



Impact Report 2024

Our first year as a B Corp

Introduction

In July 2023, **Wildfire became a certified B Corp**. It formalised our commitment to our Do Good value — to be a force for good for our people, community, and the planet.

But B Corp certification was only the start of our journey to make a positive difference.

Over the last 12 months, we've ensured the principles of the B Corp framework are woven into all aspects of how we operate: the decisions we make, the culture we create, the partners and suppliers we engage with, and being environmentally minded.

Our people are our business, and our commitment to their wellbeing and development saw **Wildfire become a certified Great Place to Work™** in 2023.

And in May 2024, **we became a 100% employee-owned business** — securing our culture and creating an agency that is truly run by putting its people first.

We know there is more we can do. But in our first year as a B Corp, we've made significant progress — with a motivated team of employee-owners committed to driving improvements over the next 12 months and beyond.

Louise Palmer, Joint Managing Director



Our BIA score



2023

2024



2024 overview

In 2024, our B Impact Assessment (BIA) score increased significantly, driven by becoming a **100% employee-owned business**.


Now, our team has greater transparency on the direction of the business, and more opportunity to get involved and shape our future.

Investment in our team's wellbeing and skills development has boosted retention and satisfaction.

We've enabled our team to volunteer hundreds of hours to the projects, charities, and causes they care about.

And we've been more mindful of our environmental impact, moving to **100% renewable energy**.

But we're ambitious to do more. We'll be launching a **new Wildfire Academy** for career development, **prioritising local and environmentally-conscious suppliers**, **giving back more of our time** to those who need our help, and **proactively seeking purpose-led businesses** to join our existing clients.



Our workers score



2023

2024



Workers

A significant change since our B Corp accreditation is becoming a 100% employee-owned business.

We are committed to making a positive difference for our people, society, and the environment, and having been awarded B Corp status this was the natural next step.

Employee ownership will help us realise our ambition of being one of the best agencies to work with — and for — in the UK. We've secured the culture we've carefully cultivated, which prioritises the development and wellbeing of our most valued stakeholders: our people.

