

Jackrabbit Technologies

2024

SUSTAINABILITY REPORT





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Introduction

A Word from Leadership

"In our quest for sustainability, we look for ways to benefit all people, communities and the planet. At Jackrabbit, our greatest assets are our employees and the culture we have formed. Our employees are active supporters in our communities as they volunteer in their own states in addition to our corporate volunteer projects."

—Mark Mahoney, CEO & Co-Founder, Jackrabbit Technologies

Our Core Values

We own it.

This is ours to win or lose.

We connect with others.

Without connecting we don't have productive relationships with clients or with each other.

We foster a drama-free environment.

Always positive, in everything we ask "Is it true, is it necessary, is it kind?"

We are courageously outspoken.

We encourage healthy, respectful discussions, and different – even unpopular – opinions.

We look for the win-win.

Our employees are empowered to explore and exhaust our resources to find and develop solutions.

Our Mission

To help youth activity centers operate efficiently and grow through technology so they can better serve and develop youth.

CORE FOCUS™

Our What?

We empower youth activity centers to operate efficiently and grow.

Our How?

By providing easy-to-use, full-featured, innovative cloud solutions for managing business operations that are also reliable, fast, and secure.

Our Why?

Because we are passionate about helping our clients better serve and develop youth.

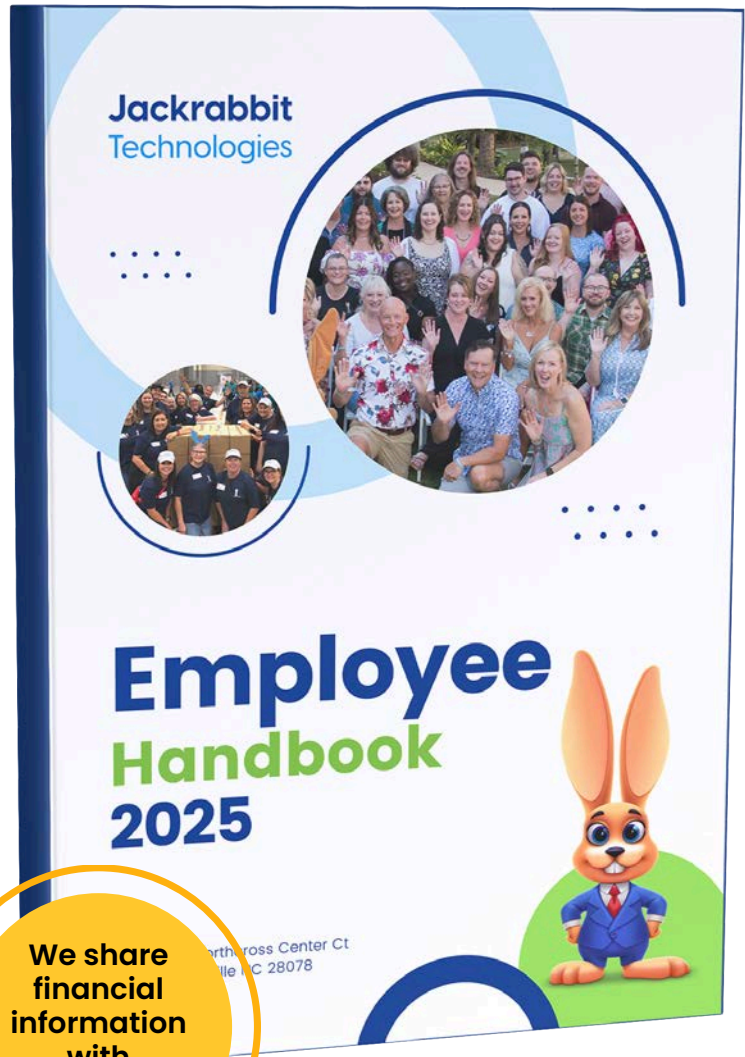
Governance

This section covers the updates we have made to our mission, core values, key priorities, stakeholder engagement, and ethical practices.

Empowering Ethical Decisions

At Jackrabbit, we believe doing the right thing isn't just a policy—it's part of who we are. That's why we've put new measures in place to ensure transparency, integrity, and accountability across our company.

