

# 2026

## Corona Insights Annual Report



**CORONA  
INSIGHTS**  
bright thinking. brilliant guidance



# ABOUT CORONA INSIGHTS

Corona Insights was founded in 1999 by Kevin Raines and joined shortly thereafter by Karla Raines. The two helmed the firm for its first two decades, transferring ownership to four longtime employees in 2023.

Their vision for the firm and their approach to customer service is core to who we are today. Kevin – our Rock of Gibraltar and a model of unflinching optimism, curiosity, and ingenuity – deeply shaped our customer-first ethos and our commitment to quality and integrity above all else. Karla – our force of nature, with her energy, passion, and foresight – instilled a drive in us to continually improve, innovate, and lead the development of best practices in our fields.

Our mission is to **illuminate pathways to greater impact**. How we help our clients create greater impact for their own missions is different for everyone. Sometimes it's conducting original research, sometimes it's helping them make sense of existing data, and sometimes it's providing consulting on evaluation, strategy, and more.

Thanks to our staff, partners, and the clients who place their trust in us, Corona Insights continues to strive to deliver rigorous research and useful insights with the best client service possible.

As you will see in this report, our work is making an impact, and we continue to invest in our team and community.

*This report reflects our commitment to transparency about our firm. This report covers January through December 2025 and was written by Corona Insights' Principals and co-owners.*

# INTRODUCTION

Corona Insights is 100% owned by our four Principals. They serve as our board and are involved in day-to-day operations of the firm.



David Kennedy



Beth Mulligan, PhD



Matt Bruce



Kate Darwent, PhD

In 2025, Corona Insights became a public benefit corporation. While we remain a for-profit corporation under Colorado law, being a public benefit corporation means we are also committed to producing a public benefit (or benefits) and to operating in a responsible and sustainable manner. While we already met the intent of a public benefit corporation, formally becoming one further instills our commitment to our community.

There are no direct financial benefits to becoming a public benefit corporation. It does commit us to increased transparency. This report is one step in that direction.

## Our Public Benefit...

is to support nonprofits, governments, and socially responsible companies in fulfilling their missions by measuring and clarifying the unique value provided to the communities they serve and revealing a pathway to greater impact. To achieve this public benefit, our company will:

- Provide critical insights to support decision making by Corona's clients
- Capture relevant community voices
- Encourage employee participation in communities served through the use of paid volunteer time, and through additional pro bono services

