



# Impact Report 2023

Certified



Corporation

This company is committed to  
accountability, transparency,  
and continuous improvement.





**REAL Fundraisers stand up  
for what they believe in.**

Putting people before  
profit, Using Business as  
a force for good.



# Foreword



**Lewis Honey**

Managing Director, REAL Fundraising

2023 at REAL Fundraising has been a year of significant progress and positive change. This impact report highlights key developments in employee benefits, workplace policies, and environmental sustainability. Additionally, 2023 has been our most impactful year for our clients, as we have recruited more F2F donors for these inspirational causes than ever before. This demonstrates that business for good and success truly go hand in hand.

We have introduced Life Insurance, Income Protection, and Critical Illness Cover to be available to all staff alongside our sector-leading Menopause and Menstrual Leave Policy. This policy includes: flexible working arrangements, access to support, and workplace adjustments.

Our commitment to environmental sustainability led us to conduct the most thorough assessment of our carbon footprint to date through whole of Scope 3, this year, we extended our assessment to include the grey fleet(cars) used by our subcontractors. The key findings from this assessment included increased carbon emissions (36 tonnes of compared to 2022), this resulted in CO2 production/ donor being 2.16kg/donor.

REAL Fundraising's initiatives in 2023 have marked a significant step forward in enhancing employee benefits, creating an inclusive workplace, and advancing our environmental sustainability efforts.



# Foreword



**Lewis Honey**

Managing Director, REAL Fundraising

REAL Fundraising staff completed more than 160 volunteering hours to community causes which were fully paid for by the company.

We raised over £14,918,364.00 in donations for our charity partners over the projected lifetime of the donors we recruited and we remain committed to continuous improvement and ROI uplift.

As we move into 2024, our goals include:

- Expanding our employee benefits packages with private health care;
- More volunteering days
- Rewards for keeping fit via the YuLife.
- Enhanced workplace policies to support a diversity & inclusion
- Continue to measure, reduce and offset our carbon footprint
- new environmentally conscious initiatives

REAL Fundraising has once again demonstrated this year how it is making a positive impact with our staff, the community, our clients and the environment.

Thank you to all our employees, subcontracting partners & workers for their unwavering activism, and our charity clients for their contributions and support to making 2023 a significantly impactful year. Your commitment to use business as a force for good has meant that we have been able to donate £46,400 through the REAL Ethical Fund to causes in need making it our largest ever donation as a % of pre tax profit at 118%.

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# Our B Corp Story

Early 2018



"This is exactly what we have always been looking for"  
- James Davis

Late 2018  
Certification



Certified with a score of 112.7

There were less than 300 B Corps in the UK at the time.

The average Assessment score is 50.6

2019 BFTW  
Customers



Honoree in the BFTW Customers category ranking us in the top 5% for the score achieved in the customers section of the Impact Assessment

2020  
C\*VID  
We leaned in

We looked at every aspect of the business and began implementing marginal gains utilising the BIA.

Late 2021  
Recertification  
Began

Began recertification on the new Business Impact Assessment linked to the SDG.

Jan 2022  
Recertified



159.6 The UK's 2nd Highest B Corp.

Awarded BFTW in 2 Categories.

Sept 2024  
Recertification  
begins

Aiming to recertify for 2025 with a new highest score.

- 159.6 Overall B ImpactScore
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses



REAL Fundraising score  
159.6 ranking them 2nd in  
the UK as of May 2022



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**Governance** - Our Transparency, Mission Lock & legal commitment to balance profit with, planet, people & purpose.



**Workers** - Diversity, % Employees on Living Wage, High to Low Salary Ratio, Staff Benfits, Maternity, IVF, Pregnancy loss Policies, Employee NPS & Satisfaction Surveys



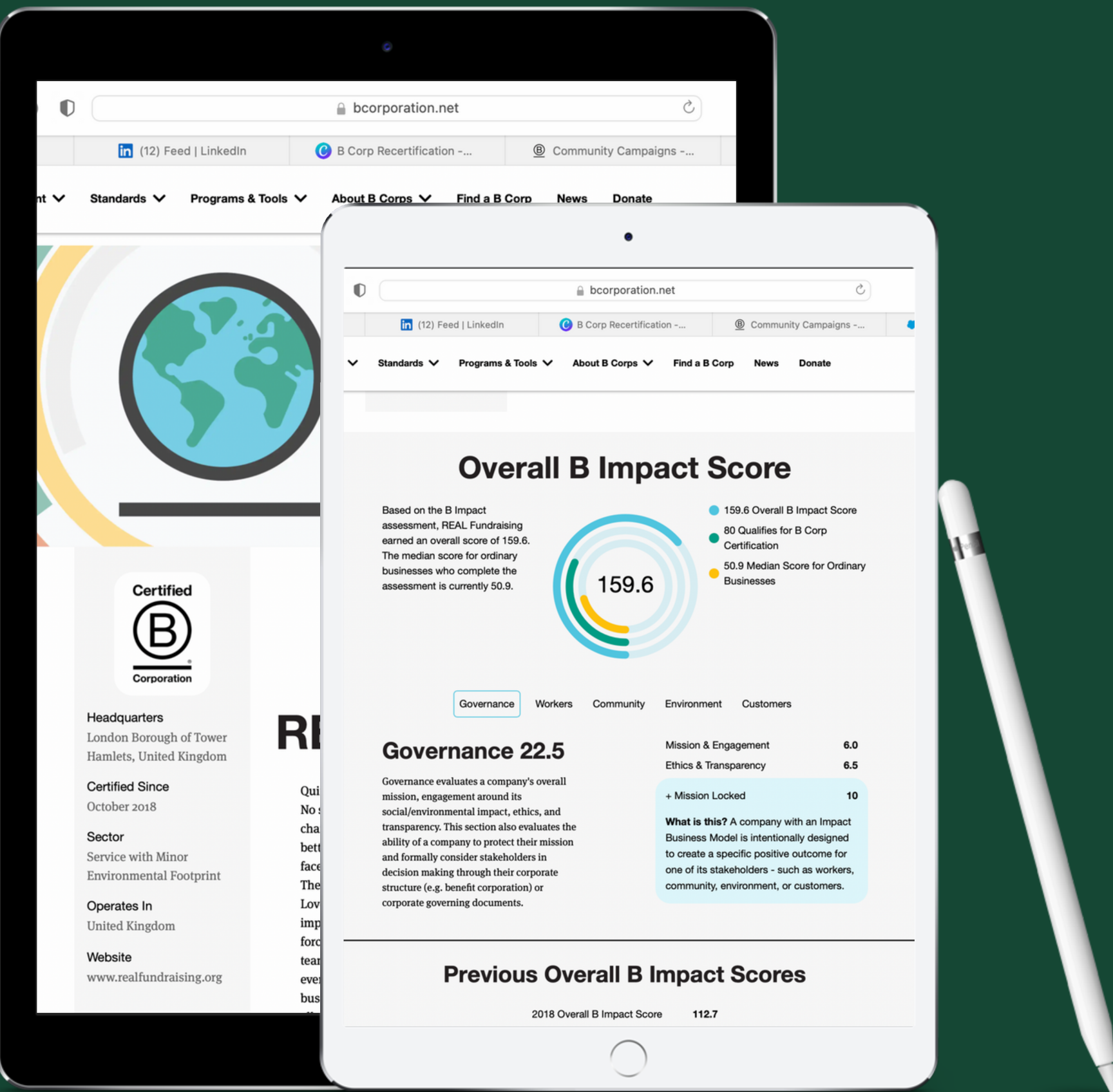
**Community** - Commitment to donate 20% of profits, Inclusive hiring practices, Diverse representation within the business, REAL Activism (Volunteering) scheme.