From day one, every employee is now trained on our Code of Ethics & Business Conduct, giving them the tools to navigate ethical gray areas with confidence. We provide ongoing education and communicate updates, ensuring everyone is aligned with our values.



We share financial information with employees.

Financial Transparency

We keep our team in the know with quarterly financial disclosures (excluding salaries) and educational programs to boost financial literacy. Our monthly and quarterly meetings break down financials in clear, accessible terms, and employees can meet with financial advisors anytime to plan for their future.

Integrity is Non-Negotiable

Our revised whistleblowing and confidentiality policies provide employees and stakeholders with a safe, anonymous way to report concerns. Plus, we conduct annual anti-corruption training to reinforce ethical practices company-wide.

These initiatives aren't just checkboxes—they're part of our commitment to building a workplace where transparency, trust, and ethical leadership thrive.

Stakeholder Engagement

At Jackrabbit Technologies, we recognize that our success is deeply connected to the people and communities we impact. That's why we have committed continual engagement with our stakeholders:

- Employees
- Investors
- Vendors
- Clients
- Community Partners

By maintaining open dialogue, we believe we can build trust and create accountability with those most affected by our business.

To formalize this commitment, we adopted a stakeholder advisory board!

Their feedback will help shape our business practices while ensuring our impact is inclusive and aligned with our long-term vision.



Our Material Topics

This year we conducted our first ever materiality assessment to identify the sustainability topics that are most critical to our long-term success and our stakeholders. By prioritizing these key issues, we can ensure our efforts align with what truly matters.

To determine our top seven Material Topics, our leadership team reviewed industry standards from the Sustainability Accounting Standards Board (SASB), assessed their relevance to our business, and rated them based on their potential impact. We then gathered input from our Stakeholder Advisory Board and refined our priorities based on their insights. The result? A Materiality Matrix that will guide our sustainability strategy, shaping our KPIs, goals, and targets for the year ahead.

Our Priority Topics

Energy Management

By saving energy, we will save money and the planet both from a home office and commercial standpoint (data centers, etc.)

Data Security

This is core to our business. We hold client data, employee data and personal data. Keeping this confidential and secure is crucial to our success. We need to build trust with clients and employees by keeping data secure.

Client Welfare

The health of our clients' businesses is significant to our overall business success. Our clients must be healthy and happy for us to be successful.

Labor Practices

We must be compliant with labor laws in the workplace. We must be fair and compliant to ensure we have a strong workplace culture.

Employee Engagement, Diversity & Inclusion

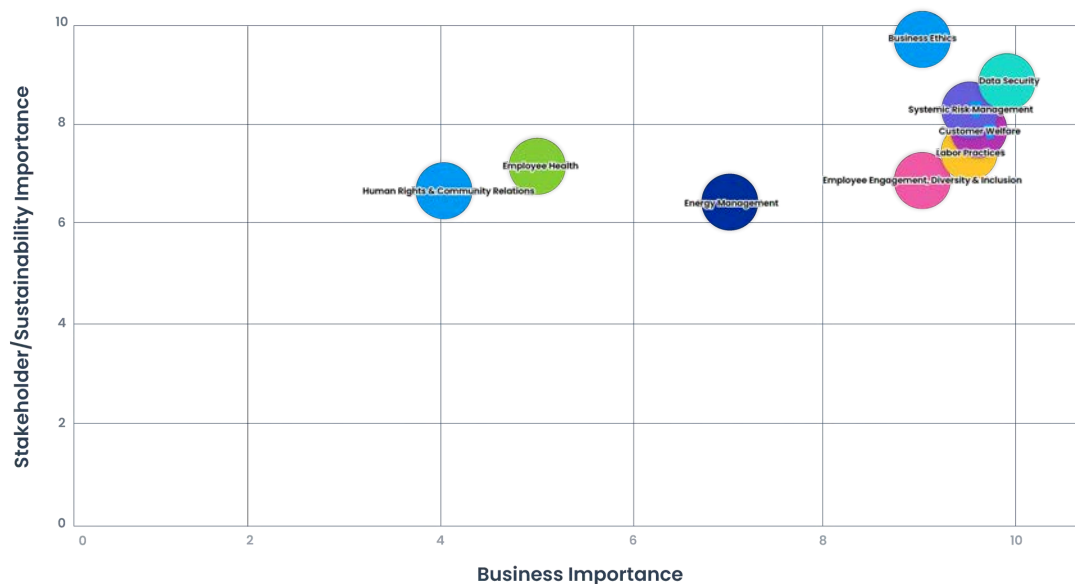
This aligns with our vision to be one of the best places to work. By having a diverse workforce, we will have a broader view of things. Connection is at the core of everything we do.

