

UK for Good  
purpose. people. planet. prosperity



# Impact Report

## 2023 – 2024

# Contents

**3** Letter from our Founder

**4** Highlights

**5** B Corp update

**6–12** Customers

**13–14** Environment

**15–18** Community

**19** Movements we support

**20** What's next?

**21** Get in touch



# Letter from our **Founder**



In 2021, I became a B Leader and set up UK for Good with a determination to use our business as a force for good and a vehicle to help build a 'cleaner, greener, fairer world'.

We were thrilled to join the B Corp movement on the very final day of B Corp Month 2023 with a score of 109.8 points. Since then, the B Corp movement has grown like topsy, and currently there are over 2,000 B Corps in the UK and 8,000 globally.

As a small team, we're proud to have supported nearly 30 business on their B Corp journey and impact improvement, through our B Corp for Small Business and Bespoke B Corp consultancy. It really is a joy to work together with forward thinking businesses, encouraging courageous leadership, driving positive change.

We are seeing the impacts of accelerating climate change, increasing poverty and inequity, alongside a serious lack of action – particularly by governments and corporates. So, I write this report as I navigate what's next. The next chapter for UK for Good may look a little different again, but one thing is for certain, we all need to step up and work together to build a 'greener, cleaner, fairer world'.

I'd like to extend my immense gratitude to our team, our clients and members, and everyone who has supported the UK for Good journey so far.

Best wishes,

<sup>3</sup>Donna Okell, Founder, UK for Good



# A few highlights

provided **impact education** at  
**21**  
community events

co-hosted  
**4**  
**People Planet Pint**  
events

**£17,900**  
offered in **pro-bono**  
services

**74**  
**volunteering** hours at  
NeuroMuscular Centre

saved  
**£42,620**  
for **women** clients through  
our equity discounting



# We are a **Certified B Corp!**

In March 2023 we moved from B Corp Pending to a **Certified B Corp** with **109.8 points** and an **Impact Business Model (IBM)** for **Impact Improvement**

## **Impact Improvement IBM**

Our vision is to help businesses understand and improve their impact on people and our planet.

We do this by supporting leaders to measure their impact using B Lab's B Impact Assessment (BIA) and develop an improvement plan for their business.

**100%** of the business leaders we have worked with have reported improvements in their business operations as a result of working with UK for Good.



# Customers: the **businesses** we support

We have worked with clients from **28** businesses with over **3300** employees to improve their impact on people and planet

**10** clients have obtained B Corp certification

**7** clients are currently in the queue for B Corp certification

**11** clients are currently being supported on their B Corp certification journey

**9** clients have received our 40% equity discount for being women-owned



# Customers: in **numbers**

**100%** of clients said that working with us has improved their impact

**100** Customer Net Promoter Score (NPS) for B Corp for Small Business Cohorts

**100%** of clients rated their satisfaction ★★★★★

**92** Customer Net Promoter Score (NPS) for 121 Bespoke Consulting



# What our customers **say...**

"If you're thinking about completing the BIA for B Corp certification, the **B Corp for Small Business** course with UK for Good is invaluable."

"After attempting to certify by myself, I found the **B Corp for Small Business Programme** invaluable to achieving my goal."

"I'm not sure how anyone manages to certify without the support of **B Corp for Small Business**"

"UK for Good have been incredibly supportive throughout and we are very happy with the service provided."  
**121 Bespoke B Corp Support**





# Customers: the **impact consultants** we support

**Leadership for Good** is an interactive and engaging hybrid group programme for leaders, consultants, strategists and in-business sustainability advocates looking to advise on the principles of good businesses. The training is underpinned by the **B Corp principles** and is designed and delivered by two **B Leaders**.

We are proud to have grown a community of **28 Women Leadership for Good Consultants**, who meet quarterly to share updates, knowledge and support.

**100%** of attendees received our 40% equity discount as they represent groups facing systemic barriers to business

Attendees reported a **45%** boost in confidence discussing businesses integrating social and environmental impact into decision-making and actions.

Attendees were **89%** likely to recommend the programme to other professionals seeking to apply good business principles.



# What our customers **say...**

"The course was delivered with great energy and passion, by an authentic group of people who were not paying lip service to a green agenda but were truly driven by a sense of purpose to positively impact the world."

