
FINANCE

● Annual Impact Report

FOR

● 2021

GOOD

● Pure Finance

Every day, people consume food grown on Indigenous land or harvested from Indigenous seas; they drink water that flows across or under Indigenous land.

Every day, people who are not Indigenous to this land take shelter in homes built upon it; they socialise, gather, and make family and community here.

Every day, business is conducted on this land for the benefit of non-Indigenous people.

Every day, land belonging to Indigenous people is traded for profit.

- Pay The Rent

Pure Finance would like to acknowledge and pay our deepest respects to the Traditional Custodians of the land on which we live and work, the Gadigal peoples of the Eora nation, and the Wiradjuri peoples.

We also acknowledge that our industry has been directly responsible for the continued dispossession of Aboriginal and Torres Strait Islander peoples and that sovereignty was never ceded.

This always was, and always will be, Aboriginal land.



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WELCOME

● 2021

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We are excited to share with you this – our third Annual Impact Report for the 2021 calendar year.



What started as a way to shake things up and do something the mortgage industry hadn't seen before, has quickly transformed into the cornerstone of how we do business, as well as demonstrate the collective impact of this small but mighty community each year. We also hope to provide a framework that inspires and motivates other organisations to play a more active and constructive role in their communities.

We don't need to tell you that 2021 was another incredibly challenging year, in ways both big and small. But it was also another year of making finance a force for good.

You might be wondering what that really means, or better yet – what it looks like in practice. And we love that, because we should be asking more questions like that of finance companies. We should be holding them to account. We should be asking for proof that people are actually doing what they say they're doing.

This Annual Impact Report for 2021 is our proof; **a radical reimagining of finance.**

One last thing before you dive in – in the face of seemingly insurmountable global challenges, it can sometimes feel like our individual choices and actions don't matter, like they're not making an impact. But if you take one thing from this report, have it be that our individual actions do matter. They matter a lot.

Our ripples may be small, but they are still ripples, and together they have the power to create huge waves of change.

Thank you for reading, and importantly, sharing this journey with us.

Pure Finance



FINANCE



"Chris actually grew up in Orange, and a majority of his family still lives there. It's a beautiful town, and doesn't feel at all regional, and everyone is so friendly! We knew we wanted a house with at least two bedrooms, a big backyard and to be close to the places and people we love."

– Azra + Chris

"Ensuring western fire science works together with Indigenous fire knowledge is crucial in order to create a knowledge system that understands not only what constitutes a healthy environment, but also the value that it provides to the wider communities."

– Uncle Nook (Noel Webster) for Firesticks



FOR GOOD

OUR

BUSINESS

● 2021

07

Breaking new ground in an old industry:



How we're reimagining mortgage advising

As uncomfortable as it might be, there's no getting away from the fact that the mortgage and finance industry is still largely driven by profit. As the Hayne Royal Commission painfully articulated, sometimes at any cost.

But at Pure Finance, we've decided that this business model doesn't work for us. And that's because it doesn't really work for *any* of us.

We are supremely capable of writing a new future for our industry. One that will join the groundswell of change, ushering in a new kind of business model that aims to serve and protect our fellow humans and the remarkable planet we all share, while also being sustainably profitable. All we have to do is choose it, and be unwaveringly committed to the bold actions that will make it reality.

While we've already made significant progress on this new journey as a business, it is still, and always is, a work in progress. Let's take a closer look.



OUR BUSINESS

Pure Finance is a purpose-led finance brokerage that believes the finance industry can (and must) become a force for good.

Driven to create the kind of finance company that we'd want to work with ourselves, we seek to put people and the planet before profits and are passionate about doing everything we can to create a more equal and ethical financial system, where no one is left behind.

Be it for a home, a car, a business, or something in between – we help people access the loan they need to achieve their goals in a way that empowers and supports them, while also working to create the kind of world we all want to live in.

It's finance that's better for our clients, better for the community and better for the world.

It's #financeforgood

Our Vision _
A more equal and ethical financial system where no one is left behind.

Our Mission _
To help people achieve their financial goals by delivering finance solutions that are better for them, better for the community, and better for the world.



Our Values _

01 _ COMMUNITY

We believe community is about being connected – to our clients, our world and to our fellow humans, and that when you are more connected, you are more accountable. This means frequently seeking our community's input, providing regular and meaningful opportunities for feedback, and donating a percentage of our revenue to causes we care about every single month. We are they, and they are us – we are all in this together.

03 _ EQUITY

Every action has a reaction and we believe in doing the right things, with the right people, for the right reasons, and being accountable for all of it. We know that what is 'right' and 'wrong' is subjective and evolving, so we are committed to being on the right side of history on social, environmental and industrial issues. We promise to always be the first to put our hands up, quickly and publicly, when we make a mistake and do our darndest to fix it.

02 _ RESPONSIBILITY

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04 _ TRANSPARENCY

We believe that trust is fundamental to the legitimacy and success of our business. However, we cannot define ourselves as trustworthy; that decision lies with you. We know our industry is great at hiding details in the fine print. And so, we value transparency in all facets of our work to enable you to make that decision for yourself. From the profits we make to the suppliers we choose, expect radical transparency and, if you can't find something, please ask.

OUR BUSINESS

Looking after our people, so they can better look after others

As an organisation, we place a particular emphasis on creating positive impact for our clients and wider community. But it isn't just the things we do externally that can determine this impact. We believe that our ability to unequivocally act in the best interest of our clients when providing advice is also intrinsically linked to our internal operations, and the kind of working environment and culture we're cultivating for our team.

To that end, here are some of the ways we're working to create the kind of business environment we want to see normalised in the finance world, as well as how, guided by our B Corp certification framework, we're fostering a culture that supports our people to do their best work in line with our clients best interests – always.

PAYING OUR TEAM FAIR AND EQUITABLE SALARIES

We have ditched sales and commission based remuneration models based on the indisputable evidence that [these are one of the leading causes of unethical and/or fraudulent behaviour in our industry](#). These models often also fail to provide a living wage, or income security. Instead, we pay our team members fair and equitable salaries that accurately reflect their roles, skills and expertise, and that provide consistent and secure income.

Further to this, we also demand complete and transparent wage equity on the basis of gender, or other demographic factors, to ensure equal compensation for equal work.

SUPPORTING OUR PEOPLE WITH EQUITABLE WORKPLACE POLICIES

We have a number of workplace policies in place that are designed to better support our people but to also ensure our workplace is actively pursuing gender and social equity. Some of these policies include:

- Providing team members with an additional week of annual leave on top of sick and carers leave days.
- Providing an additional 2 weeks paid parental leave on top of the 18 weeks of paid leave available under the Paid Parental Leave Scheme – equally, for all parents. We also continue to make superannuation contributions for the full 20 weeks of paid leave, ensuring our team members' superannuation isn't disadvantaged by making the choice to take this leave. This is a particularly crucial step in closing the Wage Gap and [ensuring more equal outcomes for those who choose to have kids](#), without having to sacrifice their financial security in the future.
- Paying team members an additional 2% above the Superannuation Guarantee, working to further close the Wage Gap and ensuring our team can better secure their futures.



- Offering all team members paid volunteer time for the equivalent of 50 hrs per year, to be used when and how they see fit. We acknowledge that great impact can be made via donations, but not all impact is monetary. We all like to contribute in different ways, and different circumstances call for different responses. By engaging both thoughtfully and meaningfully with the community we're able to expand our impact and offer support when and where it's needed most. And let's be honest, it also feels pretty good too.

OUR BUSINESS

Our commitment to ethical marketing and communications

Finance is an industry well known for using jargon-laden copy and details hidden in the fine print. While these practices can not only be frustrating and alienating (particularly for those from financially underserved communities) they can also, quite literally, cost people money.

For us, being values-driven in our business and in our marketing is about changing the way we think about how financial services are provided. In this way, our 'strategy' for building our community through our marketing and communications is based on being holistically steadfast in these values and allowing this to attract the people who need our help, or that we want to be working with.

For us, this looks like:

- **Making things easy to find** → We've invested a lot in an easy to navigate website to make sure all of the information people might be looking for is easy to find and is regularly promoted through our social media channels and platforms.
- **Ditching the jargon** → Using financial jargon in our marketing and communications doesn't serve anyone, least of all our clients and community. So we've made a commitment to remove it from our content and processes as much as possible, and where we can't avoid using it, ensuring we explain it in easy to understand terms.

- **No gimmicks or 'get rich quick' sales tactics** → If we wouldn't do it, or wouldn't feel comfortable recommending it to our family and friends – then we don't promote it to others. This also includes promoting 'cash backs' or other offers designed to poach clients from other brokers or lenders, or to influence people into refinancing when it isn't necessarily in their best interest.
- **Pieces with a purpose** → Even if it costs us cash and accolades, we are here to help people make better, more conscious choices about the financial products and services they use, and not exponentially increase our sales year on year. We always aim to create articles and resources that we think people might actually *need*, *not* just for the sake of it or to sell them a bunch of stuff they don't want or need. This also means we respect people's time (and inbox) and create content that is rooted in our aspirations to democratise finance through obligation free communications.
- **Free for all** → We share regular, free communications that are not behind a paywall, or that don't require personal information to access. While we know that's not possible for every business, it's another way we strive to maintain inclusive communications that aim to level the financial playing field for everyone. This is something we also have the luxury of extending into our core business, as we never invoice for our work.
- **Values first, always** → Just like the rest of our business operations, our marketing and communications are guided by our core values.

This means steering clear of any financial 'fear mongering' or click-bait headlines and steering towards content that creates a sense of empowerment, community and connection.

- **Measuring what matters** → Alongside financial impact, we also measure our social, community and environmental impact (i.e. this Annual Impact Report!), to ensure that the financial solutions we provide are truly doing good for everyone and everything.