**Environment** - Measurement of CO2 including scope 3 emissions, being Carbon Neutral, Hybrid car fleet growth, our use of renewable energy.



**Customers** - Support for underserved populations, Impact pricing model for small charities, generating revenue for "in need" populations.



# Financial Overview

|   |             |
|---|-------------|
| Turnover  | £6,670,629  |
| Pre Tax Profit/loss                                       | £39,197     |
| Pre tax profit margin                                     | 0.59%       |
| Company contributions to REF                              | £46,400     |
| Donations to REF as a % Turnover                          | 0.69%       |
| <b>Company Donations to REF as<br/>a % pre-tax Profit</b> | <b>118%</b> |



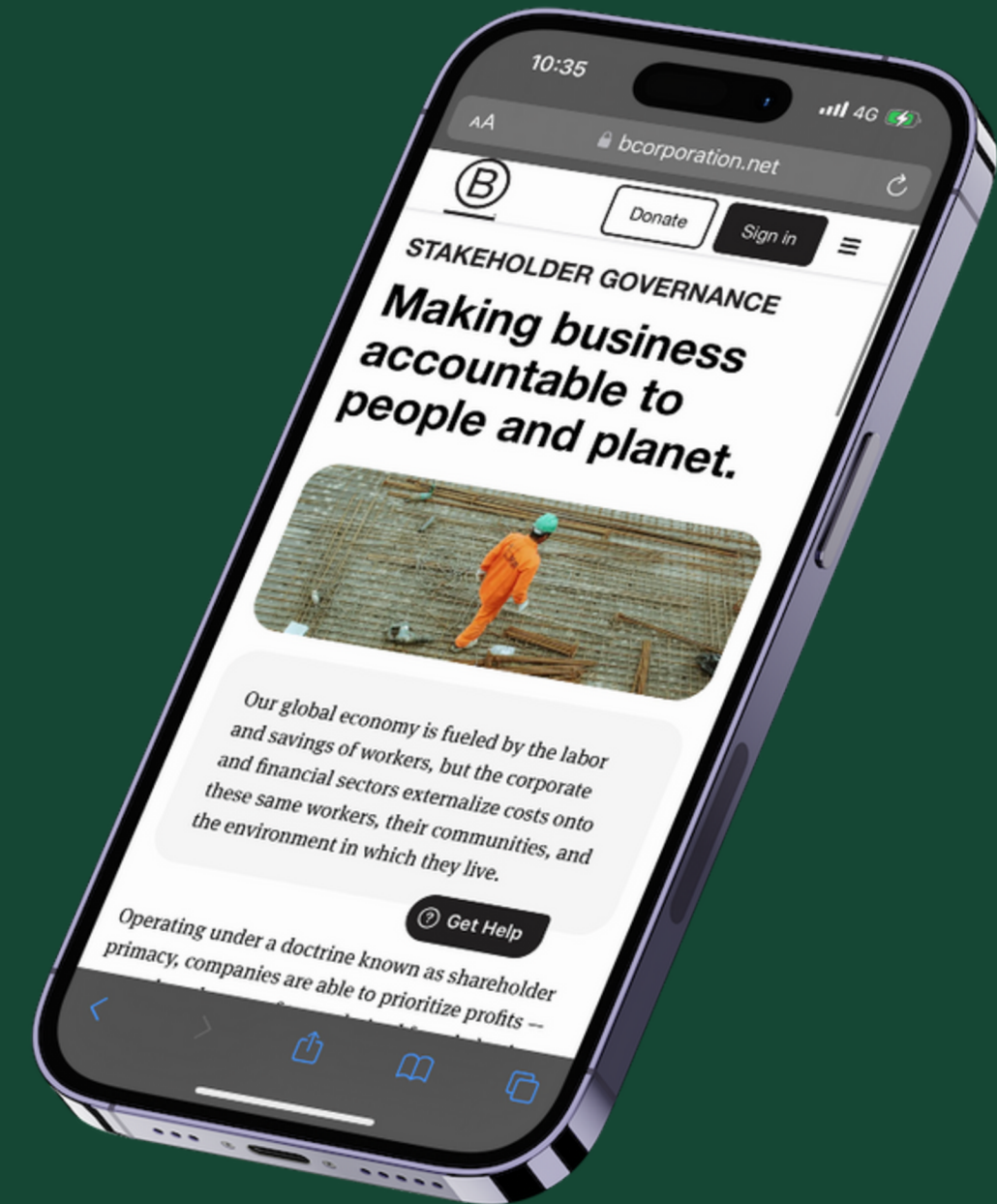
# Governance

We have adopted a legal framework that commits us to balance profit with purpose.

We are also committed to the Better Business act.






**Proud to support the  
Better Business Act**

better business  
act





## What we said we would do in 2023

-  **Governance** - Formalise the REAL Ethical Fund into a foundation. We did not achieve this but is near to completion in 2024.
-  **Workers** - Rollout a new life insurance, income protection & critical illness package to all REAL employees. Launch Bippit financial advice for all workers. Launch Matter Rewards for ALL workers. Announce our Menopause & Menstruation Policy.
-  **Community** - Amended the R.E.F. constitution to support local causes only with less than £5m income.
-  **Environment** - 100% Hybrid or Electric fleet including our 2 delivery vans.
-  **Customers** - Launched the REAL Guarantee for attrition for all new clients

## What we plan for 2024

- Governance** - Launch the REAL ethical Fund Foundation.
- Workers** - Launch Private Health Insurance with BUPA for all employees. YULife membership to encourage healthy living for all employees.
- Community** - Bring more activism days to the community than 2023 and involve partners further.
- Environment** - Grow the REAL Forest to over 5000 trees.
- Customers** - Support more charities in a year than ever before with their F2F campaigns.

# REAL Ethical Fund

REF was created to donate funds to charities that help underserved communities both locally and internationally. Employees can donate 10% of their bonuses to the fund and REAL donates a minimum of 20% of Pre Tax profits. In 2023 REAL Donated 118% of pre tax profits.

REF allocations are decided on by our REAL Ethical Group (REG).