"Leadership for Good enables leaders or consultants to understand and start improving their impact as they get to grips with the different components of the BIA and find the best pathway for their business and B Corp journey.  
That knowledge is invaluable."

"Fantastic course that really helps to open up the thought process around impact and how to support businesses in improving their impact on the planet"

"We covered off a lot within the course and the sessions were incredibly well run with a very knowledgeable trainer"



# Customers: our **membership community**

Our community has grown by **116%** to **143 members**, all committed to learning how to develop their businesses as a force for good.

We've hosted **11 member forums** with presentations from **13 purpose-driven brands** and **8 charities**.

Some of these special guests have included...



# What our members **say**...

"It's a great experience as both a company and an individual. Being with and learning from like-minded leaders that genuinely care about our world gives us the confidence to make a difference in what we do"

"Being a member means connecting with likeminded businesses who are committed to being a force for good.  
The webinars are inspiring, bringing stories from diverse businesses sharing their wins but not afraid to be open about challenges too."

"Being a member of UK for Good is fantastic, as we strive to align ourselves with businesses dedicated to shaping a socially responsible and sustainable future for our people, communities, and planet."

"The community is a space for learning, support and collaboration – where everyone wants to support each other to succeed."



# Environment

We are **Green Small Business Certified** meaning we have had our business environmental footprint measured and verified by a 3rd party.

Our 2023-2024 environmental footprint is:



To further reduce our emissions from our business activities we will continue to implement our key policies:

**Business travel:** promote train travel for all stakeholders, and host any in-person meetings close to railway stations

**Vegan catering:** use and promote plant-based providers for all meetings and events

**Data sharing:** use Microsoft Teams & SharePoint for sharing all data with stakeholders to reduce the sending and storage CO2e impact





# Environment

For every new member we plant **25 new trees** through our partnership with **Ecologi**

Since 2023 we have...

▶ Planted **1242** trees

▶ Avoided **23.58** certified tonnes CO2e



# Community: what we **did**

We commit **two volunteer days** per employee annually and delivered **10.8 days** in total

This year, we supported...



&



The Neuromuscular Centre

We commit to give **20% of our annual profits each year to charity.**

This year we supported...



&



We invite charities and non-profits to our member forums to amplify their stories.

We welcomed **8 Charity speakers**, including:



Make My Money Matter



# Community: what we **did**

We offer **40% equity discount** for people facing systemic barriers to business

**37 Women** have received our Equity discount – **9 business owners** and **28 Leadership for Good Consultants**

Our women clients have **saved £3,420 for small business owners** and **£39,200 for consultants**

**Inspiring and enabling women leaders** to understand and improve their social and environmental impact was **core** to Donna's presentation for the **Women Leaders Association International Women's Day** event.

