



Impact Report

2025



PLEDGE
1%
PARTNER

Letter from Our Managing Director

Friends,

As we share our 2025 Impact Report, one word rises to the surface: clarity.

This past year asked something different of Econic. Not rapid growth or expansion, but reflection. A shifting market, evolving client needs, and honest internal conversations brought us to a moment of choice—what do we hold onto, and what do we need to reshape to stay true to our mission?

That choice led to meaningful change. We restructured the organization, said goodbye to talented team members with deep gratitude, and emerged more focused and aligned with the work that matters most. These decisions were not easy—but they were necessary to build a healthier, more sustainable foundation for the future.

And even in a year of transition, important things endured—and grew.

We partnered with twelve new clients while continuing to support long-standing relationships with care and consistency. We deepened our commitment to impact through giving—supporting organizations like Acton Academy, The Bay, Climate Vault, and local partners addressing food insecurity and education. And we reached two meaningful milestones: achieving B Corp recertification and celebrating ten years of Econic—both reminders that our values are not situational; they are foundational.

We also stepped into a new kind of future through our partnership with TiER1 Performance—a collaboration that expands what's possible for you while staying grounded in a shared belief: that people are at the center of meaningful, lasting change.

If 2025 was a year of clarity, then 2026 becomes a year of intentional building.

We move forward more focused, more aligned, and more committed than ever to the kind of work we believe in—work that develops people, strengthens teams, and helps organizations navigate change with humanity and purpose. We're not chasing growth for its own sake. We're choosing depth, partnership, and impact.

The path ahead is not fully defined—and that's part of what makes it exciting. What we do know is this: we are building from a stronger foundation, alongside trusted partners, with a clearer sense of who we are and how we create value.

Thank you for being part of this journey. Your trust, collaboration, and belief in this work are what make it possible.

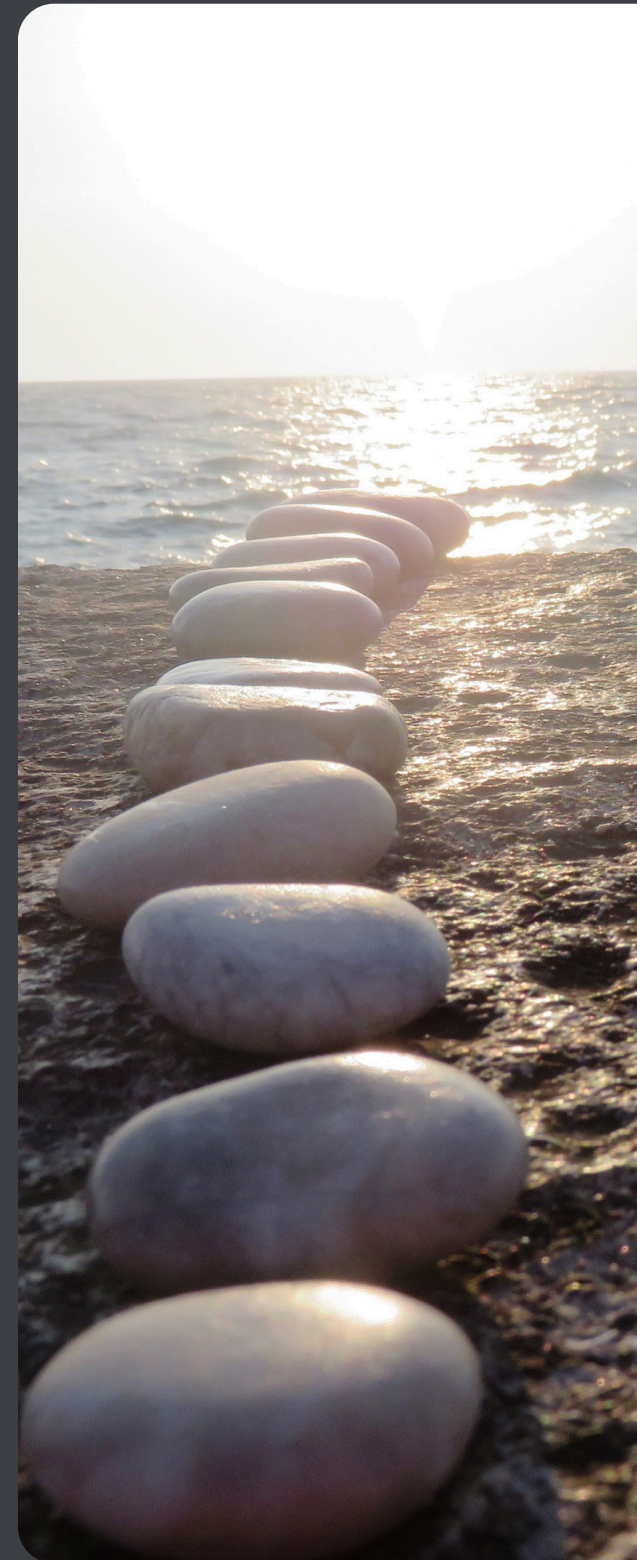
With gratitude,
Joshua



Milestones Worth Marking

Even in a year defined by challenge and change, there were moments that asked us to pause—not to look away from the difficulty, but to recognize what endured. In 2025, Econic reached two milestones that exemplified that endurance: B Corp recertification and our tenth anniversary.