What unethical marketing can look like in the finance industry _

- Promoting **predatory** products or products that will increase inequality, plunge people into debt, or damage their credit history.
- Not offering ethical alternatives, but the same old **nasty products** that are bad for people and the planet.
- Using **jargon-laden** copy and **fine print** to hide details that, if the community knew about, might change their mind.
- **Boasting** about revenue and sales figures, especially if they've come at the cost of the community, the environment, and good practice.

OUR BUSINESS

Why we've changed our stance on mortgage industry awards

A number of years ago, we made the decision to enter our very first round of mortgage industry awards. We secured a few nominations (we even managed to win one for our marketing efforts) but it quickly became apparent that these awards weren't necessarily representing or rewarding the kind of attributes that were important to us as people, or as a business. In fact, they tend to promote exactly the opposite.

For example, one major mortgage broking group went on to win 'Top Brokerage of the Year' in the same year they were named in the Hayne Royal Commission for engaging in fraud and misconduct. The metric used to measure their success? Volume (i.e. selling more debt to their clients). And while this is arguably all part of a healthy economy when it's working, the point raised by the Royal Commission is...it doesn't work. At least not without creating negative impacts along the way.

The implication that awards which signify little more than a businesses profitability would also translate to superior client outcomes and ethical practices, feels misleading and disingenuous. It feels even worse given our industry's reputation. And while it is certainly nice to have your work recognised by others, we've made the decision to step away from this space until the industry is ready to celebrate more meaningful outcomes, and crucially, the practices by which they are achieved.



Being a B Corp™ and why we believe it's the future for finance

Working within an industry that is, unfortunately, well known for allowing misconduct and unethical practices to thrive, while simultaneously engaging in greenwashing and funding climate destruction, we decided that things needed to be done differently if any positive change was to be affected. We figured that, at the very least, we should have a go at doing things a little bit 'better'. Enter the B Corp movement, which provides a comprehensive and universal framework for businesses seeking to affect positive change from within. By adopting this we realised that we can effectively guarantee that we are on the way to achieving what we'd set out to, while being held accountable by an independent third party from outside our industry in the process. And even more importantly still, hopefully inspire our colleagues in the industry to consider a similar approach, having tried and tested it ourselves.

The benefits of implementing the B Corp framework in our business have been profound and far reaching. By aiding us to become clearer in our mission and give us the tools to think about the consequences more widely for each and every action, it allowed us to cross check how we can better take care of our team, our community, wider society and the environment, in a values driven and objectively ethical way.

Becoming certified helped us to further deliver on our core value of radical transparency by opening ourselves up to the scrutiny of B Lab's robust, and crucially independent certification processes. We can't help but believe that if all of the finance industry opened itself up to the same scrutiny and accountability, there would be no need to rely on Royal Commissions for industries to be meaningfully examined and scrutinised, with change half-heartedly, or in some cases tokenistically, implemented. There would be no need for one 'green loan' to offset hundreds of other loans funding the destruction of our environment, as no loan would be able to do so. Positive financial impact would be shared and distributed more widely, which means that existing structures would reduce inequality, not expand it.

It sounds radical, but it shouldn't, and these are the structures we're seeking to change from within using our own business and the B Corp framework to help guide us.

What is a B Corp™ ?

B Corp status is currently the only recognised global certification that measures a company's entire social and environmental performance. Better yet, it's not a one-off 'tick a box' process, but a long-term accountability mechanism, with certified businesses required to undergo a reassessment process every three years.

Wan't to see how we scored? You can! [Here ↗](#)



What we did great:

- Thanks to conversations with our community, our team, and organisations we donated to, we felt the proof that our profit for purpose model is not only working, but is working better for both society and the environment.
- Our ethical marketing model meant that we proactively created content that sought to share our knowledge to make informed decisions and helped kick start conversations with our community members on topics that were on their minds (e.g. interest rate commentary).
- Our team managed to feel supported by each other, financially secure and received \$10,400 in additional super.
- Our B Corp certification allowed us to connect with like-minded businesses and provide tangible evidence of using finance as a force for good.



What we're still working on:

- While we were incredibly fortunate to be a business that could remain busy in 2021, at times the workload got the better of us. While being a small team means we're nimble, it also means that at times, a great workload in an empathetic and passionate team can equate to exceeding our healthy capacity limits and result in some burnout. We're working to rebalance our workloads and support each other to be able to step back and acknowledge when it is a little too much.
- Continuing to inspire others within our industry to adopt the B Corp framework, to create a financial industry that is fair and equitable for all.

FINANCE



"We have a really strong focus on service and making sure that our service is at a restaurant level. So we've created a really interesting balance between a cafe and a restaurant, with diner-style comfort food that everyone wants to eat."

– Elise + Scott, owners Valentinas

"Together, Lock the Gate and its collaborators have achieved incredible things on a shoestring budget, given the scale of these nation-wide campaigns. From the tip of the Kimberley to the far reaches of Tasmania, we have collaborated to build the capacity of regional alliances."

– Lock the Gate Alliance



FOR GOOD

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We firmly believe that trust is fundamental to the legitimacy and longevity of our business, but we also know that simply saying we are 'trusted' or 'trustworthy' isn't enough.

In the age of greenwashing, and existing in an industry that is more guilty of it than most, we've made it a core value of our business to be as transparent as possible, in as many ways as possible, enabling our stakeholders and wider community to make a decision on how trustworthy we are for themselves.

So, let's take another look under the financial hood for 2021.



Company financials

Jan 1st – Dec 31st 2021

\$925,453

Total Revenue

\$803,713

Total Operating Costs/Wages

\$121,740

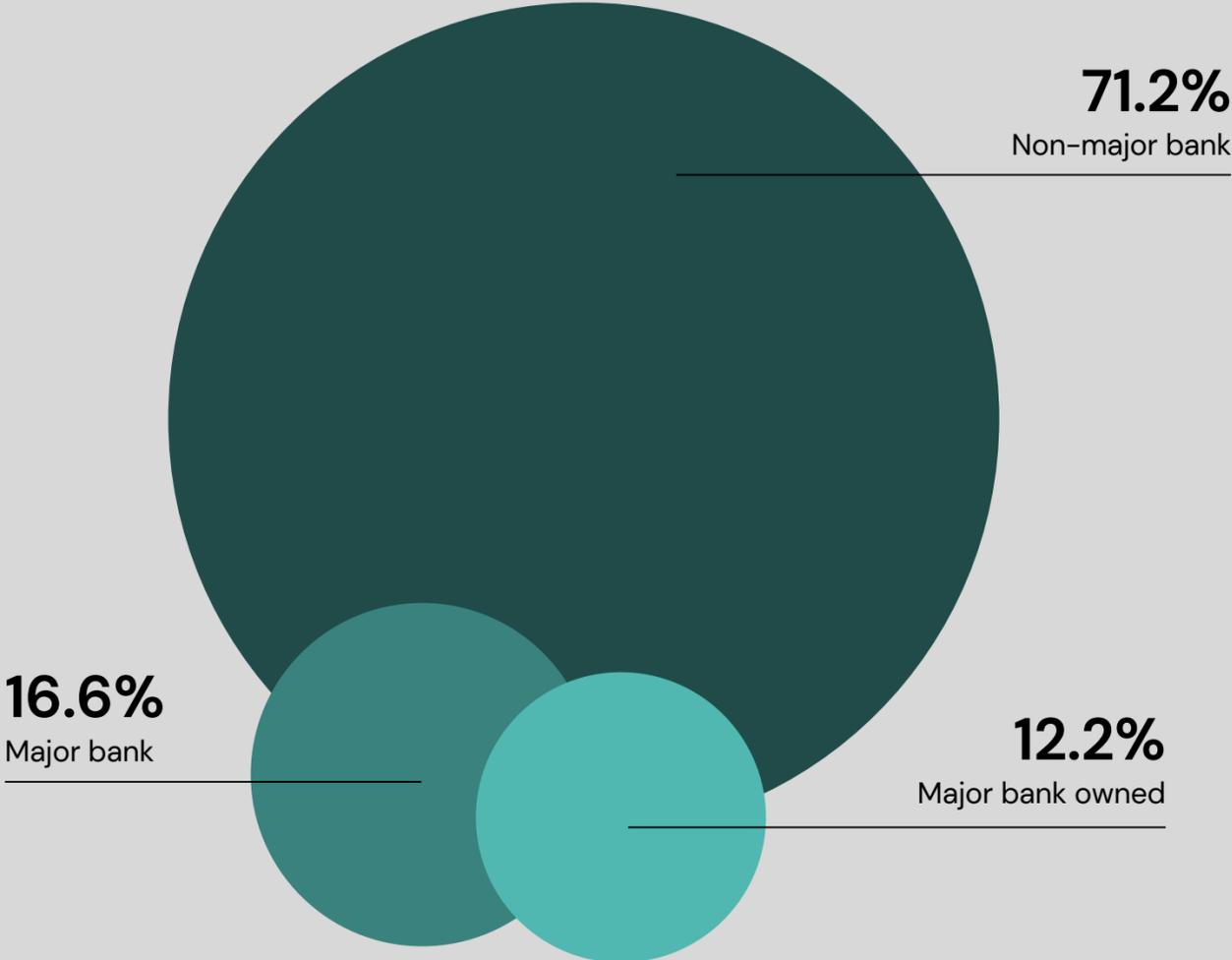
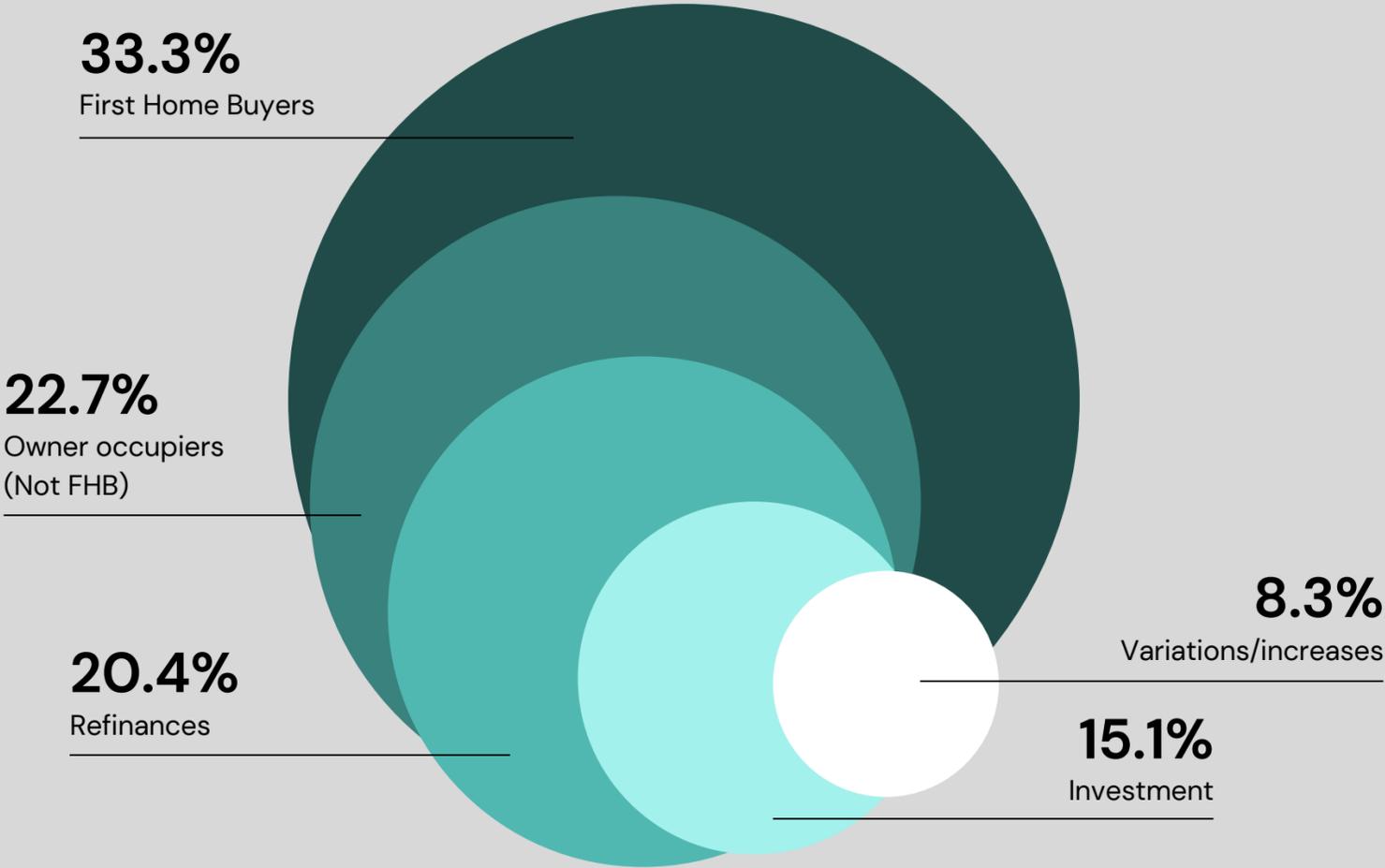
Net Profit