Our top funding allocations can be found on the right, the full 2022 funding portfolio can be viewed [here](#) or scan the QR code.



| Charity                  | Donation  |
|--------------------------|-----------|
| 14TH HOVE SCOUT GROUP    | £2,572.50 |
| DIVERSITY UK             | £2,572.50 |
| MANY TEARS RESCUE        | £2,572.50 |
| UNITED BORDERS           | £2,100.00 |
| FRIEND COUNSELLING       | £1,715.00 |
| REHABILITATION SER       | £1,715.00 |
| CHILDREN'S AIR AMBULANCE | £1,000.00 |
| FOODCYCLE                | £1,000.00 |



# Activism Days

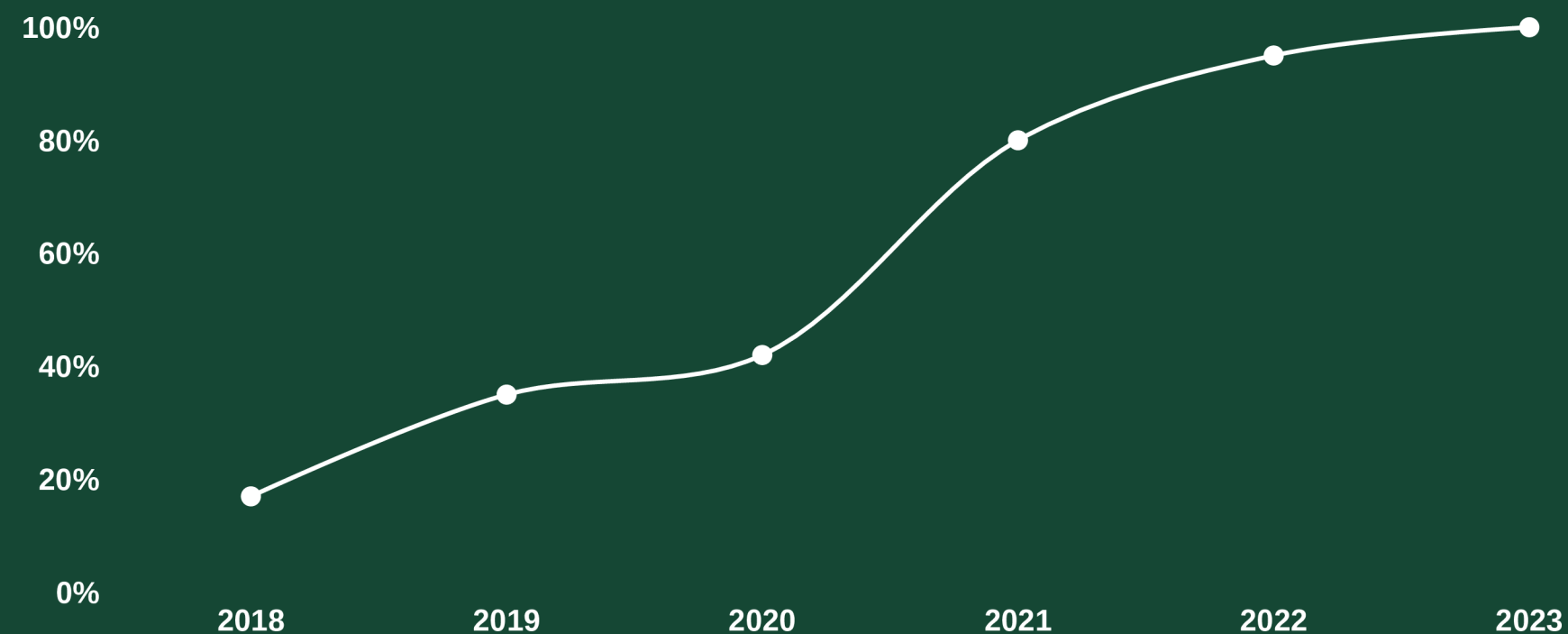
in 2023 304  
hours were given  
to the community





# Environmental Impact - Cars

As of December 2023 **100%** of the REAL fleet of cars was either electric or hybrid.



That's a **488%** growth in Hybrid Vehicles since 2018!



# Environmental Impact - Energy

54.45% of all energy used by REAL Fundraising's Office is Renewable



**This is up  
from 35% in  
2021 🙌🙌**



# Environmental Impact



**The emissions we create to run our offices.**

 **3.26t (Up 0.1t on '22)**



**The emissions that were created from the electricity we use including all IT & iPad's charged in the field.**

 **2.81t (Down 0.1t on '22)**



**The emissions from recruiting the donors we recruit. Rail, hybrid cars, clothing & materials.**

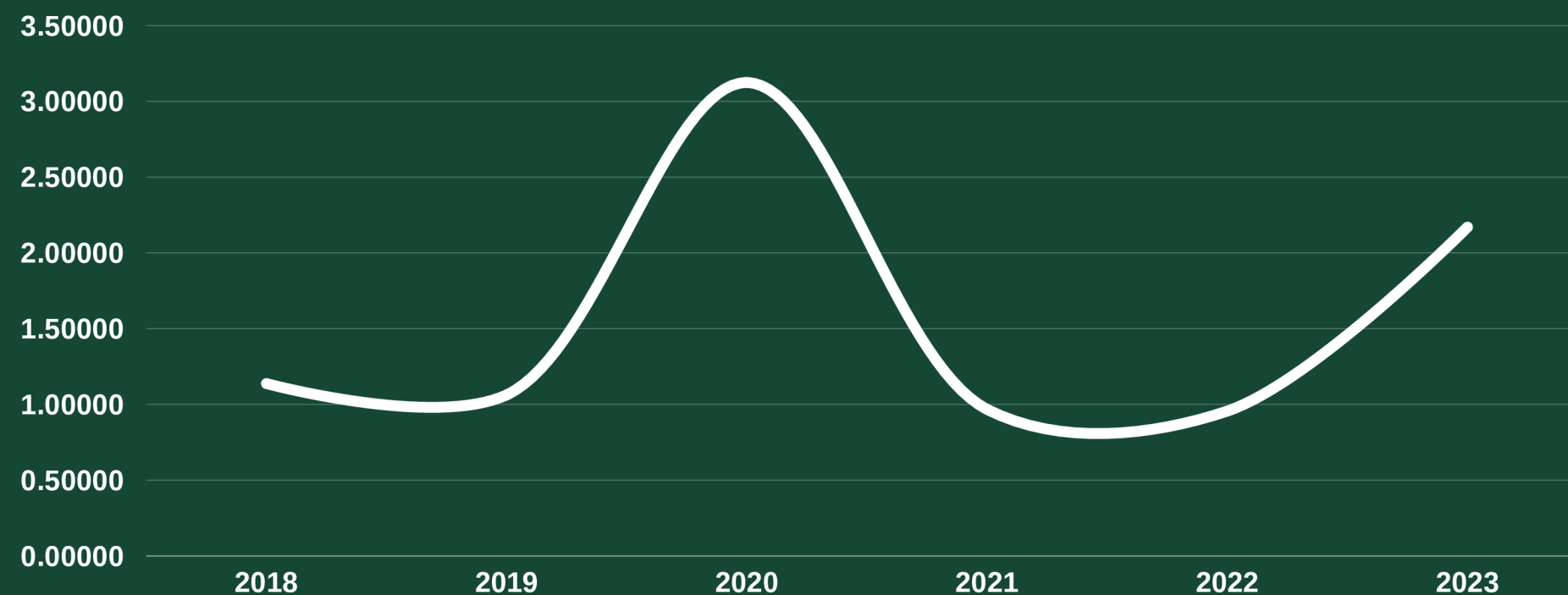
 **86.07t (up 47.49t on '22)**

*\*We added sub contractor grey fleet & fuel for the first time in '23*



# Environmental Impact - CO2 / Donor

We now fully understand & can measure  
our scope 3 emissions.