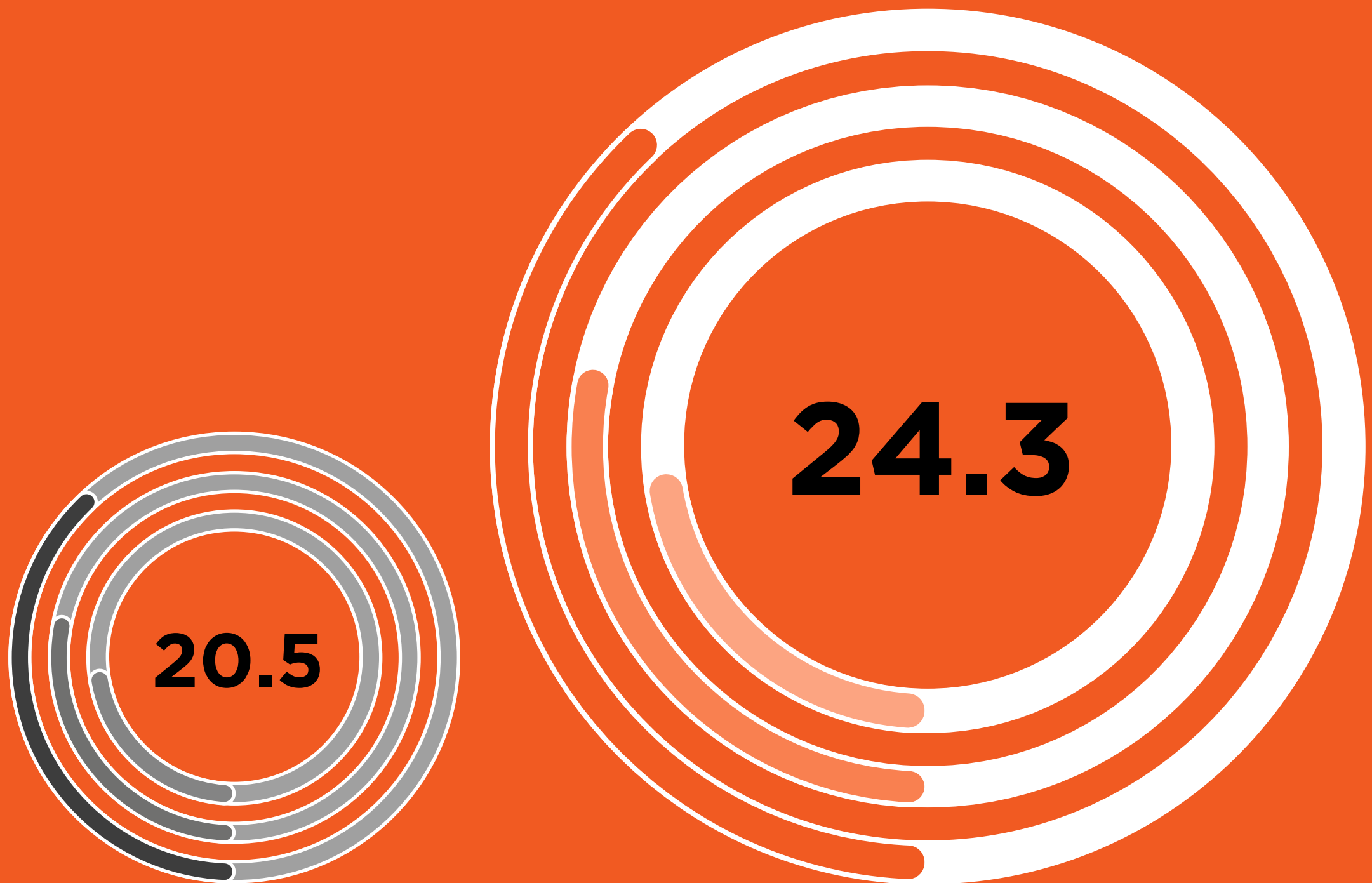
Our certification as a Great Place to Work™ in August 2023 demonstrates our commitment to our team and is a scheme we are re-applying for as we move into our second year as a B Corp. The formation of EO Working Groups — involving non-managers — will also ensure we give employee-owners a voice in how their business is run.

Key improvements:

- The same tax-free bonus awarded to every team member
- 100% employee ownership
- Enhanced family-friendly policies
- Paid time off for wellbeing days
- Dedicated wellbeing month with inclusive, company-wide initiatives
- New private healthcare scheme, available to all
- New counselling, wellbeing, and behavioural health resources
- Formalised wellness programme, with transparent tracking and reporting



Our community score



2023

2024



Community

Diversity remains strong, particularly for race and ethnicity as well as gender. Our age range narrowed slightly due to the retirement of two of our longest-serving team members.

But it was our formal civic engagement programme that pushed up our score, through charity matching, paid time for volunteering, and partnering with local community projects.

We set a goal to donate 1% of net profit (NP) to charities and have also been active members of our B Local Surrey group.

- **198 hours volunteered** by our team
- **75% took paid time off** for volunteering (up from 63%)
- **1.3% of net profit donated** to charities

Looking ahead, we know we can expand our community commitment further. We're already creating a ready-to-use list of preferred local suppliers and have plans to introduce training on DEI and donate more of our revenue to charitable causes our team cares about.

The creation of our EO Working Groups means our entire team is empowered to shape our approach for the next 12 months and beyond.