\$49,723

Amount Donated
= 5% of revenue
= 40.84% of profits



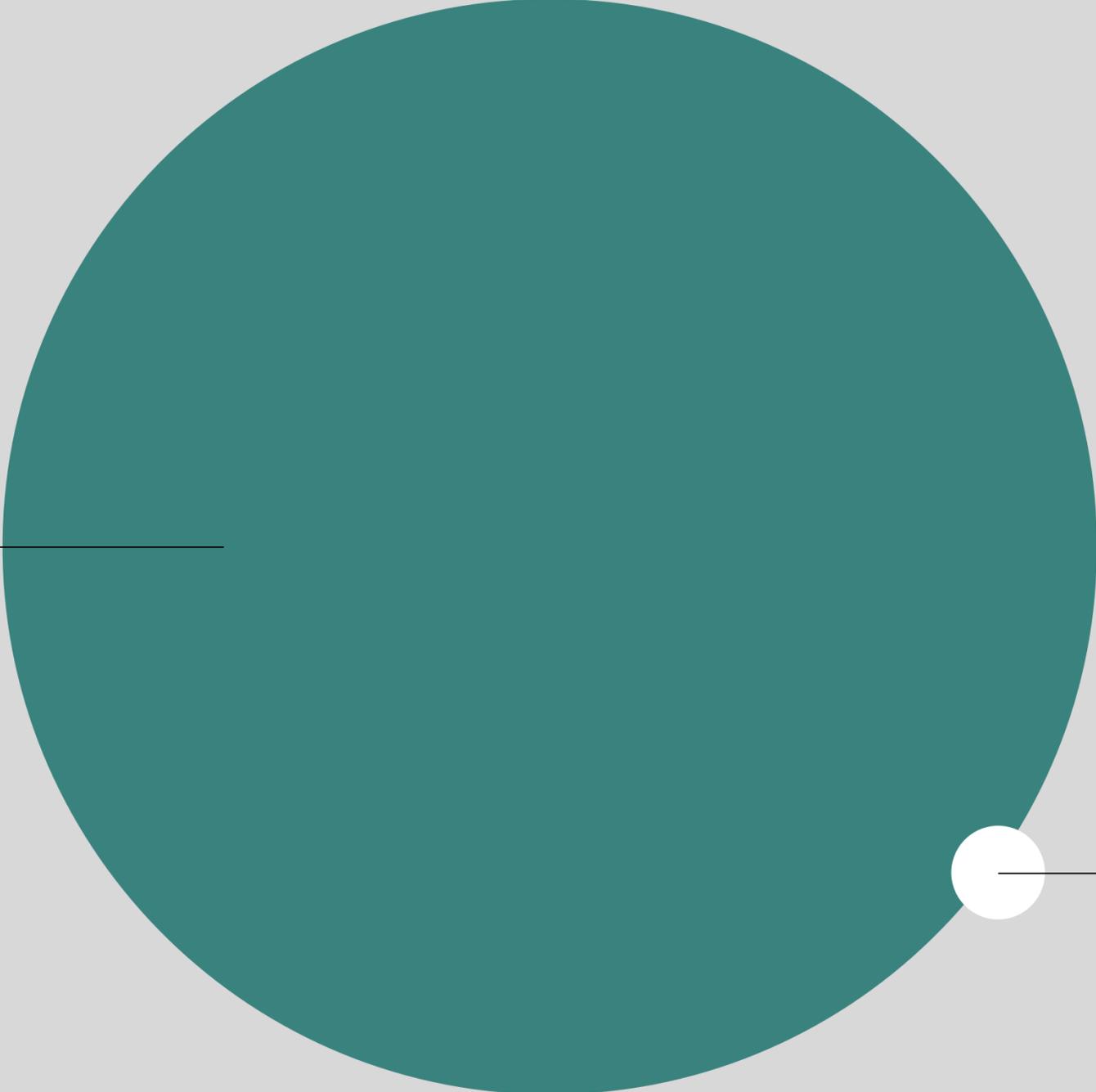
Settlement insights



Purchasing journey

3.5 years

Longest home buying journey (to date)



24 hrs

Shortest home buying journey

*As you can see here, there really is no 'one size fits all' approach when it comes to home ownership. So, whether it takes you 24 hrs or 3.5 years (or longer!) remember, your journey is just as important and just as valid.

Making the case for ethical finance

As mortgage advisers, it's our job, first and foremost, to help our clients get the best possible loan for their particular circumstances and goals. But in recent years, that conversation has shifted to include the types of financial institutions people want to work with, and whether those institutions are having a positive impact on the environment and society at large.

In 2021, Bank Australia received our 3rd highest number of loan settlements for the year. Not because we favour them as a lender, but because they consistently prove that the service they are providing is better for their customers, and crucially, better also for the community and the planet. And being a fellow B Corp, means we can trust that this impact has been independently certified and is values aligned.

By now, it's pretty clear that choosing to work with financial institutions that are committed to having a positive impact is an incredibly powerful way to help us address some of the big challenges we are facing as a collective.

And we believe making your mortgage a force for good is absolutely no exception.

We're committed to debunking the misconceptions around ethical finance options (that they are 'lower quality' or 'more expensive') and as a result, many of our clients are choosing to work with ethical financial institutions. Not only because they're doing wonderful things for the world but because they are also a great option for them financially.

With poor behaviour and nasty investments constantly plaguing our major banks and lenders, we noticed a big shift this year in the number of people who wanted to ensure their loan was doing good not just for them, but for others too. It's a movement we're continuing to embolden every day with our commitment to continuously monitor the performance of our panel of lenders, and empower our clients to be able to make informed choices that align with their values and needs in the hope that ethical financial institutions become the rule and not the exception.



