosity, compassion, courage, consciousness, creativity, liberation, interdependence, and Revolutionary Love® infinitely live within us. We love you x
- **Kin:** Led by Sulaiman, kin (by blood or bond, our more-than-human kin, and our inner and outer selves) is everything to us. You know who you are. Thank you for your community and courage, but a special thanks to Sulaiman's immediate family for their endless belief and love in us. Long may your guidance (and the guidance of all our ancestors and descendants kin) live within us. We love you x
- **Disability Liberation:** Thank you for being our North Star. Through Disability Justice in service of anti-ableism and collective liberation, we will never betray you. We love you x
- Our clients and interdependent partners/accomplices: Thank you for an extraordinary
 year and your trust in us so we could ethically and consciously do everything in service of
 anti-ableism and collective liberation. Here's to more radical, restful, regenerative,
 conscious, accessible, brave, soft, tender, imaginative, joyful, grieving, liberated, shining,
 interdependent, and loving adventures together in 2023-2024 and beyond! We love you x
- Mehalah Beckett: Last but certainly not least, a massive thank you to Mehalah Beckett, trained B Corp Consultant (otherwise known as a B Leader) and certified professional coach, for not only supporting us throughout the creation of this impact report but for all her endless support and kindness throughout the B Corporation certification process too. Long may your wisdom and joy continue. We love you x

Call to action

Are you a socially conscious brand? Be bold, be wild, be fearless. Our business may be limited in name, but we are unlimited in imagination.

Are you curious, compassionate, and courageous enough to become an anti-ableist organisation? Be brave and centre **Disability**, **daringly**.

Are you in? We got you x

6. Working with us



Image description: In the middle of a black background of a fluid abstract painting with hues of purple and blue, there is bold white text within quotes. The quoted text states, [Open Quote] "We are not afraid to adopt a revolutionary stance — if, indeed, we wish to be radical in our quest for change — then we must get to the root of our oppression. After all, radical simply means 'grasping things at the root." [Close Quote]. Below is a smaller, white text that reads "[DASH] — Angela Y. Davis". On the bottom centre, below the text the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

We're for you if...

- + You are a socially conscious brand
- + You care about people and the planet, including flora, fauna, and funga
- + You understand that ableism is connected to other systems of oppression (racism, colonialism, and capitalism, etc. in particular)
- + You understand that Disability is a human experience, and if we're lucky enough to live to old age, we'll all become Disabled (whether we accept it or not)
- + You lack confidence in talking about and addressing ableism
- + You're aware that you have societal advantages but are unsure how to actively, consistently, confidently and meaningfully effect change
- + You want to use the knowledge and power you have earned for meaningful action
- + You are ready to do the deep work needed to thrive together with an open mind and open heart, (re)learning in interdependence and love

We're **not** for you if...

- You're looking for surface-level D&I work
- You're looking for a DEI Consultant
- You're unwilling to holistically invest (financially, culturally, and spiritually)
- You want a tick box service
- You expect us to deliver a one-off quick session
- You want to use the wisdom and richness you gain from us to shame and harm other people
- You want a prize for doing the right thing
- You don't want to be championed, challenged, and celebrated to transform

Why us



Image description: Bold, wild, fearless existence. In the middle of an abstract dark blue background is a photo of Sulaiman (a wholeheartedly Disabled AF and British-Pakistani man) lying in bed on his right with a nasal ventilator mask over his face as he works on his MacBook Pro laptop. On the grey case of his MacBook Pro are 7 stickers on the back of the screen via Sulaiman himself and his Disabled global kin (by bond) – Jennifer White-Johnson, Alice Wong, Sandy Ho, and Mia Mingus. Sticker 1 is a circular pink sticker with red text that says "Cripjoy." Sticker 2 is a sticker with a white background featuring a gradient black to purple text that says "Create More Anti-Ableist Spaces" in capital letters. Stickers 3 and 4 are of cursive text that says "Radical Joy," one a sticker of pink text with a black outline and the other a colourful holographic sticker. Sticker 5 is a graphic of the black power fist against a white background with the infinity symbol and the words "Black Disabled Lives Matter" written in bold white font placed down the wrist of the fist. Sticker 6 is a graphic of the black power fist against a white background with the infinity symbol for neurodiversity in bold white lines placed down the wrist of the fist. Finally, sticker 7 is an extensive rectangular white background with black text over 4 lines; on lines 1 to 3, the text says, "Access is... Solidarity is... Disability Justice is..." and on line 4, the larger text says, "Love" in capital letters with the "o" replaced with a red heart emoji. Sulaiman is wearing his Bunny Oodie ("like a jumper crossed with a blanket crossed with a cloud") in purple via @the oodie, and he feels calm as he works on his MacBook Pro. At the top middle of the image is cursive white text that says, "Sulaiman R. Khan." Below it, in all caps, white text is "Daringly Integrating Disability." At the bottom right corner of the image is the social logo of ThisAbility Limited in all white featuring the Adinkra symbol for interdependence. End.