30%

**30% of our team
identify as being from a
racial or ethnic minority**

9%

**9% identify as being
from another
under-represented
social group**

27%

**27% of people are
under 24 or over 50
years old**

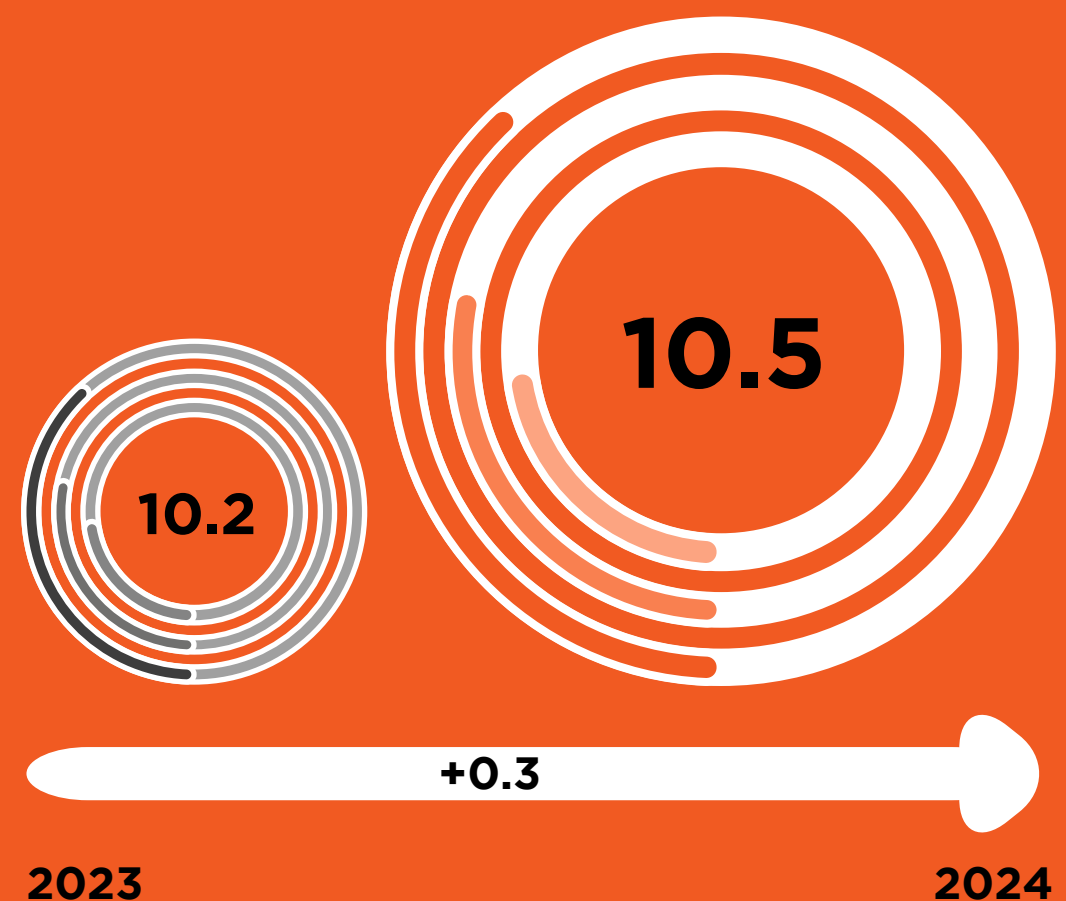


Environment

Our Environment score has increased, but only slightly. As a services business, we've found it challenging to make dramatic changes, but our move to **100% renewable energy** was a key initiative, leading to **119K Kg of CO₂ sequestered**. We have also adopted environmentally friendly office supplies.

We are more ambitious for our second year as a B Corp, with plans including an EV scheme to encourage greener travel for our car drivers, moving our website hosting to a green data centre, and formalising a go-to list of sustainability-focused suppliers and partners.