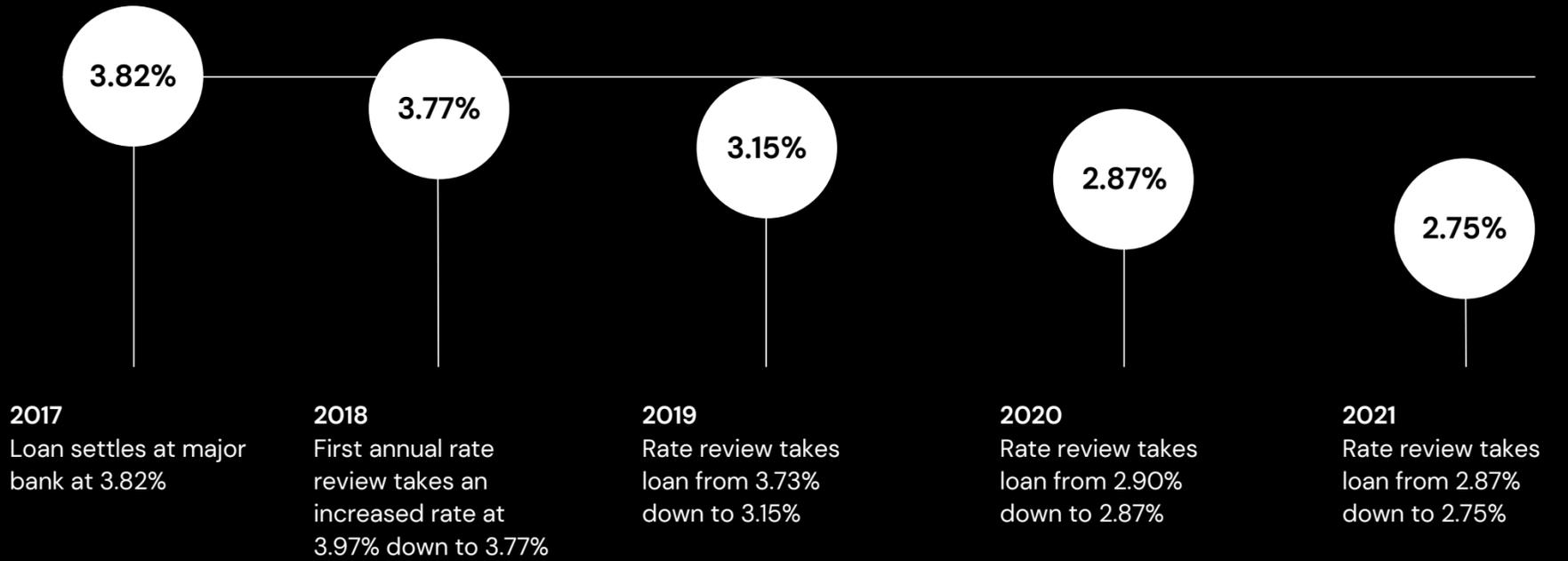
Our Annual Rate Reviews

Most people who work with a good mortgage adviser know that part of their expertise is getting you a great interest rate on your new home loan, or when you refinance. But what people might not know is that a great, low interest rate doesn't always stick around. Banks are notorious for allowing 'rate creep' to thrive, particularly because it's in their interest, but who's got the time to be constantly monitoring a home loan? Well, we do! Every 12 months, we review all our clients' loans and make sure they still have a competitive interest rate, and if they don't, we contact their bank and get negotiating on their behalf.

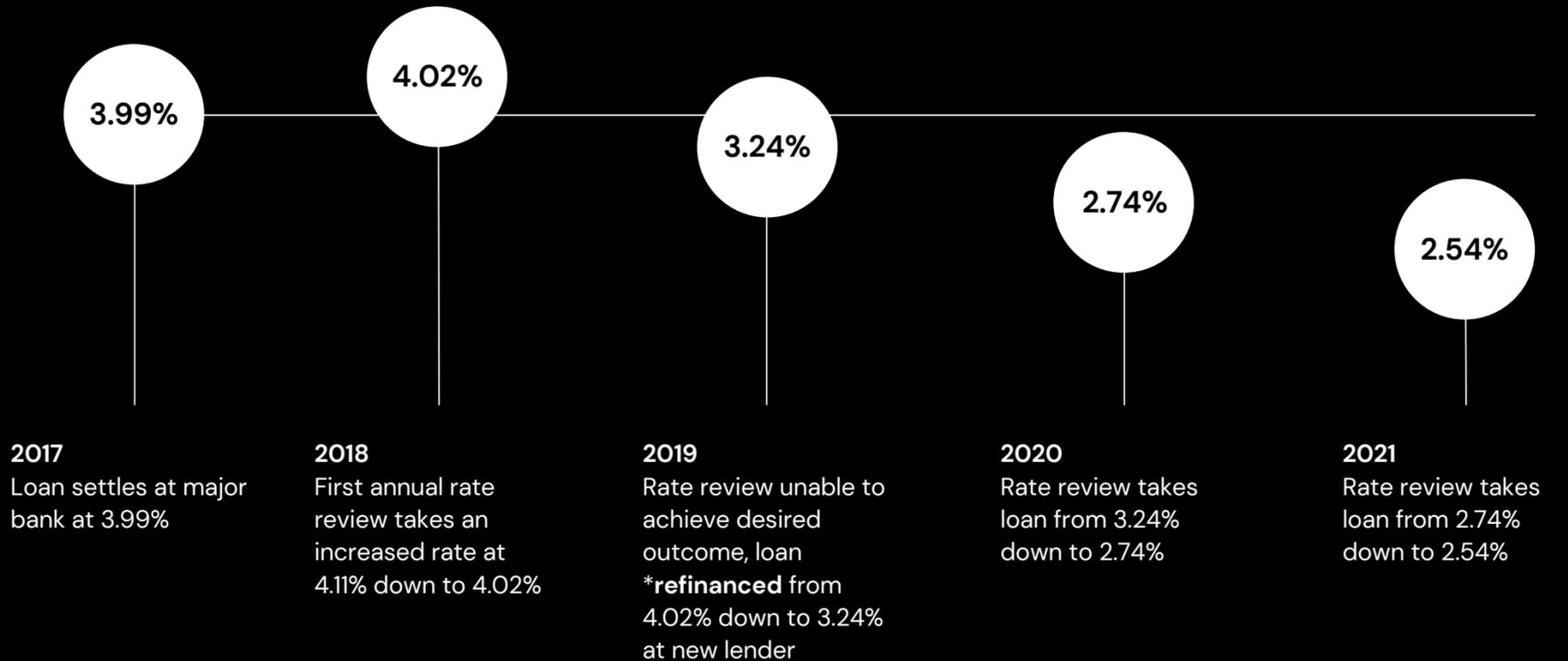
Think that sounds like a big job? You're right. But, the positive and proactive financial impact this process can have over the life of a client's loan is profound, and we think the entire industry should be doing it. Why? Well, you may have heard mortgage brokers talk about the importance of loan refinancing, particularly when there are interest rate fluctuations. And while we absolutely agree that refinancing your home loan can be an important tool for saving money, sometimes a simple loan review can be all you need to get yourself a more competitive interest rate, without the rigmarole and cost of a refinance.

You know what they say, a picture is worth a thousand words, so here are two real *examples from the Pure Finance community →