# A YEAR IN NUMBERS

## THE COMPANY

**26** years in business

**71** completed engagements in 2025

## THE COMMUNITY

**361** volunteer hours

**3** boards served by staff

**100** % of staff volunteer participation

## THE STAFF

**11** full time employees

**6** years of median tenure

**4** states with staff presence

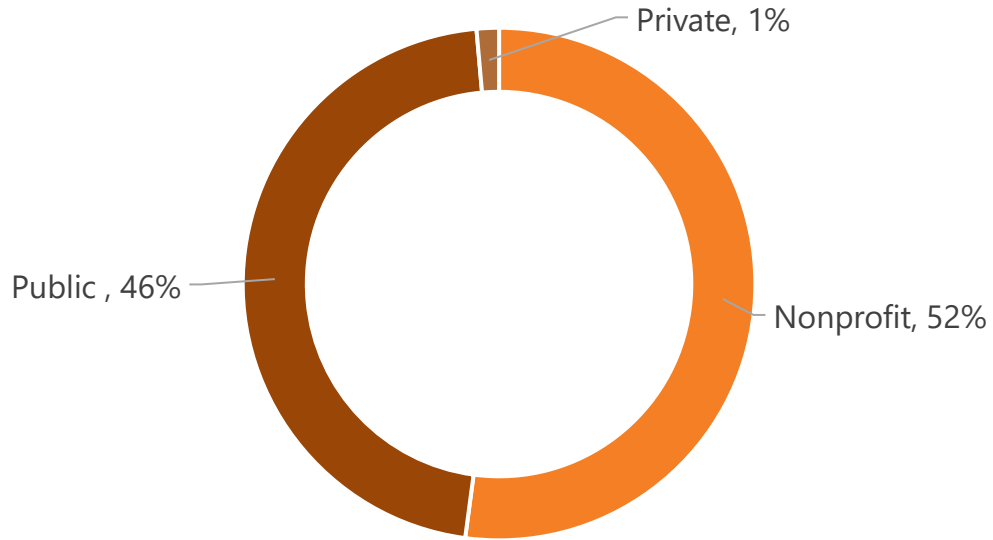
**25-62**  
staff age range



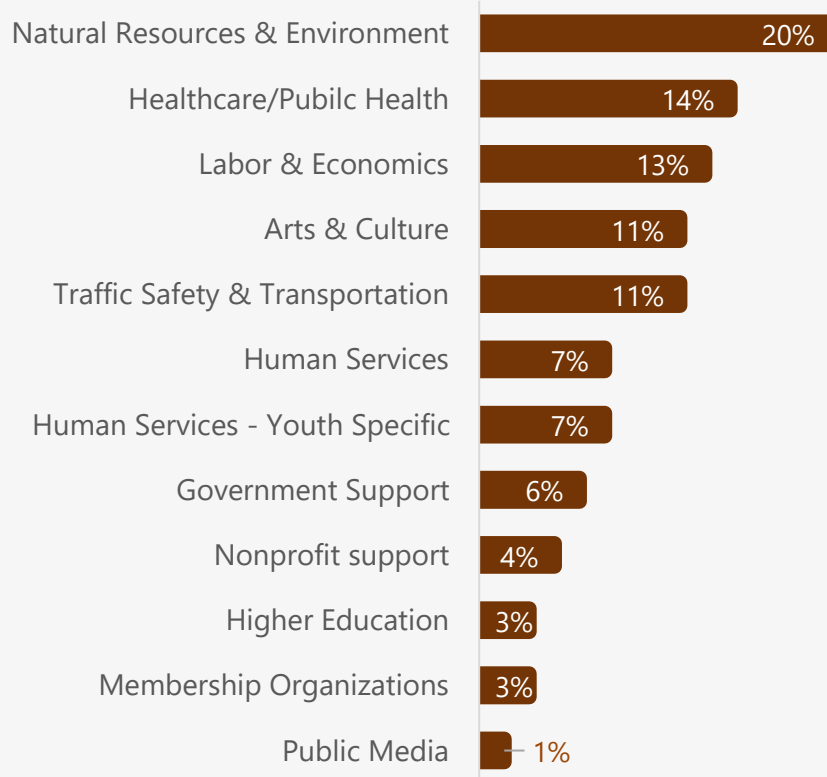
Photo: Corona company retreat at a local escape room