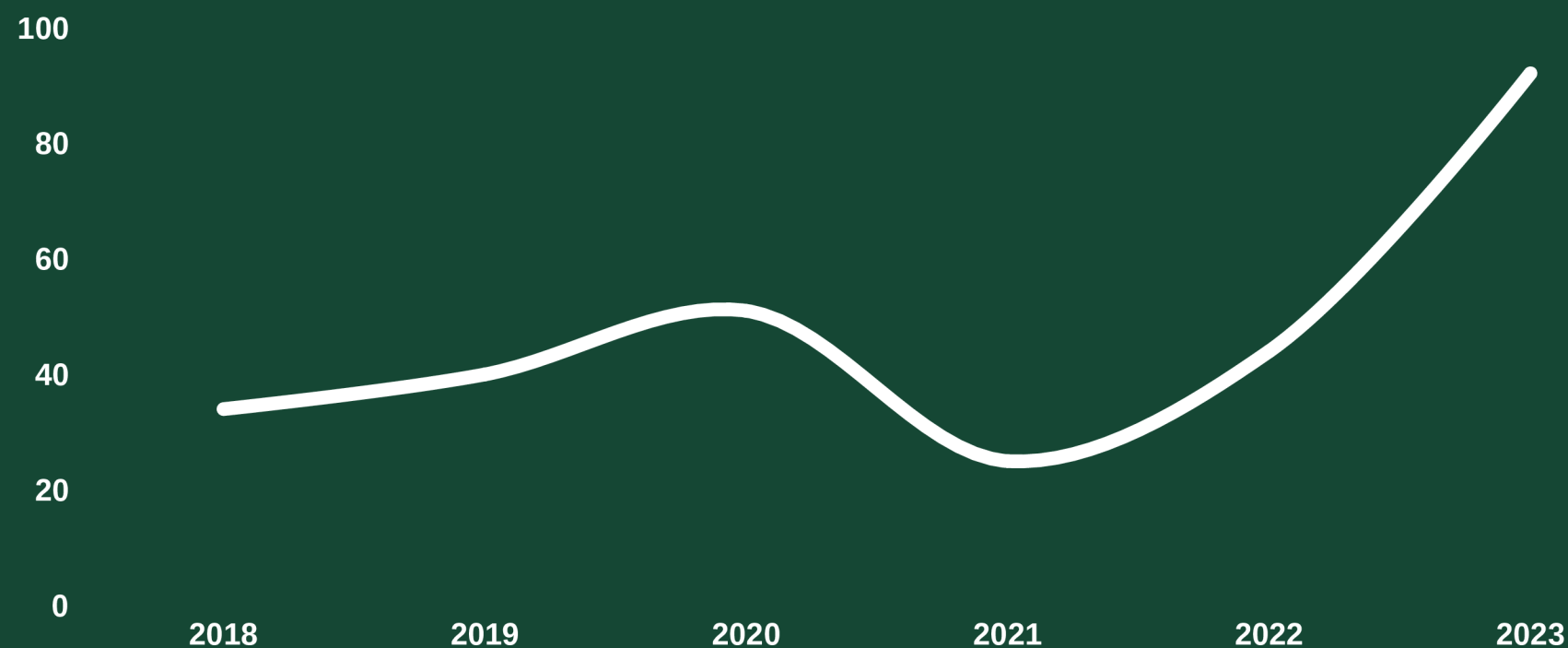


CO2 emissions per donor recruited (Kg Co2/Donor)



# Environmental Impact - Offsetting

in 2023 REAL offset 100% of its Scope 1, Scope 2 & Scope 3 Carbon Emissions. 92.39t CO<sub>2</sub>



CO<sub>2</sub> emmissions (offset) over time







Carbon Footprint Ltd certifies that

### Real Fundraising

has assessed its full Scope 1, 2 emissions  
and the following GHG Scope 3 categories: 3.1 (partially), 3.3 (partially), 3.6, 3.7 (partially)

for the 12-month period ending  
31<sup>st</sup> December 2023

and the organisation's footprint was  
92.13 tonnes of CO<sub>2</sub>e (location-based)  
92.39 tonnes of CO<sub>2</sub>e (market-based)

06 June 2024



  
John Buckley  
Managing Director, Carbon Footprint Ltd  
[www.carbonfootprint.com](http://www.carbonfootprint.com)



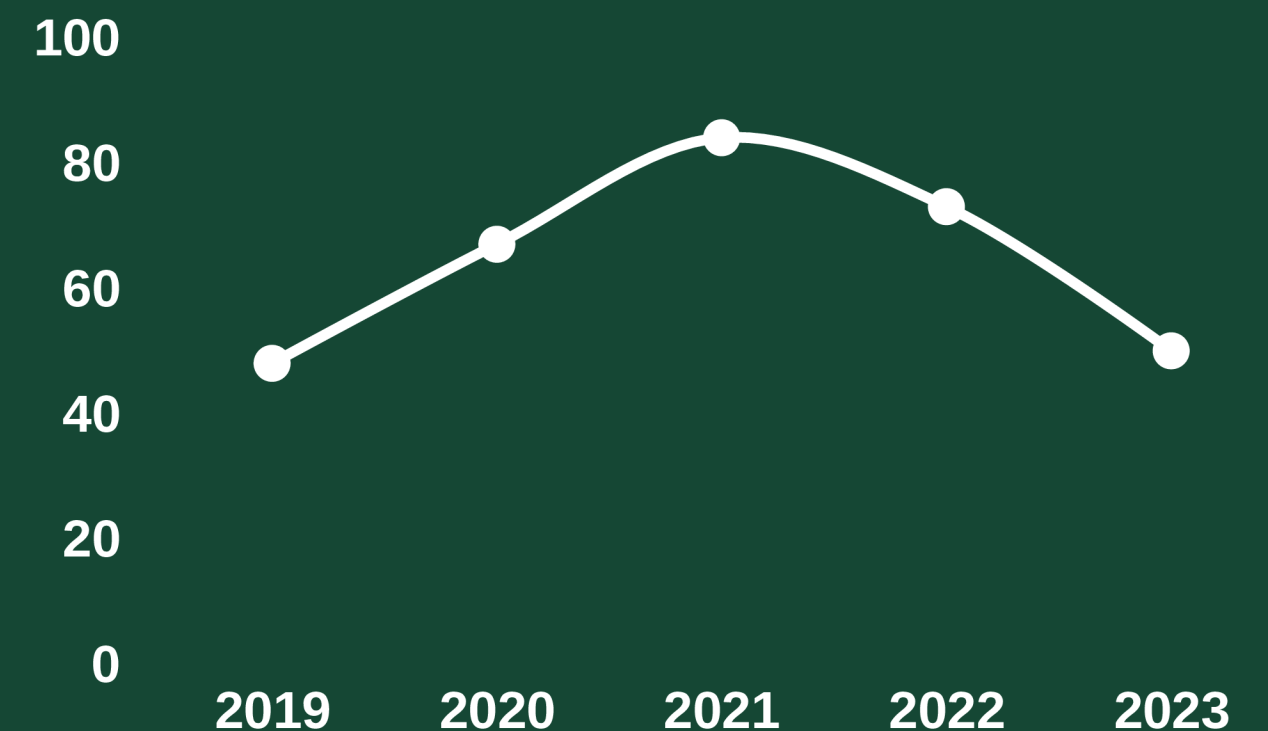
# The Project that we have chosen for Offsetting our CO<sub>2</sub> is Global Community Projects





# Employee Satisfaction

We saw a decrease from post pandemic 2021 figures however the an \*eNPS score of 50 is incredibly high companies can expect scores between -30 and +30 and above 30 is excellent.