LOAN JOURNEY 1 _

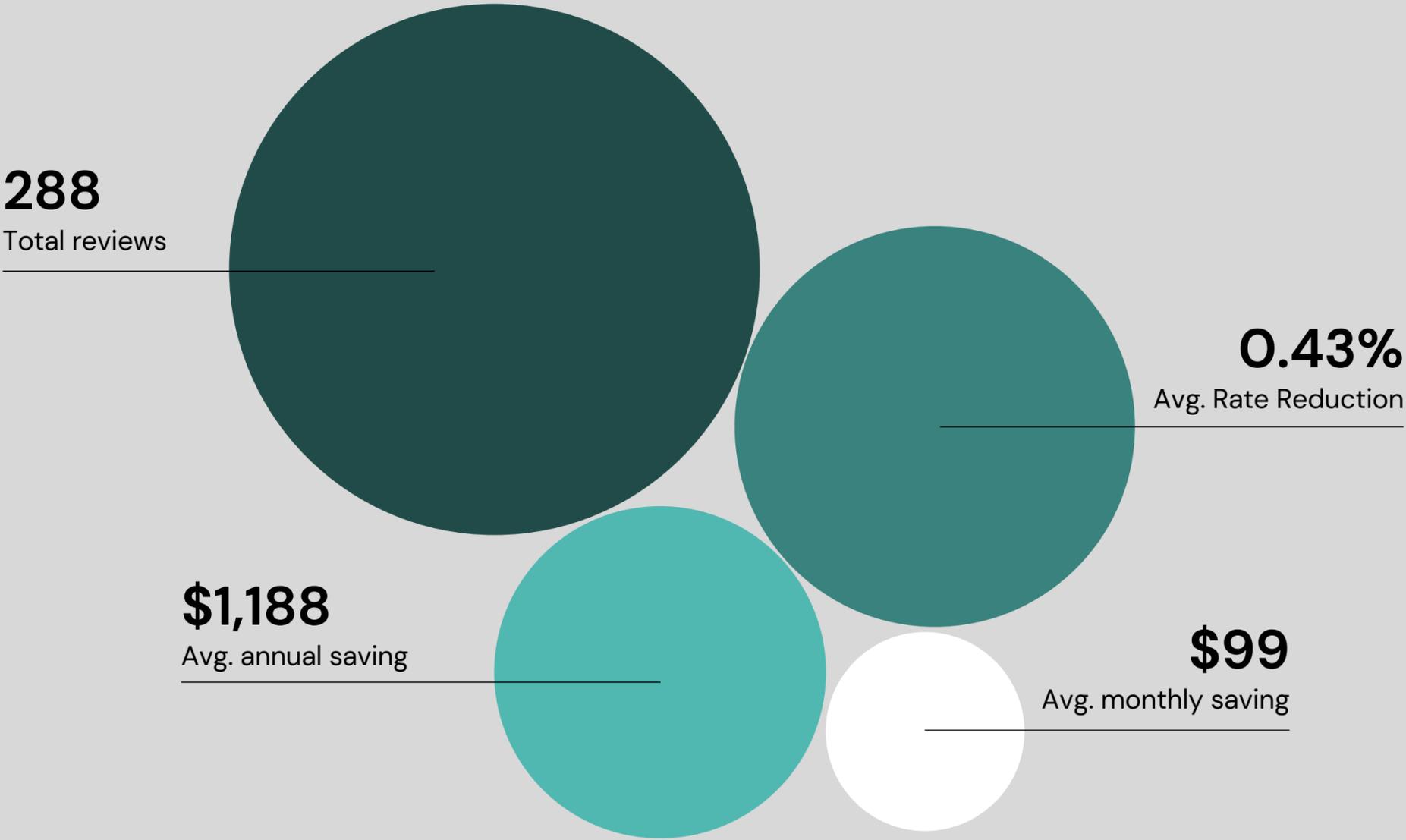


LOAN JOURNEY 2 _



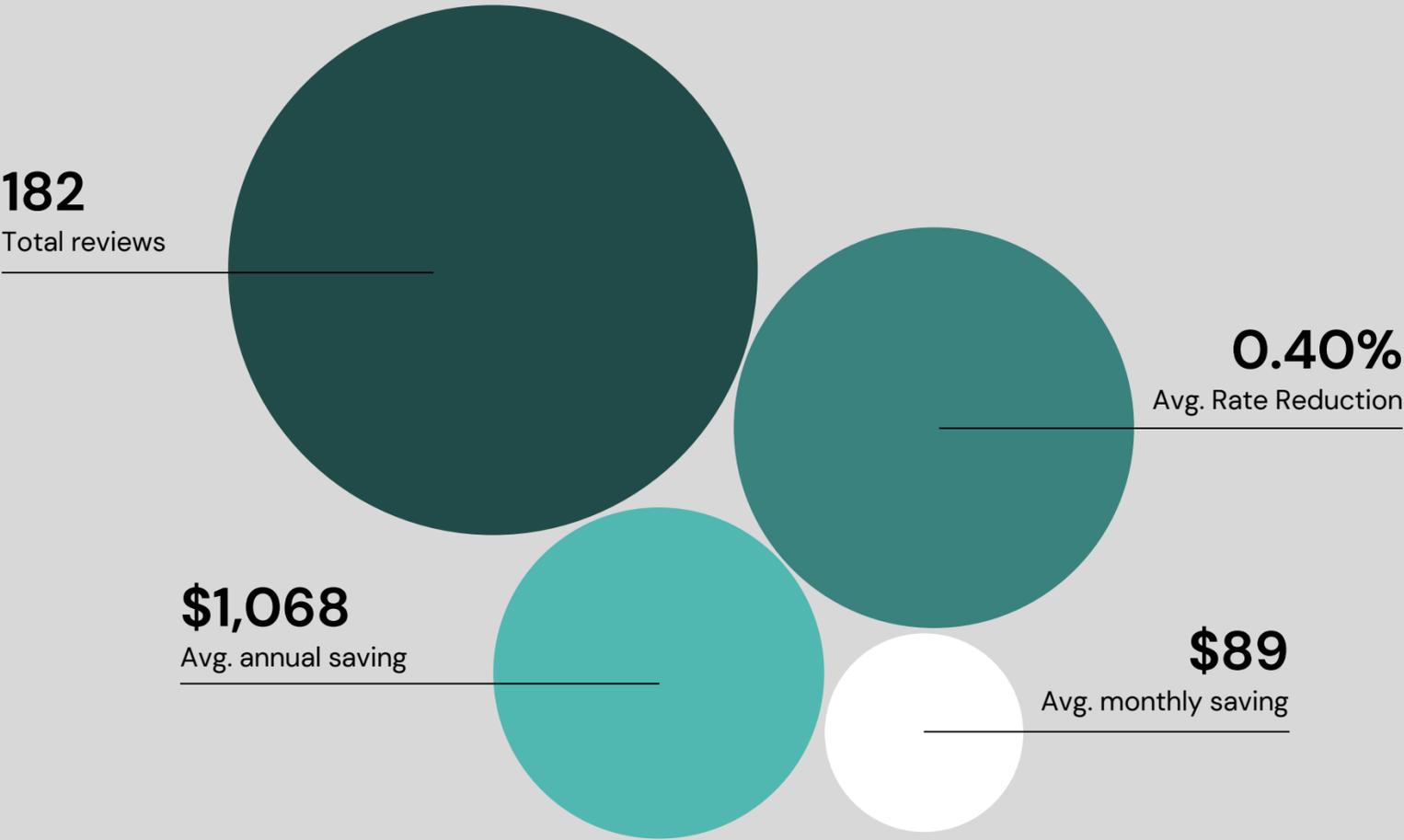
Annual Review results for 2021

TOTAL REVIEWS _

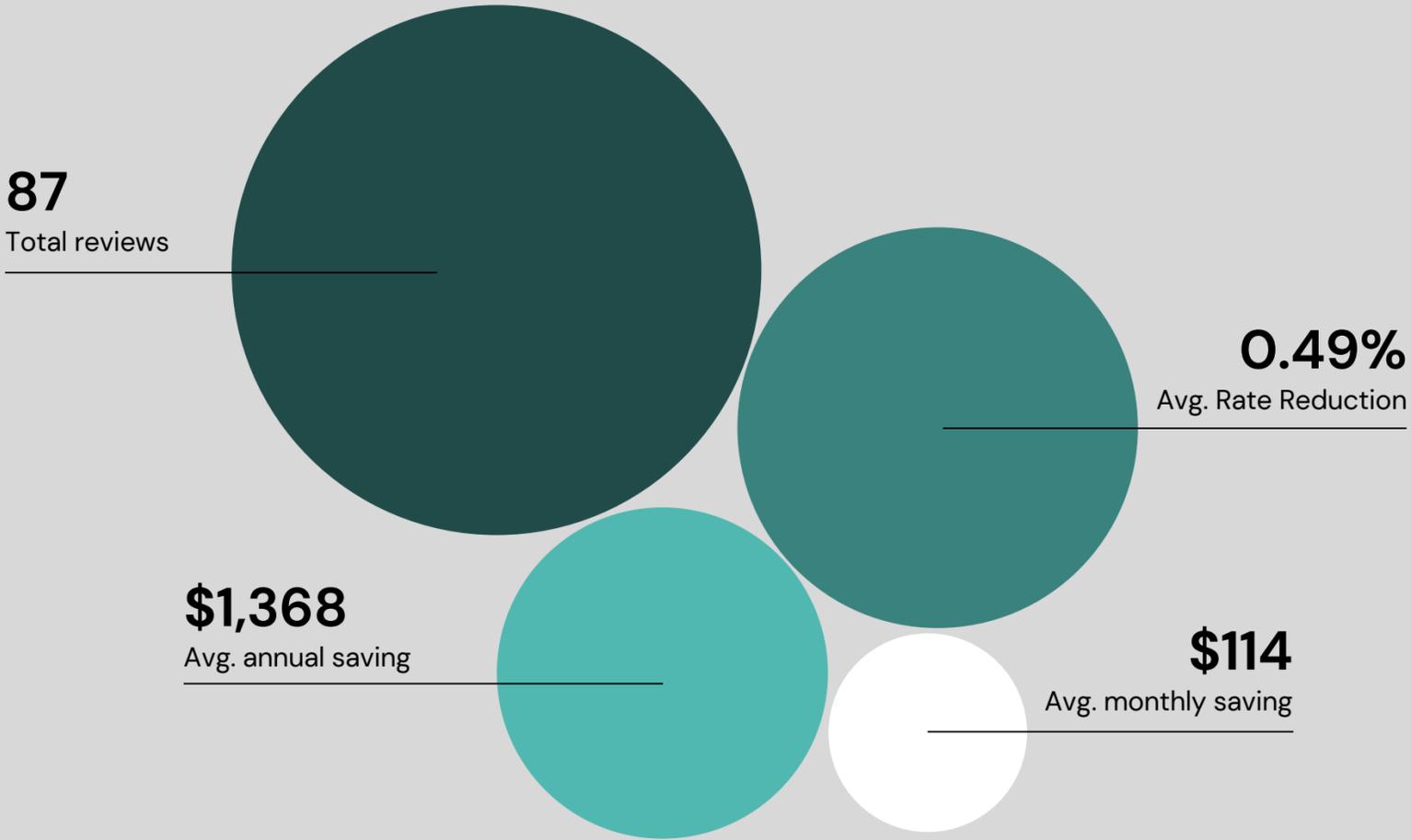


Annual Review results for 2021

OWNER OCCUPIER REVIEWS _



INVESTMENT REVIEWS _



FINANCE

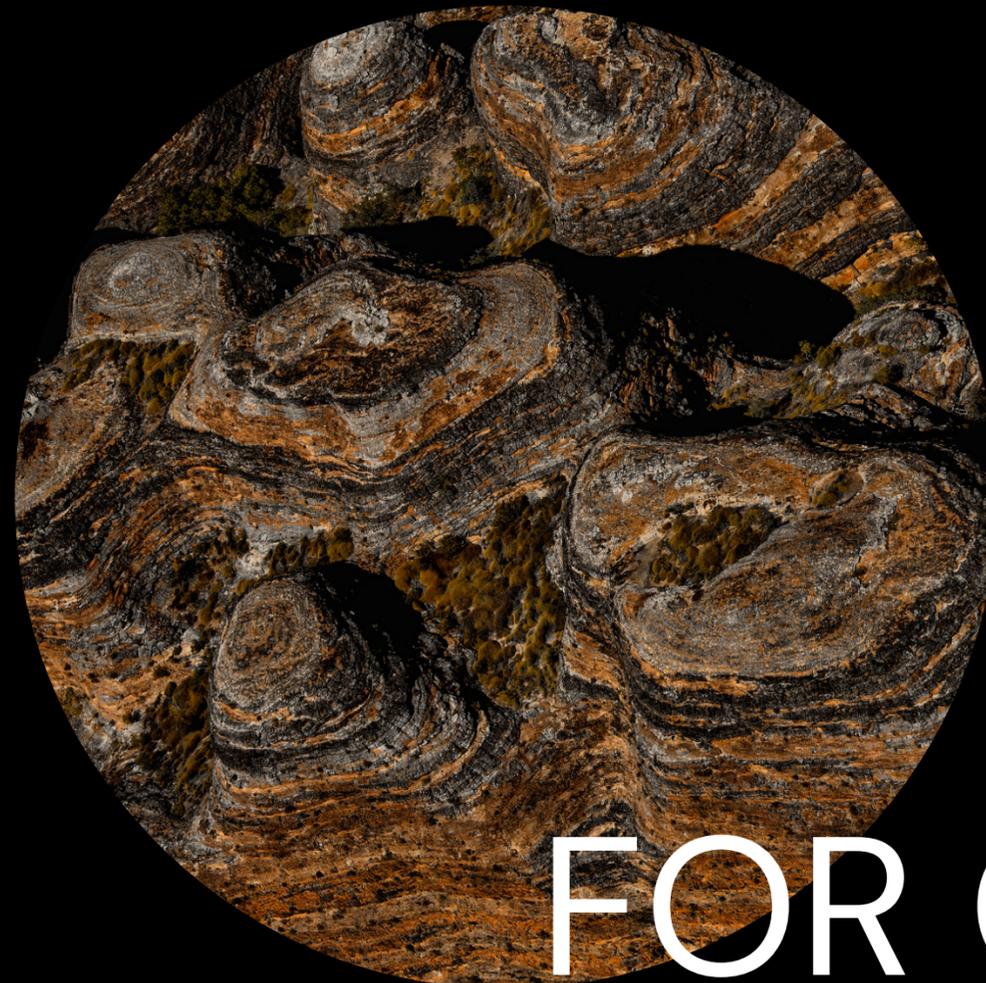


"Dunsborough is a beautiful area. We've got a small block, it's only five hundred square metres and one of eight, but it's close to the beach and backs onto a reserve with beautiful orchids in a nice part of town. We're very, very lucky."

- Lizzy

"Kimberley country is inseparable from the Aboriginal people to whom it belongs and this guides all of our activities. We support responsible development that is locally based and compatible with the special qualities and values of this region."

- Environs Kimberley



FOR GOOD

FINANCIAL IMPACT

Navigating a second year of COVID-19 upheaval

When it comes to the ongoing effects of the COVID-19 pandemic, 2021 was another incredibly hard year for people and their finances. With so much uncertainty and very little in the way of financial support this time around, for many this was the year that hit the hardest.

Though, in a bittersweet 'silver lining' kind of way, we were once again reminded of our role in the community – being able to be of service to anybody, free of charge. We hope that the support we're able to provide becomes invaluable particularly in times of financial uncertainty and stress, which the COVID-19 pandemic has undoubtedly been, and continues to be, responsible for.

So what did 2021 look like for our community in the 2nd year of Coronavirus?

SUPPORTING PEOPLE WHO'S PLANS WERE PUT ON HOLD, OR HAD TO CHANGE

2021 saw many of us unexpectedly thrust back into lockdown and while some were able to transition back into working from home (or took the opportunity to embark on a regional sea or tree change purchase) several of our community members, particularly those in worst-affected industries like the arts and hospitality, were dealt yet another financially damaging blow. They had to either change their purchase plans or put their property goals on hold altogether.

The property finance process can feel daunting at the best of times, but throw lockdowns and income uncertainty in the mix, and things become even more stressful, especially for first timers. We've tried to be there every step of the way, giving whatever support we could to those who were thrown a covid shaped curveball, and helping to minimise the anxiety and stress as much as possible.

GOVERNMENT POLICY AND SUPPORT SCHEMES PRODUCED A DOUBLE EDGED SWORD FOR HOME BUYERS

When the pandemic first began, it was widely predicted that the property market was headed for disaster and while we didn't see that materialise, the changes to the property market over the last 12 months have certainly created some significant future challenges for some (and quite the opposite for others). With record low interest rates, and a whole host of government grants and schemes designed to 'prop up' the market, 2021 saw Australian property prices rise at their fastest ever year-on-year rate.



While the grants and schemes announced did undoubtedly help some who were hoping to buy their first home, the environment they created did nothing for the issues of affordability or supply and spurred an area that really didn't need it – demand. We helped those who were eligible navigate the grants and schemes that were on offer, while they also grappled with a rise in property prices that seemed to show no end in sight. It was challenging and frustrating, especially for those who missed out.

What we did great:

- We saved our clients an additional \$1,188 per year on average, just by reviewing their loans annually.
- We donated \$49,723 – 5% of our revenue equating to 40.84% of our profit – to make your finance work for good, no matter what.
- Through our direct conversations, Wine & Wisdom events and free online content, we aimed to help people understand what it means to purchase realistically in their budgets, understand the true costs of owning a home, get on the front foot on potential market movement and what that meant for them financially, as well as reducing instances of increased financial uncertainty and stress.



What we're still working on:

- We spoke to a few members of our community on what they'd like to know about lenders when making their decisions on who to take their loan out with. We've been collating this information alongside ethical and values based considerations on the lenders in the Australian market to be able to provide a transparent rating system to inform their decision making. While we hoped to start releasing this information formally in 2021, look out for it in 2022.