Here's why we are the right partners in supporting you to become an anti-ableist organisation:

- Radical.
- Over four decades of lived experience of Disability and over a decade and a half of experience in the creative industries.
- Multiple award-winning communications practitioners and social justice activists.
- Changemaker energy.
- Equitable and intersectional.
- Interdependent, just, and loving liberatory collaborators.
- Insatiably curious, compassionate, and courageous.
- Human (and more-than-human) and humorous approach.
- Unlearning (and relearning) every single day.
- Open-hearted and open-minded.

[Open Quote] "You deserve to work with me." [Close Quote]

- Sulaiman R. Khan - سليمان راشد خان

Founder & Chief Radical Officer

About us

Disability, daringly. ThisAbility^{®3} Limited is a Disability (and Person of The Global Majority⁴)-owned Disability Justice business and a Certified B Corporation[™]. ThisAbility[®] helps socially conscious brands divest from ableism and enact Disability liberation, by integrating Disability culture.

Our mission is to support the (re)imagining of every socially conscious brand into a fully anti-ableist organisation, all in aid of collective liberation in business and society.

Because of our innate sense of solidarity and desire for justice and collective liberation, we work tirelessly to ignite, amplify and invest in Disabled creativity across the globe for a liberated future for Disabled people. In everything we do, we always centre Disability, daringly.

Our business may be limited in name, but we are unlimited in imagination.

Contact us

Please feel free to contact us on info[at]ThisAbility[dot]net if you have any questions about this report or if you're ready to centre *Disability, daringly*, and become an anti-ableist organisation. We got you x

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³ ThisAbility and Revolutionary Love <u>are</u> registered trademarks of ThisAbility Limited at The Intellectual Property Office of the United Kingdom. *ThisAbility's UK Trademark number*: UK00003954170. Revolutionary Love's *UK Trademark number*: UK00003954175.

⁴ People of the Global Majority: coined by Rosemary M. Campbell-Stephens MBE is "a collective term that first and foremost speaks to and encourages those so-called, to think of themselves as belonging to the majority on planet earth. It refers to people who are Black, African, Asian, Brown, dual-heritage, indigenous to the global south, and or, have been racialised as 'ethnic minorities'. Globally these groups currently represent approximately eighty per cent (80%) of the world's population, making them the global majority now, and with current growth rates, notwithstanding the Covid-19 pandemic, they are set to remain so for the foreseeable future. Understanding that singular truth may shift the dial, it certainly should permanently disrupt and relocate the conversation on race." (R. Campbell-Stephens, 2020). This aligns wholeheartedly with Sulaiman's Disabled AF, British-Pakistani existence. It is his way of wheeling away from all systems of oppression including but not limited to no longer being capitalism's plaything, ableism's commodity, racism's tool for power, colonialism's puppet for violence, white supremacy culture's fetish for manipulation, cis-able heteronormative patriarchy's armour for bullying, and oppression's pawn for harm.

"Disabled people work, live, play, and love like Fungi. Disabled people are most like Fungi because we're most connected to the wisdom of Fungi through Disability Justice. Going a wheel further (I don't do steps; walking and standing are so overrated), whether you know it or not, Disabled people like me are the Lichen of humanity Like Lichen, we create unconditional and infinite radical, loving, conscious, just, liberating, queer, transformative, imaginative, interdependent, grieving, and joyful actions to regenerate all (ourselves, people, organisms within the planet, and Mother Earth. Like Lichen, Disabled people are oracles for society and Mother Earth. And like Lichen, the magic of Disability (and intern Disabled people) has always existed. Sexy, spicy, and sacred. Always. These are some of the things we can teach not-yet-Disabled people. So, it's time our richness and wisdom are heard and not a reverb. We demand it. We deserve it." – Sulaiman R. Khan – سليمان راشد خان Certified

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text that reads "[DASH] – Sulaiman R. Khan – سليمان راشد خان". On the bottom centre, below the text, the ThisAbility Limited full logo features the Adinkra symbol for interdependence next to the Certified B Corporation logo in white. End.

Regenerative Lov	e: Impact Re	port for ThisAbilit	y [®] Limited	, 2022-2023
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7. Onwards and Upwards \boldsymbol{x}

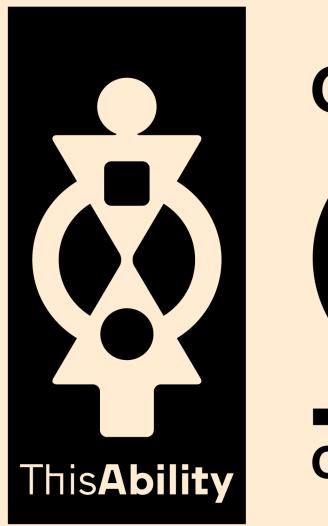




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