# CLIENTS SERVED

## Sector



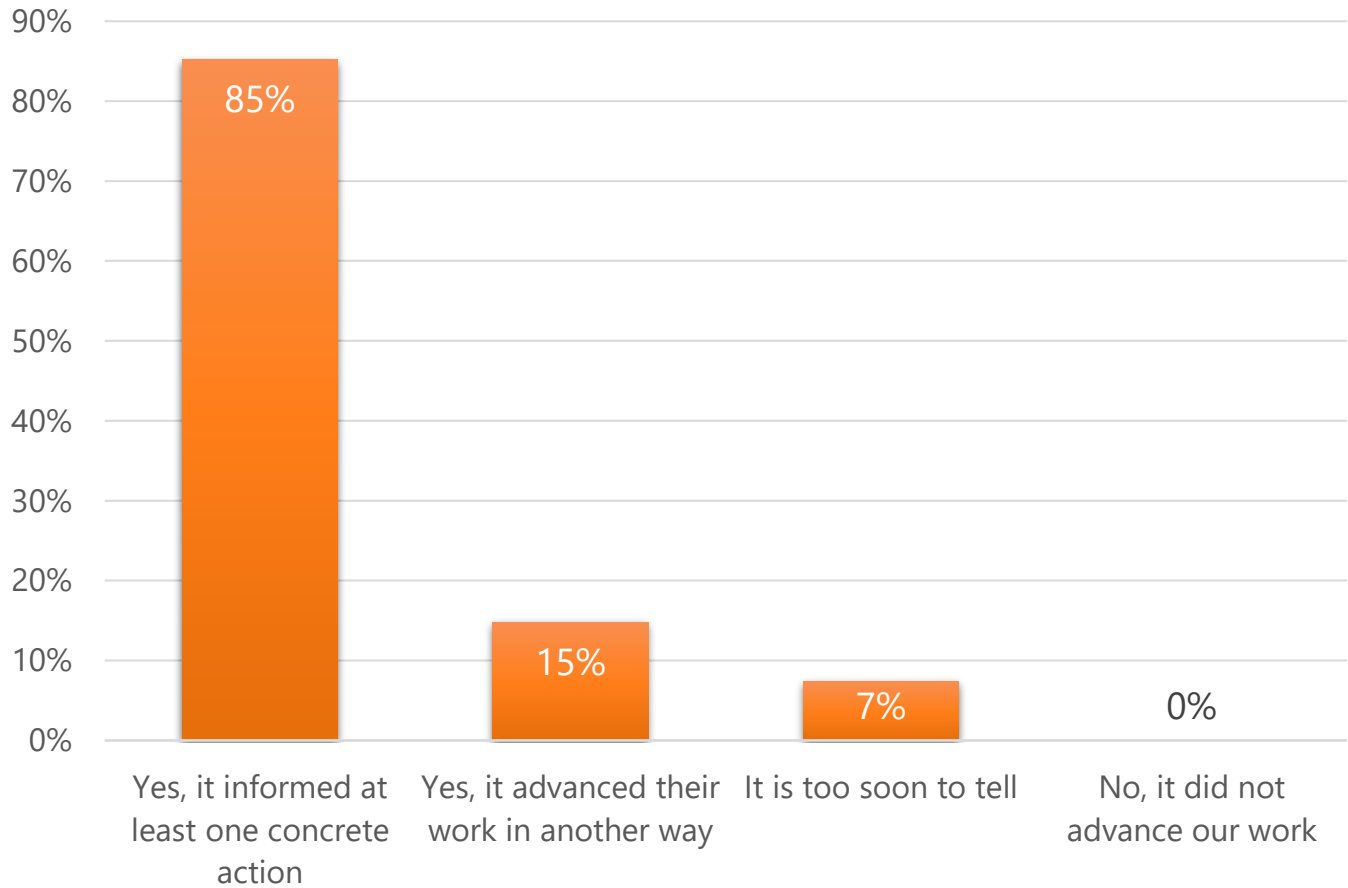
## Project Focus Area



Data based on completed projects in 2025.

# CLIENT OUTCOMES

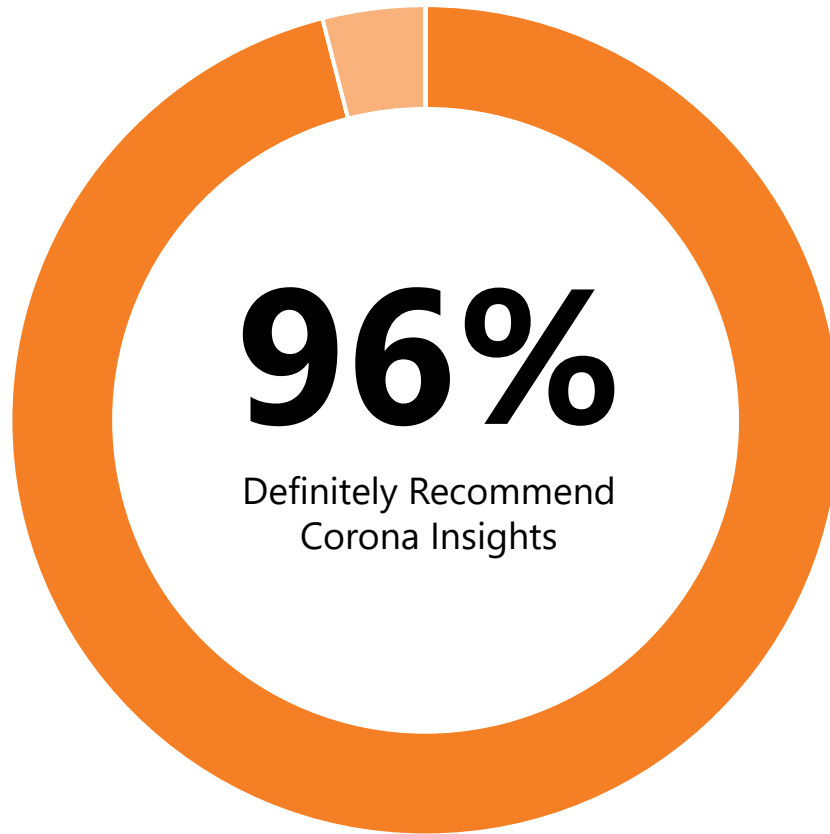
Did engaging Corona advance our client's work?



Based on a survey of Corona's 2025 clients. Respondents could choose more than one response.

# CLIENT SATISFACTION

Customer satisfaction from survey



*4% would "probably" recommend and no client said they were unsure or would not recommend.*



Always professional, insightful and gives data driven feedback to help drive a results driven outcome.



Expertise, flexibility, good humor, and a supportive client experience

Based on a survey of Corona's 2025 clients.



This is our first year of annual reporting. In future years we will look for ways to further evolve this report, possibly including tracking results over time or providing additional metrics on our impact, including our environmental impact.

From all of us at Corona Insights, thank you to the clients, communities, and many others who put their trust in our team.