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While the finance industry works to create security and prosperity for some, it can also further entrench disadvantage and inequality for others.

But the truth is, it doesn't have to be this way and we believe our industry has an obligation to challenge this disparity by putting its considerable access to profit into the hands of those who are working to make this world a more equitable one.

For example: in 2021 Australia's major banks recorded a combined after tax profit of \$26.8 billion. If these banks had made a commitment to using even just 1% of their profits to support social impact and equity, they would have had \$268 million to put to work in 2021 alone.

To give even more perspective, if the major banks were to operate under our B-Corp inspired model, which is to commit 5% of total revenue (not profit), it would have been a truly life-changing \$3.97 billion that could have been used to support our most vulnerable, in a year that it was arguably needed the most.

To be clear, philanthropy alone will not bring us the fundamental and far-reaching change our communities need to truly, and autonomously, thrive. While an important piece of the puzzle, any commitment to 'giving back' must also exist alongside a commitment to transforming our economic and social systems to care for people, and not just for profits. After all, can we really celebrate our economic growth, while it still allows so many to fall through the cracks?

In the way that our financial systems were created by people, so too can they be changed by people. Here are the ways we're using our profits to create positive social impact and working to change the system for the better.



SOCIAL IMPACT

We're putting finance to work for good with Pure Community

As an organisation, Pure Finance is committed to putting 5% of its revenue to work for good. Of that 5%, we have an ongoing commitment to donate 1% to organisations working to protect the environment and another 1% towards Paying the Rent. The final 3% is set aside for the upcoming launch of a new not-for-profit - Yours.

Operating under a 'profit for purpose' model enables us to do our jobs while simultaneously contributing to our shared goal of making the world a more just and equitable place. And that includes you and your loan too! Every time someone chooses to work with us, we put 5% of the total revenue we receive directly for that loan to work for good via our profit for purpose model; Pure Community.

Here's how it works: say you took out a \$500,000 loan in early 2020. The upfront commission we are paid from the bank is \$3,250, making the initial donation from your loan \$162.50.

By the same time in early 2022, through our trail commission paid by the bank, that donation would have increased by \$68.03 to \$230.53, supporting 16 causes. Cool huh?

Pure Community's donations are made quarterly on behalf of the entire Pure Finance community and are guided by the UN Sustainable Development Goals (SDGs). We don't limit our donations to organisations with DGR status (i.e. that make donations tax deductible), which allows us to put money into the hands of the people who need it most.

Here's where the community focused its social impact efforts in 2021 →



¹ BLACK RAINBOW



Black Rainbow is a national Aboriginal and Torres Strait Islander Lesbian, Gay, Bisexual, Transgender, Intersex, Queer, Sistergirl and Brotherboy (LGBTQI+SB) organisation that pursues positive health and wellbeing for members of these communities. Originally focused on suicide prevention, Black Rainbow has recently begun to expand to include a range of community projects and initiatives that support Aboriginal and Torres Strait Islander LGBTQI+SB peoples. One such initiative is 'Contagion of Love', a micro-grant program to invest in Indigenous LGBTQI+SB peoples excelling in their field and in need of additional support. You can support their important work by visiting → blackrainbow.org.au

Targeted SDG's



² VICTORIAN ABORIGINAL LEGAL SERVICE



Established in 1973, Victorian Aboriginal Legal Service or 'VALS' acts as a bridge between the legal system and Aboriginal and Torres Strait Islander communities, providing education, research and advocacy around law reform and policy development. Due to recent funding cuts, VALS had to make the difficult decision in 2021 to put a freeze on new clients to deal with overwhelming demand for their services. While donations like ours cannot provide VALS with the ongoing stability it needs, every little bit counts and donations help to support vital community engagement activities and fund human rights test cases. You can support their important work by visiting → vals.org.au