\*eNPS is Employee Net Promotor Score.

# A Fair Wage for all



100% of all contractors  
and employees that  
work within the REAL  
Family were paid a fair  
real living wage.



# Employee Wage Ratio



**B Corporations  
Globally 7:1**



**UK Local Authority  
15:1**



**FTSE 100 Average  
232:1**



**FTSE 100 CEO to  
Ave UK worker  
119:1**

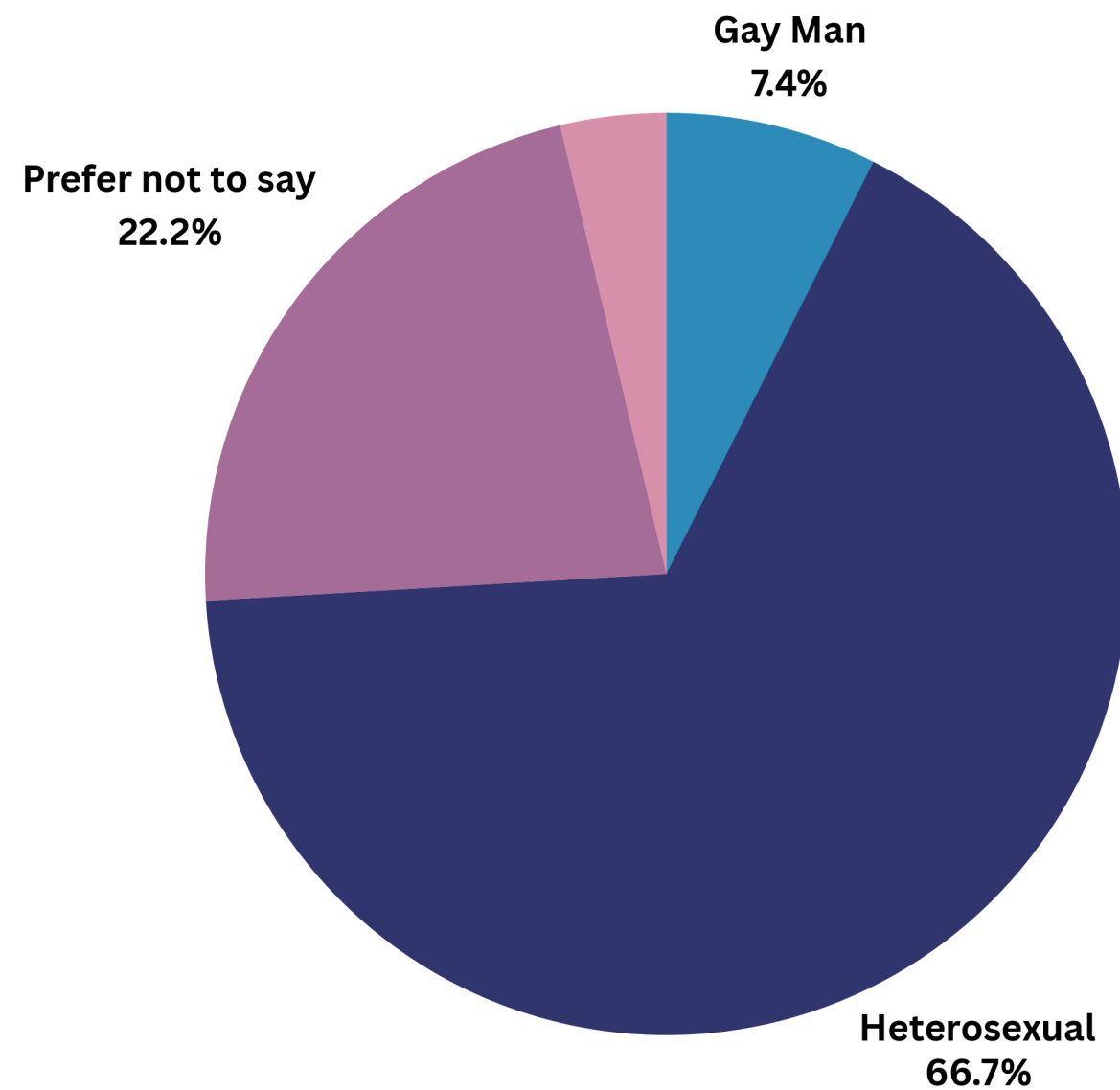
# 3.53 : 1

**The ratio of pay from our entry-level fundraiser position (outside London) to the position of a Founder/Director**

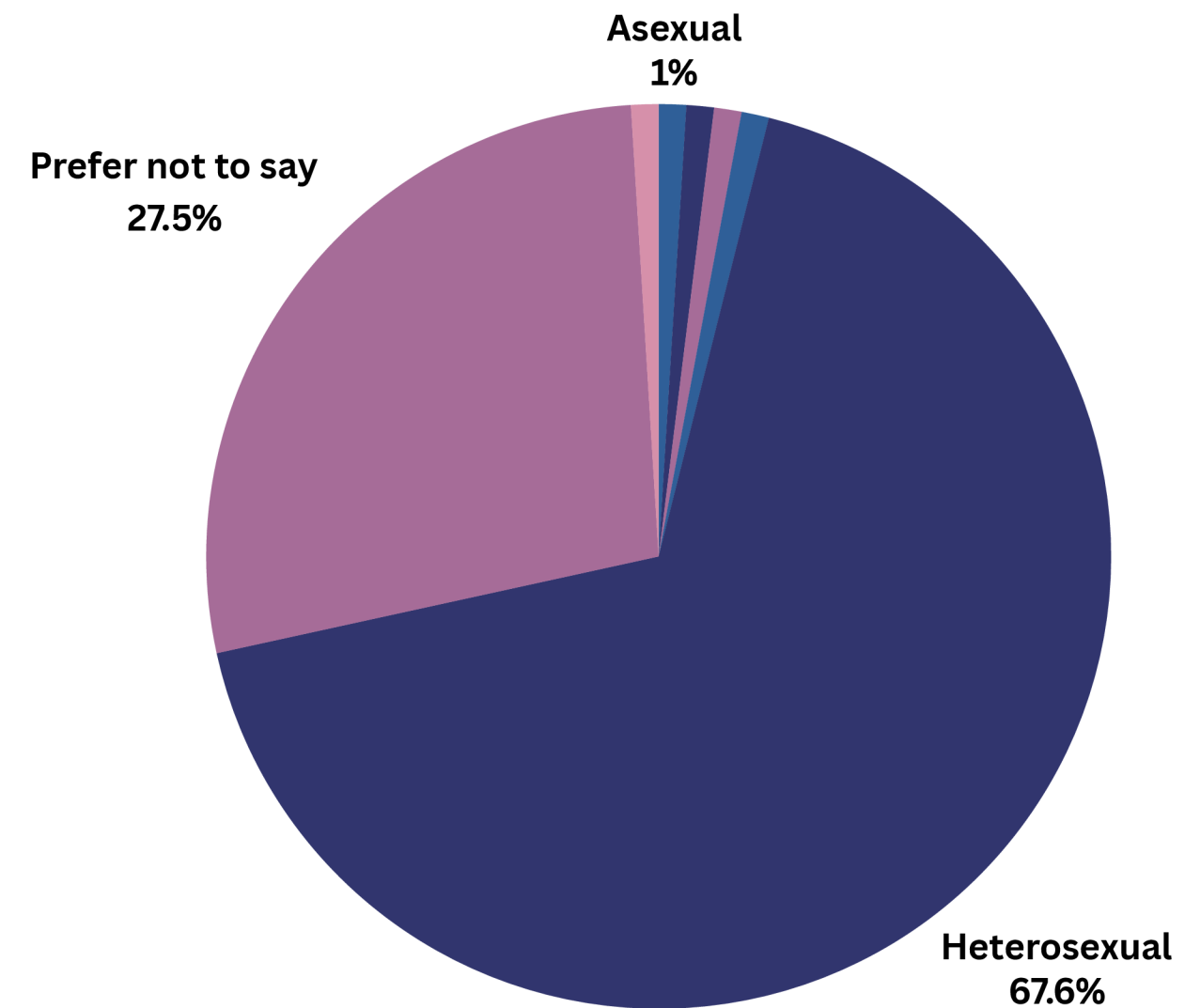


# EDI - How do we measure?

## Sexual Orientation



**REAL Fundraising**

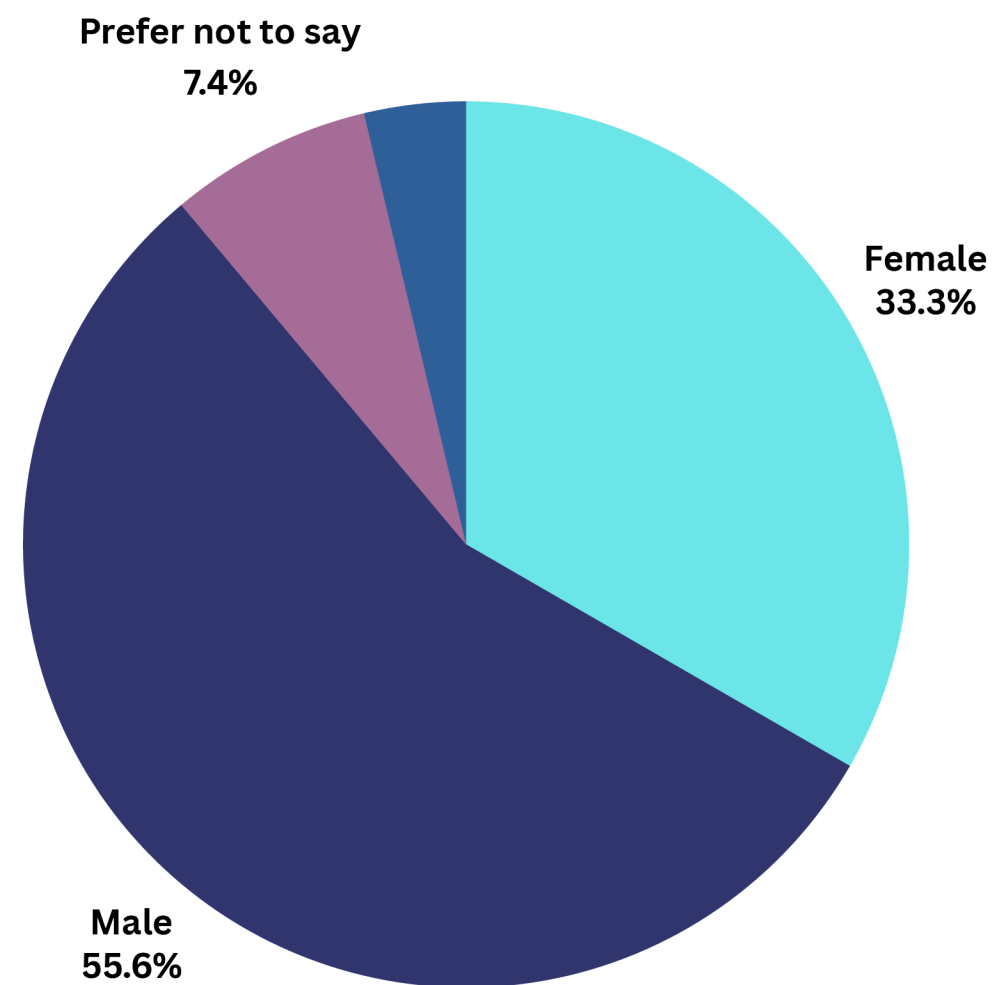


**Partner Contractors**

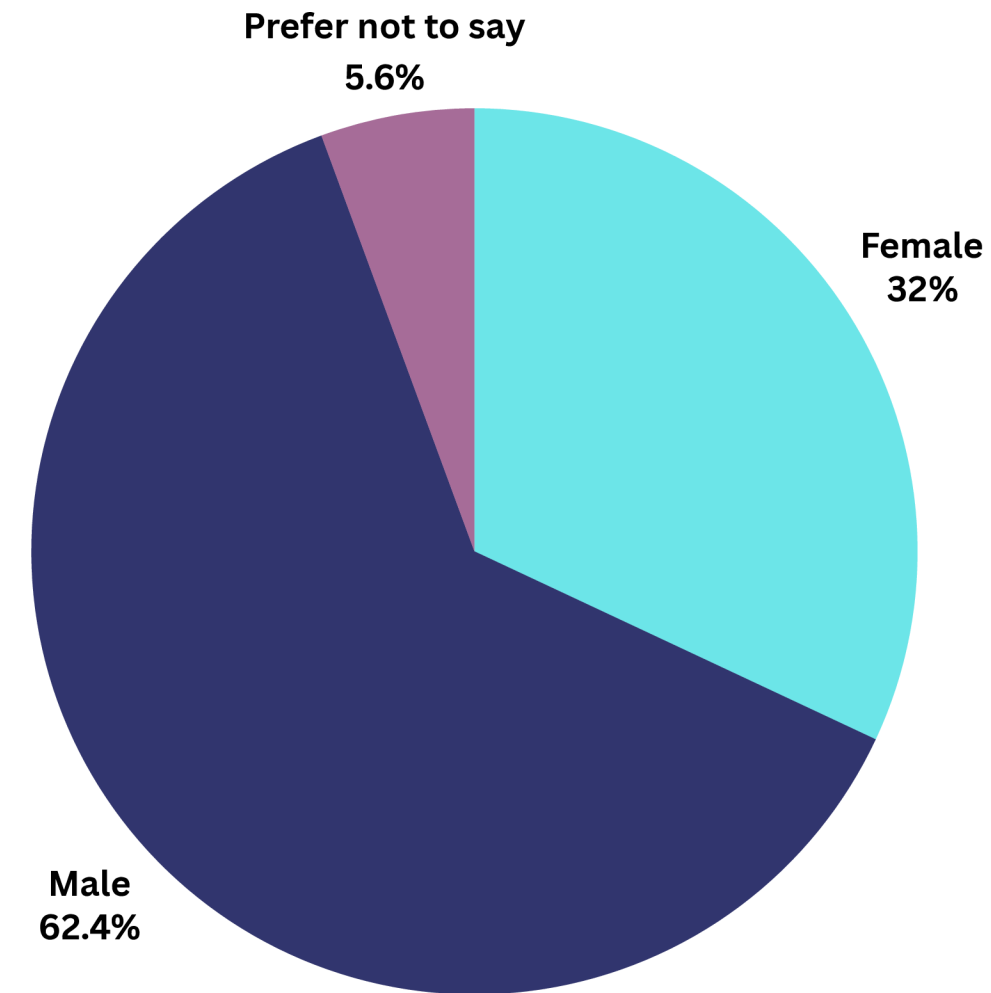


