



IMPACT SUMMARY

\$3,000 IN RECURRING ANNUAL DONATIONS

Yerba Madre is a purpose-driven organic beverage company that regenerates ecosystems and empowers communities through its impact business model.

Dedicated to using every resource possible to create positive environmental and social impact, Yerba Madre engaged PIE to explore optimization of their operational expenses to generate donations to important causes without increasing costs



APPROACH

In Q1 of 2024, the Yerba Madre IT department shared their upcoming 2024 technology renewals with the PIE team after a short discovery call. The security service with SentinelOne was set to renew in September. PIE suggested focusing on this as their first purpose-powered technology service.

Yerba Madre had discounted pricing from a leading reseller in place for that renewal. Yerba Madre shared the quote with the PIE team. PIE presented a "Purpose-Powered Quote" that matched the price *and* created a \$3,000 annual donation to *the TreePeople*

RESULTS

PIE renewed SentinelOne in September 2024 with zero disruption to workflows. Once the \$3,000 invoice was paid, the funds were redirected through Yerba Madre to create meaningful impact.

That \$3,000 is now supporting TreePeople's mission to plant native trees, restore urban forests, and empower youth through environmental education in Southern California—all from a routine IT expense.



"Thanks to PIE, we've learned how to make our technology expenses work in favor of our nonprofit partners. Without increasing costs or complicating our operations, we've unlocked real impact metrics worthy of celebrating. PIE's procurement model is revolutionary, and I encourage every impact leader to explore it"

Andrew Becker, SVP, People and Technology