Targeted SDG's

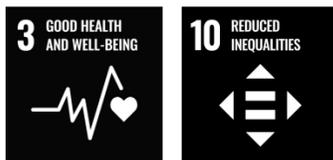


3 DHARRIWAA ELDERS GROUP



Based on the land of the Yuwaalaraay/Euahlayi peoples in Western NSW, the Dharriwaa Elders Group is an organisation that works to support Elders' wellbeing, protect Aboriginal cultural heritage and knowledge, and promote Aboriginal cultural values in the local community. In August 2021, nearby Walgett reported its first case of COVID-19, which presented a very worrying time for the community. Launching a campaign on crowdfunding site GiveNow, Dharriwaa Elders Group worked tirelessly to ensure vaccination hubs, accessible clinics and specialised healthcare could continue in the area, as well as providing rapid testing at home to reduce community transmission. Just as the pandemic continues to wreak havoc across the country and across the world, Dharriwaa Elders Group continues its vital work to keep local communities safe. You can support their important work by visiting → givenow.com.au/dharriwaaeldersgroupcovid

Targeted SDG's



4 DEADLY CONNECTIONS



At the forefront of the conversation for increased justice is the call for governments around Australia to 'Raise the Age' of children who can be arrested or locked up from (a very young) 10 to 14. Aboriginal and Torres Strait Islander children are disproportionately impacted by these laws, accounting for 65 percent of young people in prisons. A prominent voice in calling for Australia's age of criminal responsibility to be raised is Deadly Connections, a community-led and Sydney-based not-for-profit that works to dismantle systemic disadvantage and address the over-representation of Aboriginal people in the child protection and justice systems. Through community centred, culturally responsive and holistic projects, Deadly Connections develops stronger, safer communities. You can support their important work by visiting → deadlyconnections.org.au

Targeted SDG's



Yours – an update

In 2020, we put the wheels in motion to create a viable and accessible alternative to fringe and payday lenders so that fewer people are trapped in a downward debt spiral.

2021 has been a particularly challenging year for many, with the exacerbation of the coronavirus pandemic across Australia impeding on our ability to carry on with 'life as usual'. Despite the relatively unstable and rapidly changing face of our social and economic landscapes at the hands of the pandemic, we have been presented with a unique opportunity to further examine the existing shortcomings in our social and economic support systems. Not only with respect to previously identified issues (which inspired our soon-to-be-launched not-for-profit in the first place), but also in times such as now of increased strain, widespread crisis, and heightened vulnerability. Beyond this, the implementation (and in many cases the subsequent reversal) of a number of social support, welfare, and stimulus initiatives has demonstrated the immensely positive potential of increased support from both government and non-government entities in these areas.

Drawing now on almost two-years worth of pandemic response history, a number of key insights have emerged that are of particular interest to us. Perhaps the most important takeaway for us this year has been the evident benefit associated with increased social and economic support, not only to financially vulnerable groups, but to Australia at large. With these measures now winding down inequality levels are once again on the rise, and to levels seemingly worse than those pre-pandemic.

WHAT WE'RE WORKING TOWARDS

The pandemic and associated lockdowns caused a number of operational challenges and in effect prevented the anticipated launch of our pilot programs. As the situation continued to unfold, we resolved that the planned engagement with third party organisations should be limited in order to prevent unnecessary person-to-person contact, and so as not to impede on their standard operations at a time of increased reliance on them by their community.

Throughout 2021 we maintained our ACNC registration and DGR status and have accumulated further funding for the launch of our pilot programs. As we move into 2022 we plan on significantly ramping up our stakeholder engagement after using 2021 to reflect, analyse, research and examine, using these lessons to guide our path forward. Drawing on the vast wealth of experience, knowledge, and data that has been accumulated over the past 24-or-so months, we will further refine our approach to providing financial support in a more targeted and meaningful way.



SOCIAL IMPACT

Tackling gender inequality with Ladies Talk Money

The Ladies Talk Money platform celebrated its second birthday in 2021, and it has been remarkable to witness the incredible impact of this small but passionate community in the space of only 2 years.

Another collaboration, this time with the 'Fox' half of Fox & Hare, Ladies Talk Money is a free, online advocacy education platform taking bold action to tackle finance's sexist status quo...one conversation at a time.

From shattering glass ceilings for Marie Claire to interviews with prolific feminist author Jane Caro AM, unapologetic op-eds in Women's Agenda for (Un)Equal Pay Day and shooting money guns with Stella Insurance, the Ladies Talk Money community has gone from strength to strength in 2021, growing to over 2,500 and showing no signs of slowing down anytime soon.

11k
Page views

400
Email sign ups

www.ladiestalkmoney.com.au

LADIES\$ TALK MONEY

Content the community loved in 2021 –

- [How to master money in your 40's](#)
- [The Gender Pay Gap Survey](#)
- [Super 101 – Parts 1 + 2](#)
- [Part 3 – Women's Work](#)

5.7k
Website visits

What we did great:

- We managed to meet and slightly exceed our donation target of 5% of revenue (at 5.4%) while having higher operation costs due to growing our team (via equitable and transparent salaries for two new team members).
- In an ideal world, all lenders would be ethical, but for our clients who have no other choice than to use a less ethical lender, our profit for purpose model means that they can still make a positive impact with their loan.

What we're still working on:

- In regards to the launch of our not-for-profit Yours, getting started over the last 24 months has been incredibly difficult. However, we've used the time to reflect, research and seek input, and will be ramping up our stakeholder engagement for our pilot process to help people in the community access the finance they need in a dignified way.
- While we are endlessly proud of the conversations arising from and within the Ladies Talk Money community, the time and resources it takes to research and create multi-platform educational content that people can engage with can create significant extra work for our contributing team members. We're working hard on getting better at managing this extra work load.



FINANCE



"You open the front door to my apartment and you're suddenly in this vast space, which I love; I think it's the really high ceilings. Now that it's got my stuff in and my pictures on the walls, I'm really loving it, and I plan to put some skylights in on the north side to let more light in."

– Beatrix

"The Victorian Government ought to appropriately fund VALS as an essential service so that they are able to deliver their services across the whole state of Victoria. The cost of not investing in essential services such as VALS is likely to result in more Aboriginal deaths in custody."

– Christopher Harrison, Aboriginal Justice Caucus
Co-Chair for VALS



FOR GOOD

ENVIRONMENTAL

IMPACT

● 2021

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We take what Professor Sir Robert Watson said to heart: that financial institutions and services have a big role to play, in being proactive and becoming first movers to better the world. While the banks have a legal responsibility to pursue profit for their shareholders, this doesn't have to be at the expense of people or the planet.

We couldn't agree more. The time for us to retire this 'tunnel vision' pursuit of short-term profits, at the expense of our collective long-term environmental stability, has well and truly come. All our lives, quite literally, depend on it.

While our business itself has a relatively minor environmental footprint, our power to divert crucial funds away from those that are directly funding some of the worst climate offenders is considerable, and it's a challenge that we're embracing wholeheartedly. Similarly, through our commitment to putting 1% of revenue towards protecting our planet, we're helping to support and empower some of our country's most committed and fearless environmental organisations, fighting for a safe and secure future for us all.

Here's where the community focused its environmental impact efforts in 2021.



5 ENVIRONS KIMBERLEY



As the peak environmental NGO for the Kimberley region in far north-west Australia, Environs Kimberley is dedicated to looking after the health of the land and waters, and cultural heritage of the region through campaigns like ‘Ban Fracking in the Kimberley’ and ‘Protect the Fitzroy’. In 2021, they celebrated their 25th birthday, and it is this sustained advocacy that’s been critical in keeping destructive environmental practices at bay; preserving the diverse, unique, and pristine region of the Kimberley, and its rich cultural heritage including Australia’s oldest known rock art. You can support their important work by visiting → environskimberley.org.au

Targeted SDG's



6 LOCK THE GATE



It’s news to no one that mining and gas companies frequently break environmental protection laws, with little to no repercussions or accountability. To put an end to that, Lock the Gate Alliance is a grassroots organisation formed in 2010 and made up of over 450 local groups and 120,000 supporters, concerned about the impact of coal mining, coal seam gas (CSG) and fracking. Instrumental in advocating against the release of lands in the historic Rylstone district, earmarked for new coal exploration and mining, we shudder to think about the state of our land Australia-wide if it wasn’t for the tireless advocacy and campaigning of grassroots organisations like Lock the Gate Alliance. You can support their important work by visiting → lockthegate.org.au

Targeted SDG's



7 FIRESTICKS



Firesticks Alliance Indigenous Corporation is an Indigenous-led organisation that aims to re-invigorate the use of cultural burning and land management. Striving to empower Aboriginal and non-Aboriginal communities to work together towards healthy, functional and resilient landscapes, Firesticks Alliance builds on traditional knowledge while making use of new technologies. In the wake of the devastating 2020 bushfires, Pure Community donated to Firesticks, so they could continue to provide Indigenous leadership, advocacy and action to protect Country through cultural fire and land management practices. In the past year, this incredible organisation has delivered mentoring and training programs across Tasmania, Victoria, NSW, and Queensland, continuing to work with Indigenous communities in the National Indigenous Fire Network as well as wider Australian communities. You can support their important work by visiting → firesticks.org.au

Targeted SDG's



8 SAVE THE BEES



As one of the most significant pollinator species in the world, bees are fundamental to maintaining widespread environmental health, as well as playing a crucial role in supporting our food systems and the planet as we know it. Things certainly haven't been looking great for bees in recent years, but thankfully, social enterprise [Save the Bees Australia](https://www.savethebeesaustralia.com) has been galvanising like-minded people since its inception in 2014. This community has been so effective in its advocacy that we have seen [imported honey removed from Australian supermarket shelves](#) and [pesticides removed from sale](#). Also providing educational information and tips to help us all become better allies for our honey making friends, you can support their important work by visiting → beethecure.com.au

Targeted SDG's



An update on our partnership with 1% for the Planet

Pure Finance has been a proud member of [1% for the planet](#) – a global movement inspiring businesses and individuals to make simple, effective and accessible commitments to taking care of the earth – for 2 years.