# EDI - How do we measure?

## Gender



**REAL Fundraising**

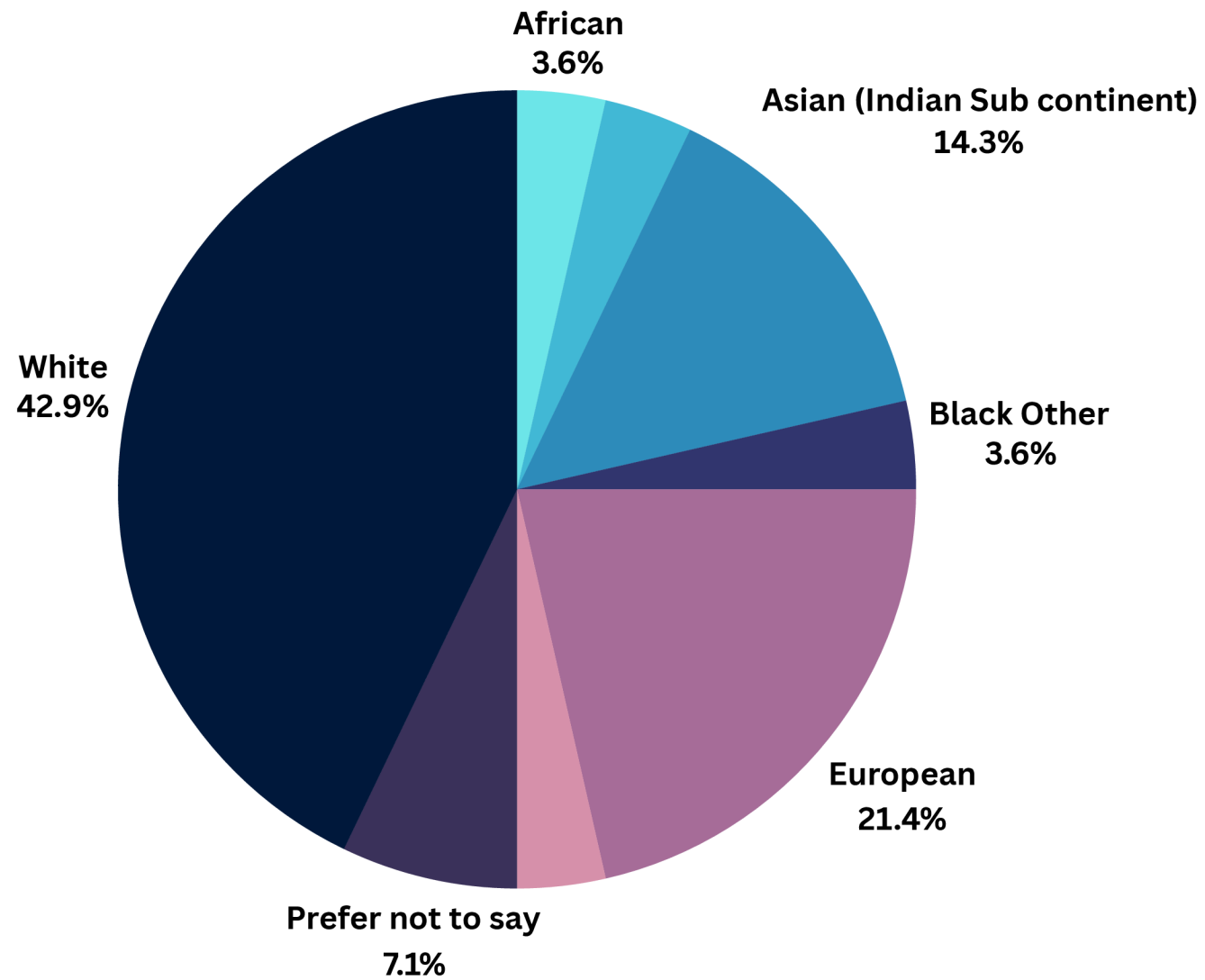


**Partner Contractors**

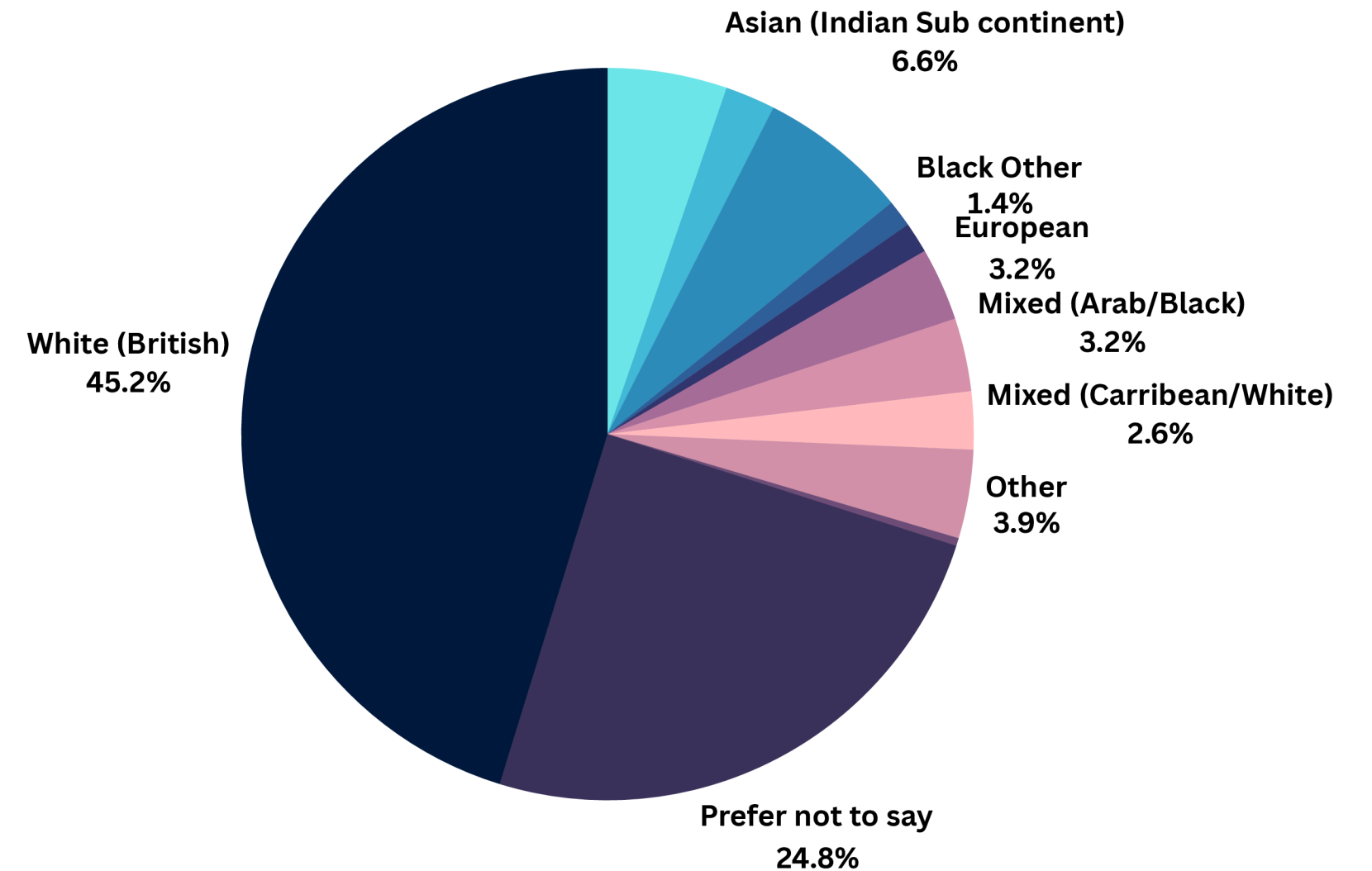


# EDI - How do we measure?

## Ethnicity



**REAL Fundraising**



**Partner Contractors**





# Impact Business Model 🙌

All our customers address social issues and help underserved communities.



# Customers in 2023



**£2,4545,637 already raised from donors in 2023 & increasing month on month**

# Customer Impact

ALZHEIMER'S  
RESEARCH UK 

YMCA

## Impact Business Model 🙌

Each example is what charities  
funding can pay for.

1,424 days of  
groundbreaking research  
– getting Alzheimer's  
Research UK closer to a  
cure.

1,079 warm safe places  