Systemic Risk Management

Up time, speed and performance are essential to have a successful product for clients. Client downtime will decrease our credibility and trust.

Business Ethics

Business ethics builds trust with our clients and employees. We want to be the "Eagle Scout" within our industry. This will help build client retention. We want to have zero legal disputes to keep our reputation high and we want to do business with people who we trust.



Ongoing Improvement

At Jackrabbit Technologies, we revisit and refresh our Materiality Matrix every three years to ensure we're staying focused on the most impactful areas. We pledge to adapt our corporate and sustainability strategies as needed, using insights from these assessments and stakeholder feedback to keep driving positive change.

Key Performance Indicators (KPIs) & Impact Reporting

The Key Performance Indicators (KPIs) we've chosen are grounded in our material topics and best practices from the B Impact Assessment. We're committed to tracking these KPIs, setting clear targets, and reviewing them annually to ensure continuous improvement.



Sustainability Management

At Jackrabbit Technologies, we've recently decided to make sustainability everyone's responsibility. From day one, we now educate employees on our mission and objectives, providing them with a Sustainability Booklet and Employee Handbook.



Engage our Team Upon Hire

We aim to foster continuous learning through quarterly meetings, where we focus on key sustainability topics led by various "B Team" Leaders.



Promote Sustainability Leadership

This year, we created our "B Team," who is a group of committed managers and executives with clear social and environmental objectives integrated into their job descriptions.

Community

This year, we've strengthened our commitment to our values at Jackrabbit Technologies by formalizing and improving our approach to charitable giving, volunteering, and fostering diversity, equity, and inclusivity (JEDI). We've also taken steps to ensure that our suppliers align with high social and environmental standards.

Giving & Volunteering

Our Intended Impact

In 2024, we've deepened our culture of service. Our team, known for being the most helpful and genuine in the industry, has expanded our charitable giving, volunteer time, and advocacy efforts, with an even stronger focus on Worldwide Outreach.

Our Giving Strategy

We've formalized our approach to selecting charitable partners by screening potential organizations to ensure they are registered non-profits with efficient resource allocation, verified through Guidestar. We now work with ongoing partners while selecting new organizations every 5+ years to ensure we stay aligned with our mission and maximize our impact.



Our Partners

The following organizations uniquely align with our values and impact goals and we proudly partner with them on an ongoing basis:



Ronald McDonald House Charities
Greater Charlotte

Ronald McDonald House of Charlotte

Since May 2011, Ronald McDonald House of Charlotte has served more than 4,200 families of children being treated at Charlotte-area medical facilities. Jackrabbit provides financial support and hands-on contributions that keep the House operational for the families who need a home away from home.



Rise Against Hunger

Rise Against Hunger is a global movement to end hunger by empowering communities, nourishing lives and responding to emergencies that operates 33 meal packaging locations in the U.S. and internationally. Jackrabbit has participated in meal packaging events where volunteers average packaging 10K meals per event.



Second Harvest Food Bank

Second Harvest Food Bank of Metrolina has been accepting and distributing food to those in need to help eliminate hunger since 1981. Jackrabbit sends volunteers to the Charlotte area warehouse every year to help sort food and household items and also sponsors the organization's annual Sort-A-Rama event where several companies' teams race to package meal bags.

Our Giving

New Initiatives for Impact

This year, we've strengthened our giving efforts with new initiatives to support our charitable partners and encourage employee participation.

Donations

We now commit 0.6% of our revenue annually to charitable causes, including both financial and in-kind donations.

Employee Participation & Matching

Employees can nominate charities for our annual partner selection, and we match donations up to \$200 annually to boost involvement.

Volunteering & Pro Bono

We've formalized our volunteering program by offering employees eight hours of paid time off each year to volunteer with the organizations they choose. Employees are encouraged to support community partners that align with their personal values.