When seeking to renew our accreditation, we discovered that we would be unable to qualify for financial year 2021, despite meeting the donation figure requirements. This is the result of us inadvertently donating to organisations that haven't yet made it onto their list of approved recipients.

While we fully support the 1% for the Planet movement, and are grateful for our past membership, the provision of financial support to grassroots, or smaller, less well known organisations is a cornerstone of our donation model.

We will of course continue with our commitment of donating 1% of revenue to environmentally focused organisations, 'for the planet', and will share these receipts on our website for transparency.



Being climate positive with Chooose

We've been on a carbon positive plan with Chooose since 2019 and during that time, have been offsetting our team's carbon footprints by funding carefully selected clean energy projects and removing carbon credits from climate offenders.

We know that climate compensation isn't perfect and that offsetting should only be seen as part of the solution. An avoided emission is always better than a compensated one. However, we use our Chooose subscription to help us offset our team's unavoidable emissions and have the benefit of ensuring that the projects we're helping to fund are certified by some of the most environmentally and socially robust and demanding carbon certification standards via the Chooose platform.

CHOOOSE

Since 2019 we've offset the equivalent of _

232.73 tonnes of CO₂e

107,348 litres of petrol consumed

550k avocados

What we did great:

- We supported four incredible organisations, including grassroots organisations, whose smaller voices (yet big causes) we helped amplify.

What we're still working on:

- For full transparency over our donation commitments, we will begin uploading all donation receipts to our website.
- While we know carbon offsetting isn't a complete solution for climate action, as a small and predominantly digital business, there aren't a lot of ways we're aware of to create a positive impact. It's an ongoing commitment of ours to review our supply chain to ensure we're reducing our carbon footprint in this way, as much as possible.



COMMUNITY

IMPACT

● 2021

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There's a reason why community is one of our core values. Without you, our community, there is no us. We are committed to doing everything we can to foster an inclusive community, one that we ourselves are empathetic members of.

We know that it's an easy thing to say. But we hope by now we've proved to you that everything we do is about community, because we are you too.

A big part of why we exist is to create the kind of finance company that we would want to work with ourselves, or be proud to support. It is our community that gives consequence to our work and, in turn, influences the decisions we make as a business, and as people. Part of that is the positive impact we aim to create in the community, and here's how it looked in 2021.





Azra + Chris

A new home among the gum trees.

[Read the full story here ↗](#)

Recognise that face? This year, our very own Company Coordinator, Azra, along with her new husband Chris, bought their first-ever home on Wiradjuri Land in Orange in regional New South Wales. A charming 3 bedroom home with a big backyard for their dream veggie patch, Azra and Chris took advantage of the first home buyer schemes available and, with help from their parents, made the increasingly popular regional tree change to purchase their first ever home.



Valentinas

A Sydney spin on the American diner, serving comfort food all day long.

[Read the full story here ↗](#)

Opening its doors in 2021, Valentinas is Sydney's latest and greatest all-day diner, serving up the comfort food of your dreams, with a fit out to match. We sat down with owners, Elise and Scott, to learn more about their brand new venture, as well as their journey to building some of Sydney's most beloved hospitality venues.



Lizzy

Building a dream family home on the picturesque WA coast.

[Read the full story here ↗](#)

Talk about having our dream job, Lizzy is a small business owner and marketing specialist in the beautiful Margaret River region's tourism and wine industry in WA. But when COVID hit and her industry ground to a halt almost overnight, it was hard to imagine if she and her family would ever manage to move into the home they were building themselves, just 300 metres from the beach on Wadandi Country in Dunsborough, WA.



Beatrix

A first home in an old chocolate factory.

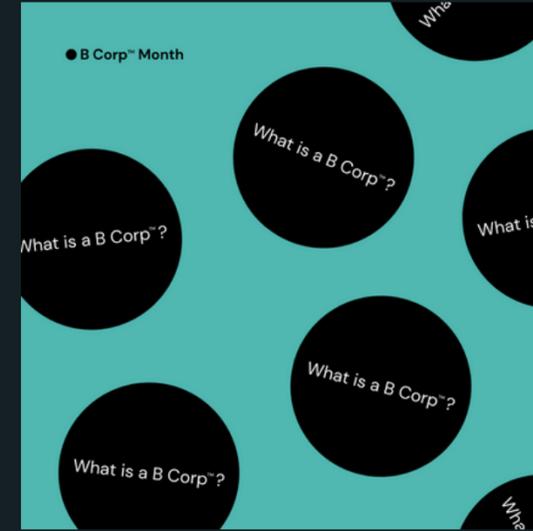
[Read the full story here ↗](#)

After spending the last eight years living in “vibrant, busy, cultural” London, Beatrix was ready to return to Sydney and put down roots. Part of the team at a strategic design agency, she was passionate about aligning her loan with her ethics and values, and is now the proud owner of a unique converted warehouse apartment on Gadigal land in Stanmore, NSW. Now all she needs is the perfect housemate – a Siamese foster cat.

Celebrating our first B Corp™ Month

Among incredibly esteemed company, we were so excited to celebrate our very first B Corp month in 2021, and we created a series of educational and inspiring content to mark the occasion.

Click on a post to learn more ↴



Wine + Wisdom

We only managed to host one of our beloved Wine + Wisdom events in 2020 and while we had hoped 2021 would be different, alas, COVID had other plans (well, much of its same plans, really).

In collaboration with our good finance and vino-loving friends at Fox & Hare, we managed to hold two events at our favourite wine bar, Wyno x Bodega. Here's hoping 2022 has plenty more Wine + Wisdom in store for us all.

What is Wine + Wisdom? _

Our famous 'Wine + Wisdom' free event series provides an opportunity for anyone in the community to participate in an engaging, approachable (and delicious) discussion about personal finance, matched with amazing food and wine.

COMMUNITY IMPACT



Wine + Wisdom, Series 1 • 2021



Wine + Wisdom, Series 1 • 2021



Wine + Wisdom, Series 1 • 2021

COMMUNITY IMPACT



Wine + Wisdom, Series 2 • 2021



Wine + Wisdom, Series 2 • 2021



Wine + Wisdom, Series 2 • 2021

Marketing, communications and online community

We put a lot of time, energy and heart into creating the kind of content that we think will actually be of service to our community – and 2021 was no exception.

Here are the pieces our community loved the most →

Click on a post to learn more ↴

[2021: Another year making finance a force for good, together ↗](#)

[How to buy a property: in 7 easy steps ↗](#)

[10 tips for buying property in a hot market ↗](#)

[Tips for the spring property buying season ↗](#)

[Some interest rate real talk ↗](#)

[First home buyer grants and schemes ↗](#)

What we did great:

- More people in our community were wanting to include ethical lenders in their home loan options in 2021, and it was music to our ears. We were there to guide them through the process, helping them to make informed and conscious decisions
- While we only managed to hold two Wine + Wisdom events, boy did they pack a punch! A number of attendees became more familiar with the home buying journey, including understanding the range of different finance options that are available, and subsequently went on to purchase their first homes. (Yay!)
- We created a considerable amount of values-driven content this year, which was used to great effect by the community. Particularly our 'Interest Rate Real Talk' and our 'Spring Buying Content' which helped people to navigate two very tricky areas of the property buying journey



What we're still working on:

- One of our favourite parts of the job is being part of, and being able to share, our community stories. Creating the shareable version of these stories (i.e. what you see on our website and in this report) takes quite a lot of time and work (we even take our own photos!), and so we don't always get to share as many as we'd like. We'll be hoping to encourage more of our community members to share a little about their home buying journey in the year ahead
- We were thrilled to celebrate our first B Corp month in 2021, and as outlined in this report, we're hoping to take a much more active role in sharing our B Corp journey with others in our industry, in the hopes that they too will adopt the model. Starting with our B Corp month celebrations in 2022

THANK YOU

From all of us, thank you for making finance a force for good.

Thank you for reading this report and for believing, as we do, in our collective power to catalyse meaningful change by putting our money where our values are.

Thank you for choosing to work with us and, in turn, enabling us to contribute \$49,723 to social and environmental causes in a year when many needed it the most.

Thank you for being open, of both minds and hearts, to a new way of working with a finance company, and for bravely abandoning the 'business as usual' status quo.

Thank you for recognising that it is imperative for finance companies like us to put people and the planet before profits.

We hope that, in some small way, you can take a moment and feel proud of your contribution to making finance a force for good.



Azra Nurkic
Company Coordinator



Brendan Dixon
Managing Director



Sebastien Miller
Finance + Pure Community Manager



Charlie Webber
Client + Loan Manager



Catherine Dixon
Client + Loan Manager



Chandel Brandimarti
Strategy + Marketing

SOME EXTRA SPECIAL THANKS

To honorary team member Carmen of [CARMEN GET IT!](#) – for always keeping us on message and on purpose and for fighting the good fight for a better world. Thanks to you, finance has never sounded so good.

To the team at [Fox & Hare](#), our long-time collaborators who share our vision for a radically different financial system and who help many in our community to achieve some of their other financial goals in a way that empowers and supports them.

To Kellie and the team at [Scoutable](#) for going above and beyond for so many of our clients, and truly understanding what it means to be an ‘advocate’ for home buyers.

To [Paul Turner](#) for his refreshing, no-nonsense approach to property law and for helping to keep a sometimes stressful process as calm as possible – he’s not *just* a conveyancer, people!

To the team at [Sample Coffee](#) who provide us with our very important daily coffees, and our even more important daily laughs.

To the teams at both [WyNo X Bodega](#) and the [Porteño group](#) for letting us take over their fabulous venues, and prove that talking about finance can actually be fun! (especially when you pair it with excellent wine.)

HOLT & HART

● Pure Finance

Finance that's better for you, better for
the community and better for the world.
#financeforgood

GET IN TOUCH

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