made available to  
young persons at a  
local YMCA.



# Impact Business Model 🙌

Each example is what charities funding can pay for.



# Customer Impact



4,949 nights of accommodation for young homeless person



11,706 hours of research using laser technology to test how new prostate cancer treatments help the immune system to fight prostate cancer.





# Customer Impact



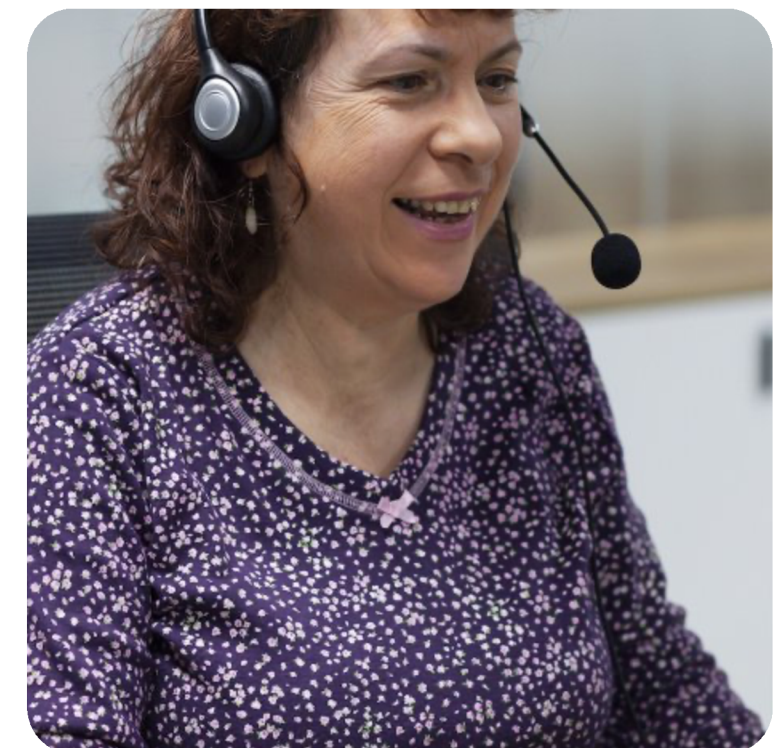
## Impact Business Model 🙌

Each example is what charities funding can pay for.

789 Hours of regular telephone friendship call to a lonely older person who has no one else to turn to.



4,999 Helpline calls with a specialist MS nurse.



# Impact Business Model 🙌

Each example is what charities funding can pay for.