These milestones served as reminders that while change is inevitable, purpose can be enduring. They grounded 2025 not only in what was lost or reshaped, but in what was proven—and what remains possible.



B Corp Recertification



In July, Econic achieved B Corp recertification. For us, this milestone is more than a credential—it is a reflection of our values made measurable. B Corps are held to rigorous standards of social and environmental performance, accountability, and transparency, and meeting those standards requires intention, consistency, and care.

Earning recertification during a year of internal transition carried particular significance. It affirmed that even as structures shifted, Econic's commitment to people, ethics, and impact remained intact. We are proud to be part of the global B Corp community and proud to continue holding ourselves accountable to a vision of business that serves not just profit, but the public good.

Ten Years of Econic

In December, Econic marked its tenth anniversary—a moment that invited reflection as much as celebration. Joshua co-founded Econic in 2015 with a simple but powerful conviction: that business could be a force for good. Over the past decade, what that conviction looks like in practice has evolved—shaped by people, partnerships, lessons learned, and a changing world—but the heart of it has never wavered.

Reaching ten years in the midst of transformation offered a rare vantage point. Looking back illuminated the depth of Econic's network: the employees who brought their full selves to the work, the clients who trusted us as partners, and the collective impact created along the way. It also sparked imagination—dreams of what Econic can become next, and how the next chapter can build on everything that came before.



A New Partnership

As Econic restructured and clarified its focus in 2025, new possibilities began to emerge—among them, the opportunity to partner in a way that felt both strategic and deeply aligned with our values. One such development was the formation of a new partnership with TiER1 Performance, a fellow B Corp whose work and mission closely mirror our own.

Like Econic, TiER1 is a consulting organization grounded in the belief that people are at the center of meaningful, lasting change. Our alignment extends beyond services offered to shared commitments around culture, integrity, and impact. In a year when we were intentional about who we are and how we work, this partnership felt less like a transaction and more like a natural next step.



TiER1
PERFORMANCE

By joining strengths with TiER1, Econic is better positioned to serve clients and communities with depth, care, and expanded capability. This collaboration allows us to remain focused on what we do best while drawing on complementary expertise to meet evolving needs. It reflects a broader lesson from 2025: that resilience does not always mean doing more alone, but often means choosing the right partners and moving forward together.

Serving Our Clients Through Change

Throughout 2025, Econic's commitment to serving our clients remained steadfast. Our established partnerships continued to receive the care, attention, and high level of focus that our clients have come to expect, ensuring continuity and trust despite organizational shifts.

At the same time, last year offered opportunities to cultivate new relationships. In 2025, we were proud to connect with twelve new clients, each bringing unique challenges, aspirations, and opportunities for collaboration. These new partnerships reinforced a lesson we have long embraced: meaningful service is rooted in listening, understanding, and adapting to the needs of those we work alongside.

Through both long-standing and newly formed relationships, Econic demonstrated that change need not disrupt service; it can instead strengthen our focus, sharpen our responsiveness, and create space for growth. Our guiding principle has always remained clear: service is at the heart of everything we do, and people are always at the center of that work.

Looking ahead, we are building on that momentum—strengthening relationships, expanding our reach, and approaching our work with renewed curiosity and creativity. In that commitment, we see not just continuity, but possibility.



Impact Through Giving and Connection

Econic's commitment to creating meaningful impact through charitable giving and partnerships remained constant throughout 2025. We once again fulfilled our pledge to donate at least 1.1% of our revenue to nonprofit organizations—a practice rooted in our belief that business can and should be a force for good.

We continued to nurture longstanding relationships, supporting Acton Academy Omaha and Lincoln, The Bay, and Climate Vault—organizations that align closely with our values and whose work enriches the communities we serve. These partnerships reflect a continuity of purpose and a steady commitment to impact that guides all we do.



CLIMATE VAULT



At the same time, 2025 was an opportunity to respond to emerging needs. We chose to support Community Action Partnership of Lancaster and Saunders County, providing resources to restock Head Start classroom libraries and fund The Gathering Place Soup Kitchen.



We also contributed to the Food Bank of Lincoln and Nebraska Appleseed, helping address food insecurity and advocate for systemic change.



Each donation and partnership represents more than financial support—it reflects an intentional investment in people, communities, and the networks that create opportunity, learning, and justice. These commitments underscored what we have always believed: that impact is strongest when it is thoughtful, sustained, and centered on human needs.

Looking Ahead

As Eonic moves into its next chapter, the lessons of 2025 travel with us. This past year reinforced the importance of adaptability, clarity, and care—reminding us that meaningful impact is built not just through what we do, but through how we choose to do it.

With a more focused structure and the support of trusted partners, Eonic enters the future with renewed capacity and intention. We are creating space to explore new endeavors, deepen existing relationships, and pursue work that aligns most closely with our mission and values. Rather than rushing toward growth for its own sake, we are committed to thoughtful expansion—guided by purpose, responsiveness, and the needs of the communities we serve.



Looking ahead also means staying grounded in what has always mattered most: people. Our team, our partners, and our clients remain central to every decision we make. As challenges continue to evolve, we remain dedicated to listening, learning, and leading with empathy.

The road forward is not fully mapped, but it is rich with possibility. With ten years of experience behind us and a clearer sense of direction ahead, Eonic moves forward with confidence—rooted in values, strengthened by collaboration, and inspired by the impact still to come.

 **ECONIC**