Jackrabbit
donates
.6% of our
revenue
per year.



Justice, Equity, Diversity, & Inclusion (JEDI)

Overview

This year, Jackrabbit Technologies has formalized our commitment to justice, equity, diversity, and inclusion (JEDI) across all employment practices, from recruitment to promotion. We've enhanced our hiring process by ensuring job descriptions use inclusive language and include a commitment to diversity in every posting.

62% of
workers
identify as
women

We've also introduced annual JEDI training for all employees, where we discuss key topics, set actionable goals, and track progress.

To continuously improve, we now administer an annual anonymous diversity survey to measure employee engagement, diversity, and sense of belonging, helping us set and track clear goals for a more inclusive workplace.



Supplier Standards

This year, Jackrabbit Technologies has formalized our commitment to use purchasing power to align with our sustainability goals. We prioritize suppliers with sustainable materials and those who are environmentally and socially responsible. When prices and services are equivalent, we prefer suppliers with social and environmental certifications, local businesses, and those owned by underrepresented populations.

25%
Suppliers
with Specific
S&E Criteria

Screening Process

At Jackrabbit Technologies, we have recently established a more thorough procedure for selecting and assessing significant suppliers, outsourced staffing services, and independent contractors.

This process begins with self-conducted research, where we review a supplier's website and materials to assess their alignment with our values. If needed, we use a supplier questionnaire to gather additional information on their social and environmental practices, governance, and certifications. We also require suppliers to agree to our Company Code of Conduct, unless they already follow a comparable code. To ensure continuous improvement, we track our progress with KPIs, regularly recording supplier spending and evaluating our social and environmental goals.

Environment

At Jackrabbit Technologies, we integrate environmental responsibility into our business model, focusing on energy, water, waste, and carbon reduction, with an emphasis on remote work practices.

This year, we introduced a Remote Stewardship Policy, equipping employees with best practices through an annual environmental stewardship workshop and providing resources like PTO for home office audits and a \$50 reimbursement for eco-friendly upgrades.



Employees are encouraged to reduce energy consumption through practices like turning off lights and appliances, and utilizing energy-efficient equipment.



We promote water conservation by encouraging low-flow fixtures and tracking water usage.



For waste reduction, employees are provided with guidelines for sorting recyclables, composting, and proper hazardous waste disposal.



We encourage carbon reduction by minimizing business travel and offsetting emissions through the Bonneville Environmental Foundation, achieving carbon neutrality.

These initiatives are designed to help our team make sustainable choices in their remote work environments and contribute to our broader environmental goals.



Clients

At Jackrabbit Technologies, we prioritize client feedback in shaping our products and are committed to ethical marketing and engagement. We integrate transparency, inclusion, accessibility, and clarity into all marketing channels, including trade shows, social media, and our websites.

Our goal is to ensure that our marketing is inclusive, culturally sensitive, and free from manipulation, with clear and accessible messaging. To uphold these standards, we now conduct bi-annual screenings of our marketing communications and actively seek best practices for continuous improvement.



51

NPS Score

99.95%
Uptime

Our Client Impact

At Jackrabbit Technologies, we are committed to advancing the child development industry by providing class management software to youth activity centers, positively impacting children's health and education worldwide. Our software helps streamline operations, minimizing errors, increasing efficiency, and allowing more time for growth and improvement. By enabling our clients to optimize their operations, they can serve more students, offer financial programs, and provide scholarships to underserved populations.

To better assess our impact in the future, we plan to develop a survey to measure both the near-term and long-term outcomes for our beneficiaries, specifically focusing on how our product meets their needs and creates lasting positive effects. We will encourage our clients to share stories of their impact, with the opportunity for promotion on our website and in our annual impact report.



Workers

At Jackrabbit Technologies, we prioritize the well-being of our team and deeply value the unique perspectives and contributions each individual brings. Our goal is to ensure that all employees have a fulfilling work experience, receive regular feedback, enjoy great benefits, and have opportunities to grow both personally and professionally. All policies and procedures related to employee welfare are outlined in our Employee Handbook and Code of Ethics & Business Conduct for our employees.



92%

% employees paid a family living wage, etc.



60%

used stipend for professional development



10%

workers training for personal development



10%

skills-based training on cross-function



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