

Impact Survey Preparation Guide

We invest in companies like yours to bring jobs and opportunities to communities that have historically lacked access to investment capital. Your data helps us tell the powerful story of what happens when we invest in underserved areas - demonstrating to policymakers and investors that these investments create real jobs, build stronger communities, and drive economic growth. Your success becomes part of a larger narrative that shows these programs work.

When we can show concrete results - jobs created, wages increased, communities strengthened - it helps us secure renewals for existing programs and launch new initiatives. This means more companies like yours will have access to the capital they need to grow. Your company's growth isn't just your success - it's proof that strategic investments transform communities and create lasting opportunity.

Getting Started

Support Resources:

Our Impact team is available to assist with any questions or challenges that you encounter.

Reporting Period:

All employment data should reflect your company's status as of December 31, 2025. This creates a consistent measurement point across our portfolio.

Key Definitions and Guidelines

Employment Classifications:

Term	What it means	Easy example
Full Time	Employees averaging 35+ hours per week	Your typical 9-to-5 employee
Part Time	Employees averaging fewer than 35 hours per week	Someone working 3 days a week or 4 hours a day
Contract	Non-employee workers retained for specific time/price	A freelance web designer you hired for 3 months
Entry Level	Positions requiring no prior full-time work experience	Perfect for someone's first job out of school

Important Counting Rules:

- Count employees by their primary status (full-time vs part-time)
- If employee status changes during the year, use their most recent status as of December 31st
- Exclude contract employees from investee, in-state, and total employee counts
- Only include employees who were actively employed on December 31, 2025 (do not count employees who left before this date)

Tips and Resources

Best Practices for Data Collection

- Designate a point person to coordinate data gathering
- Involve HR/payroll teams early for employment and wage data
- Work through one section at a time following this guide
- Use "-99" when you don't track something - this is completely normal and helps us understand data availability across companies

Getting Help

If you need assistance completing any section, don't hesitate to schedule a call with the impact team using this scheduling link or reach out to your investment team contacts. They can provide clarification on definitions, help with complex counting scenarios, or assist with technical issues.

Information You'll Need to Gather

1. Employee Counts (as of December 31, 2025)

a. Basic Employment Data:

Prepare counts for both full-time and part-time in these categories:

Category	What to count	Example
Employees at the investee/ borrowing entity ONLY	Employees at just your entity	If you have 25 employees at the location/POB (portion of business) that received Advantage funding (the survey will specify if the POB counting applies to you)
Employees that work in the state	Employees working in your state, and just at your entity	20 of those employees work in your primary state of operation (the survey will specify which primary state to use)
Total employees at the investee/ borrowing entity AND all parent/ related companies	Include parent companies, subsidiaries (US employees only)	Your parent company has 50 more employees in other states
Contract workers	Freelancers, consultants (separate count)	You have 3 contract graphic designers
Entry-level positions	Jobs requiring no experience	8 of your employees are in entry-level roles
Salary vs hourly	How people get paid	15 employees get salary, 10 get hourly wages

b. Employee Tenure:

Count each employee only once in their longest continuous employment category:

Tenure Period	Includes Employees Hired
0-6 months	June 30, 2025 - December 31, 2025
6 months - 1 year	December 31, 2024 - June 30, 2025
1-2 years	December 31, 2023 - December 31, 2024
2-4 years	December 31, 2021 - December 31, 2023
4+ years	Before December 31, 2021

c. Hiring Projections:

Estimate new hires only (not replacements) for:

- i. Next 6 months: 2 salespeople + 1 accountant = 3 full-time hires
- ii. Next 12 months: 3 (from above) + 1 marketing assistant + 1 salesperson = 5 cumulative hires
- iii. Next 18 months: 5 (from above) + 1 fulfillment specialist + 1 junior HR specialist = 7 cumulative hires

Note: Double counting across time periods is expected since these are cumulative totals



2. Wage Information

a. For Salaried Employees (Annual \$)

- i. All full-time employees: Total salaries ÷ number of full-time (non-hourly) employees
Example: \$50,000 + \$60,000 + \$70,000 = \$180,000 ÷ 3 = \$60,000 average
- ii. New entry-level hires only: Average salary of new, inexperienced employees (excludes senior-level hires)
Example: New grad at \$45,000 = \$45,000 average

b. For Hourly Employees (Hourly \$)

- i. Average wage of all full-time employees, excluding salaried employees
- ii. Average wage of all part-time employees
- iii. Average wage for new entry-level employees, excluding salaried employees

c. Minimum Wage of all Full-time Employees

- i. Hourly Wage or Annual Salary of your lowest paid employee

d. Total Gross Employee Earnings

- i. Enter the total gross wages paid by your entity over the most recent 12-month period.
- ii. Include gross salaries, hourly wages, overtime, bonuses, and commissions paid to full-time and part-time employees, before any deductions.
- iii. Exclude employer-paid benefits, payroll taxes, and payments to contract or non-permanent workers.

e. Income Threshold Questions - Primary Location

Your primary county is pre-populated in the survey platform. Using employees of your entity only, please complete the following based on annualized gross wages.

- i. Low-Income (LIC) Threshold: Enter the number of employees who earn:
 - i. Above the LIC threshold
 - ii. At or below the LIC threshold
- ii. Low- and Middle-Income (LMI) Threshold: Enter the number of employees who earn:
 - i. Above the LMI threshold
 - ii. At or below the LMI threshold

3. Education Requirements

a. Full Time Positions

Count positions based on the minimum education required—not the employee’s credentials. For example, if a job requires only a high school diploma, list it under High School Completion/GED.

Education Level	Entry-Level Positions	Non-Entry Level Positions
No specific requirement	[Count]	[Count]
High school completion/GED	[Count]	[Count]
Associate degree or equivalent	[Count]	[Count]
Bachelor’s degree or higher	[Count]	[Count]

4. Benefits Information

Benefits Offered by	Recent Benefits Changes (Last 6 Months)
<ul style="list-style-type: none">• Number of full-time• Number of part-time employees	<ul style="list-style-type: none">• Benefits added• Benefits discontinued

5. Demographics

Change in Ownership Demographics (Last 6 Months)	Change in Workforce Demographics
<ul style="list-style-type: none">• Female, veteran• Racial/ethnic breakdown of ownership• Institutional investors	<ul style="list-style-type: none">• Female and veteran employees• Racial/ethnic breakdown of workforce

6. Impact Initiatives

This section is intended to highlight any initiatives or activities that reflect your business's broader impact.

Share any initiatives or achievements, such as workforce development (e.g., internships, apprenticeships), community engagement, sustainability efforts, awards, local business support, staff volunteer hours, local procurement, or educational programs.