



FOR IMMEDIATE RELEASE

LOCAL TECH STARTUP PROFOUND IMPACT™ PARTNERS WITH GIVING TUESDAY TO KICK-OFF THE 12 DAYS OF IMPACT CAMPAIGN

The 12 Days of Impact Campaign is Profound Impact's way of inspiring acts of kindness and generosity throughout the community that builds on the Giving Tuesday movement

WATERLOO, ON | NOVEMBER 30, 2021 — Profound Impact™ Corporation, a Waterloo Region-based tech company offering a suite of digital engagement and impact measurement tools, is launching its 12 Days of Impact campaign - encouraging small acts to create big impact. Building on the global #GivingTuesday movement, the [12 Days of Impact campaign](#) is designed to encourage people and organizations to contribute their time, resources and talents to help address local challenges.

“The team at Profound Impact believes that encouraging small acts of generosity can have big impacts on those who experience undue hardship,” said Sherry Shannon-Vanstone, Founder and CEO of Profound Impact Corporation. “We hope that by engaging our team in a calendar of ‘good deeds’, we can inspire the collective power of individuals and businesses to do the same, amplifying the resulting impacts.”

The small team with big hearts at Profound Impact makes a start internally by matching their team’s contributions to charitable organizations and sharing fun challenges to engage everyone in giving. Externally, Profound Impact organized a social media contest aimed at providing underrepresented youth opportunities to engage in STEM programming, something Sherry Shannon-Vanstone and her team are passionate about.

As a next step, Profound Impact challenges others to take part in the 12 Days of Impact campaign, sharing your acts of generosity and kindness through #12DaysOfImpact. These acts include donating food or funding to a local food bank, buying a toy for a community toy drive, helping a neighbour in need, cooking a meal for someone in need, donating warm clothing and paying it forward to a stranger. No action is too big or too small and collectively, we can make meaningful contributions to the betterment of our community.

“The holidays can be a particularly difficult time for vulnerable members of our community,” said Shannon-Vanstone. “We hope that through these small acts of generosity, we can inspire

others to give back (in whatever way they can) making a positive impact during the holiday season.”

For a complete list of Profound Impact’s 12 Days of Impact daily challenges, including information on how to get involved, please visit <https://givingtuesday.ca/partners/profound-impact-corporation> or download the 12 Days of Impact calendar and track your impacts at <https://www.profoundimpact.com/2021/11/25/12-days-of-impact/>.

For more information on Profound Impact™ please visit www.profoundimpact.com. See how Profound Impact™ is being deployed by visiting <https://demo.profoundimpact.com/>.

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ABOUT PROFOUND IMPACT CORPORATION

Profound Impact connects great people to do great things by providing a unique and transformational digital community to measure the worldwide impact of an organization and by facilitating and accelerating connectivity to inspire collaborative solutions to difficult global problems. Profound Impact offers a next-generation digital community and interaction platform, helping universities and colleges, research institutions and social impact organizations accelerate connectivity, inspire collaboration and measure their impact. In September of this year, the Profound Impact team debuted their new [career trajectory solution](#), designed to help institutions and enterprises find and tell their impact stories through alumni career trajectory data.

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