Our environment score

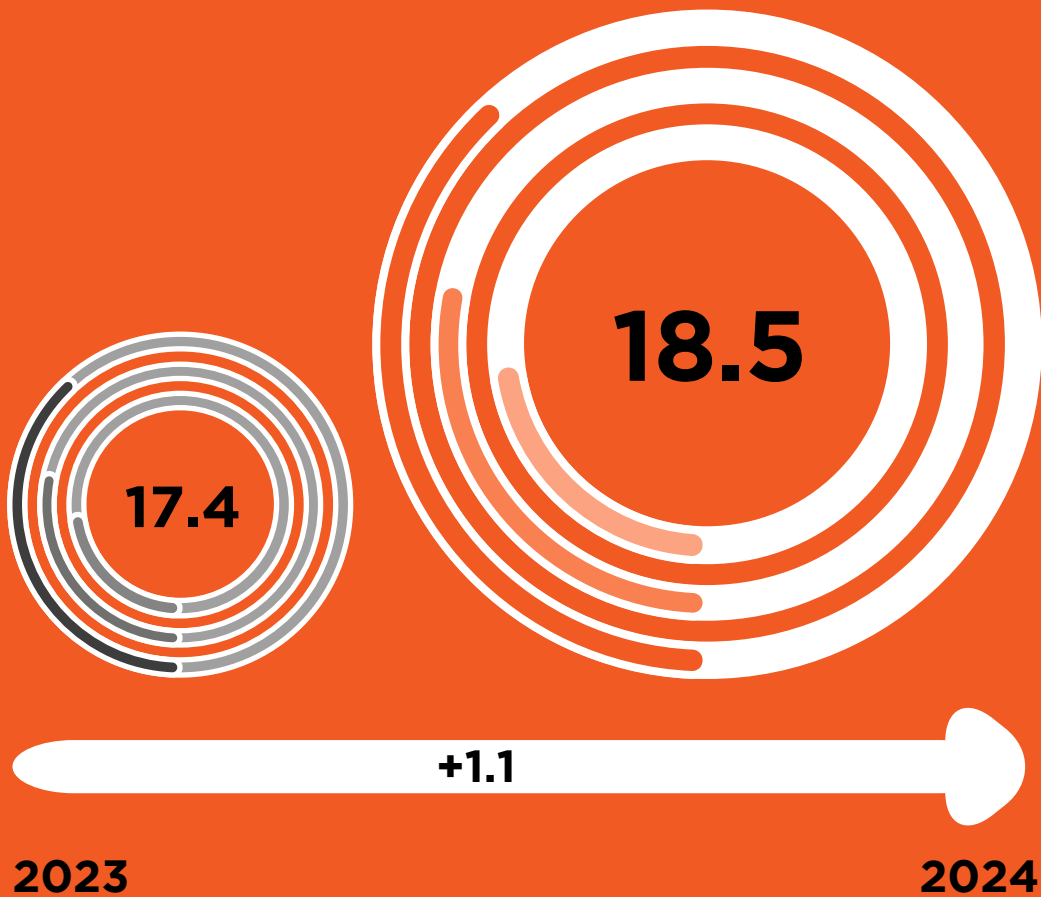


Governance

In the spirit of employee ownership, Wildfire has become a more transparent business. The management team is now sharing financial information with every employee on a monthly basis, as well as weekly updates on new business activities and marketing initiatives.

Looking ahead, our EO status will enable everyone to contribute to the creation of a new mission statement championed across the business. And the management team is committed to reviewing and reporting on our social and environmental performance.

