



OUR IMPACT

WE ARE KIN

Kin is a quiet disruptor in the recruitment space. We offer our clients high touch, thoroughly human recruitment expertise at a price point that isn't eye watering. For job seekers we provide a place to be seen, heard, and valued. Our team are driven to support clients to grow incredible businesses, and to support job seekers to find their new place to belong.



WHAT MATTERS TO US

We believe in being a business as a force for good. By embracing B Corp principals, we strive to play our part in responsibly contributing to the world of work in a way that is kind to the planet and those living on it.



OUR VALUES

WE CARE

We lead with purpose, heart and humanity.

WE KNOW OUR STUFF

When you work with one of us, you work with all of us.

WE ARE REAL

Real partnerships, real connections, real results.

WE ARE CURIOUS

We question the status quo to understand what else is possible.



OUR BCORP JOURNEY

In April 2022, Kin was proud to become a B Corp Certified organisation. B Corps are committed to balancing profit and purpose and meet the highest standards of social and environmental performance, transparency and accountability.



ĀKINA IMPACT SUPPLIER

In 2023, Kin certified as an Ākina Foundation Impact Supplier. We're proud to be part of a growing community of organisations that deliver a range of social, environmental, and cultural outcomes through selling their products or services. Being part of the Ākina Impact Directory makes it easy for values aligned organisations to do business with us.



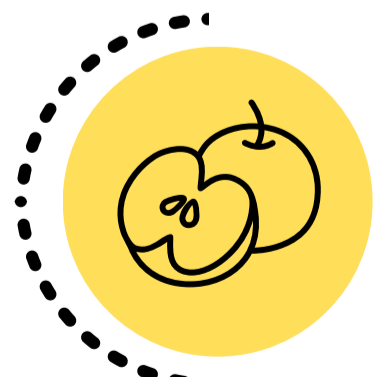
B1G1 IMPACTS

As part of our commitment to being a business that makes an impact, we partner with B1G1 Business for Good. Each month we link simple business milestones to causes that matter both locally and internationally.



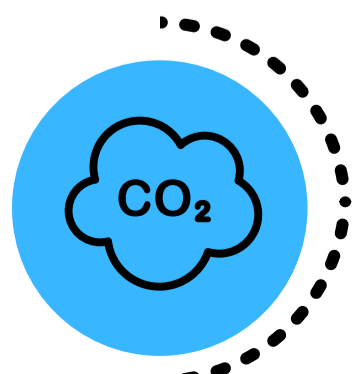
GARDEN TO TABLE

More locally, for each new client referral received, we give to Garden to Table. We gain a deep sense of fulfilment in the knowledge that our everyday actions at work are helping those in need.



CARBON TRAIL

We measure and monitor our emissions via fellow B Corp Carbon Trail Reporting. Our carbon intensity is lower than industry average and we have great plans to do even better.



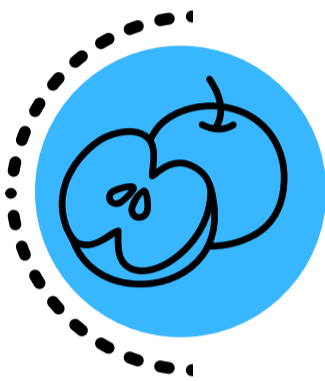
IMPACT REPORT 2023-2024

BIG1

BUSINESS FOR GOOD

134,359 total impacts across our chosen causes:

- sexual exploitation prevention workshops for children in Colombia
- planting trees for income generation and nutrition in Kenya
- financial support for female entrepreneurs in Zambia
- education against trafficking for families in India
- the essentials of shelter for those impacted globally



GARDEN TO TABLE

- **\$2400** donated for client referrals
- Raising brand awareness through social media posts and client and candidate communications
- Providing meeting room space
- **\$400** worth of tech and tools provided
- **73** hours Pro bono consulting time

NFP / PURPOSE LED CLIENTS

34%



RECRUITMENT

\$815,236 saved in recruitment spend for our clients using the Kin unique pricing model versus traditional fee on placement.*

*this calculation is based on using average percentage placement fee of 15%

ADVOCACY

6 hours pro bono time spent preparing and speaking to groups of women on:

- navigating the employment market
- uplifting women in tech

3 hours supporting with CV reviews for people affected by redundancy.



CLIENT IMPACT

CEO Clare Foundation - Alice Montague

"They are a delight to work with, calm, organised, professional, fun and they ensure the candidates always have a positive experience. They are great communicators, have a flexible approach and always deliver".

CEO Manaaki Tāngata Victim Support - James McCulloch

"It feels like a worry immediately lifts, and feels the opposite of working with most 'recruitment' companies. Kin listen- I mean really listen- and because of that, trust and collaboration establishes super fast".

CEO Garden To Table Trust - Ani Brunet

Kin illustrates that this is a team that live their values. I always feel energised, inspired, and more confident to take the next step towards what I am trying to achieve - Ngā mihi Kin! On behalf of Garden to Table Trust - I'm grateful and inspired to be partnering with your team of talented, and passionate wāhine toa".