# Customer Impact



Fund 11 research nurses for a whole year to raise awareness of our trials and support and monitor patients during their treatment.



523 bereavement services for parents & sibling support sessions for a sibling of a child receiving care from H&DH.





# Impact Business Model 🙌

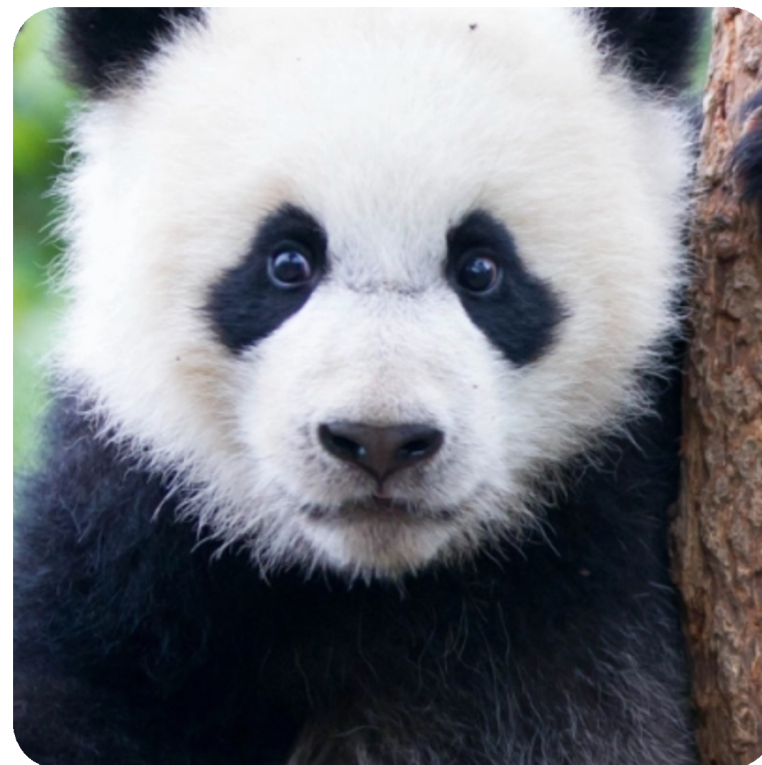
Each example is what charities funding can pay for.



# Customer Impact



3,312 Animals adopted not only protecting the species, but funding WWF's wider work around the world.



419 nights for a young person to stay with a volunteer Nightstop host, including hot meal, shower, laundry & a listening ear.





**READ**



**rota**  
Race on the Agenda

Business  
Culture  
Awards  
2021  
**Winner**  
Brand & Values