Our governance score

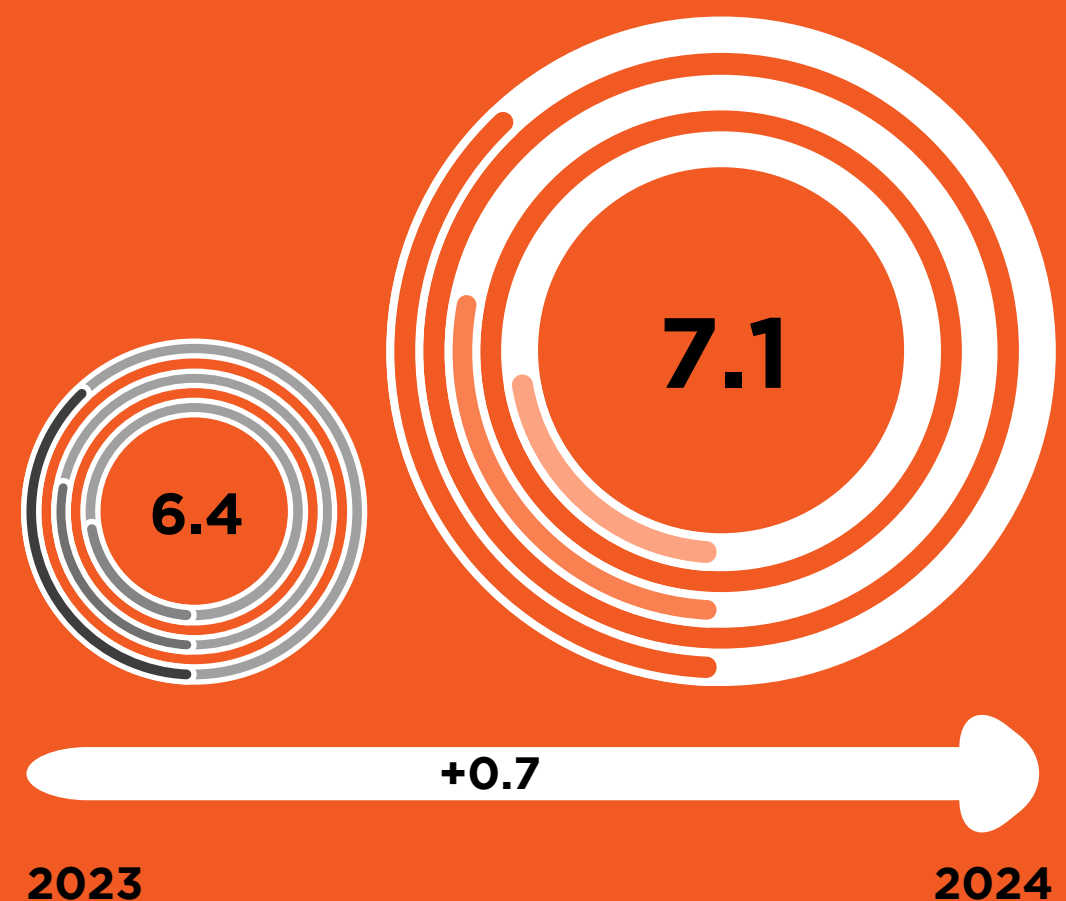


Customers

We've maintained a solid approach to client engagement, with regular monitoring, robust data policies, and a mature feedback process. Our improvements have come from a greater focus on bringing their feedback into our service development and understanding our impact on our clients' businesses — **81% of our clients say our work has had a positive impact.**

A huge area of improvement in the next 12 months is expanding our support for underserved or purpose-driven enterprises. As a specialist tech PR agency our opportunity is perhaps limited but we are determined to attract and work with more companies who share our Do Good value.

Our customers score



Wildfire gives back

Doing charitable work as a team not only gives back to the community, but also helps build stronger bonds within our team. Here are some examples from the past year.



September 2023, Trussell Trust West Norwood Café set up, painting, and decorating.



October 2023, Citizen Zoo rewilding at Tolworth Court Farm Fields project.



December 2023, Christmas Hamper Packing for Trussell Trust.



March 2024 Citizen Zoo volunteering day at Tolworth Court Farm Fields.

Individual contributions

Do Good is not just a core value for the business. Individual team members also put this into action through their own charitable activities with Wildfire matching all funds raised. Here are some examples from the past year.



Sammy Browning's MacMillan baking hour and coffee morning charity matching.



Megan Jay's run for CALM with Jonny Davis.



Christmas Jumper Day for Save the Children with Wildfire matching donations organised by Zoe McFarland.



Louise Palmer providing out of hours proofreading support for the British Liver Trust.



Ben Smith giving free GCSE history tutoring once per week for the Access Project.



Pro bono messaging work for It's Time by Ben Smith and Luke Proctor.




Pro bono messaging and social media toolkit for the European Alliance Against Depression by Rebecca Quin.

Awards & certifications

We're proud of everything we've achieved over the past year. Our commitment to the B Corp framework has helped us to drive significant improvements — the impact of which is evident in our numerous workplace certifications, awards for client work, and our new BIA score for 2024. Our first 12 months has paved the way for a future filled with continued growth and success.





Wildfire
The Albany Boathouse
Lower Ham Road
Kingston upon Thames
KT2 5BB

+44 20 8408 8000

enquiries@wildfirepr.com