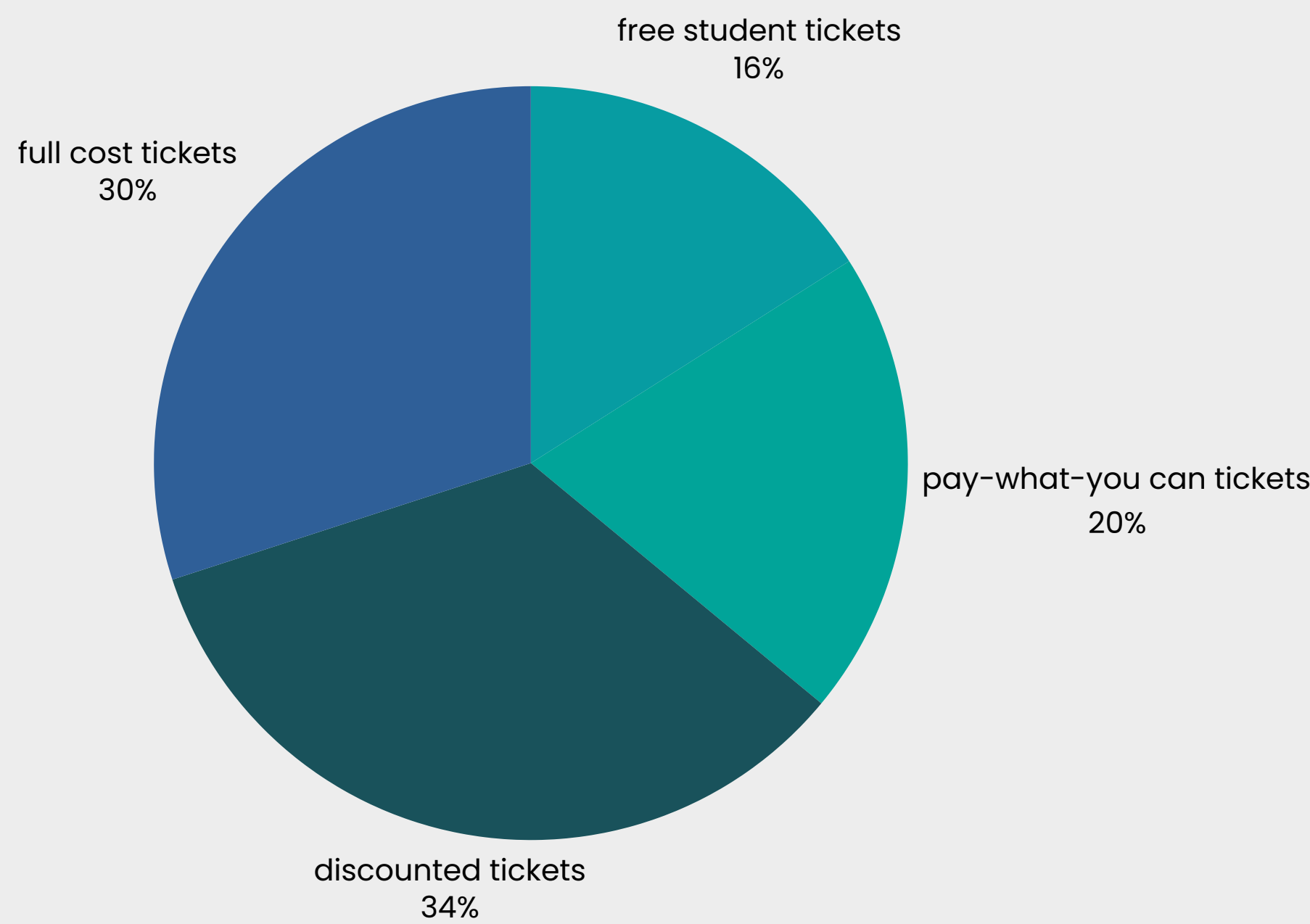




# Community: Business for Good Festival

This year's theme was **Unlearning: courageous leadership for a better future**

We made sure tickets were **accessible** and welcomed **80** people



We **amplified awareness** and **donated funds** to non-profits **Rewilding Britain** and **AmaSing**



# Community: **Business for Good Festival**

To reduce the event's impact on our environment, we held it next to Chester train station to **encourage travel by train**.

We asked everyone to **bring their own** lanyard, notebook and pens.

We offered a **vegan lunch** and used **reusable cups** to **remove the use of single-use plastics**

Afterwards, we co-hosted **People Planet Pint Chester** for the after-party.

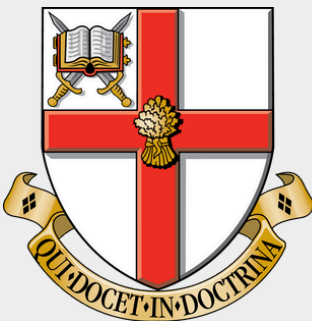
"I loved meeting new people and engaging with the thought-provoking challenges from presentations and discussions"

"The panel was great. I also enjoyed the workshops, networking and the general positive, upbeat, friendly vibe."



# Movements we're proud to support

We have lobbied, donated, championed, volunteered and amplified the purpose of these amazing movements...



University of  
Chester





# What's **next?**

As Einstein said: “**We cannot solve our problems with the same thinking we used when we created them.**”

So when it comes to what next we have to start by asking what the world needs. And what the world needs in the next few years has changed dramatically.

Our vision for a **cleaner, greener, fairer future** remains. The question is **how we best do that**. Our current thinking is:

**Recertification:** It's all about Impact Business Models (IBMs). In addition to our Impact Improvement IBM we have made a formal commitment to donating 20% of our profits to charities and plan to continue to support NeuroMuscular Centre

**Courageous Leadership:** Using our Impact on Board methodology we plan to encourage more business leaders to courageously and intentionally shape their businesses to create a more positive impact on people and planet.

**Less is More:** Exploring how we can focus our efforts on fewer things for greater impact. We don't currently know precisely what this may look like, but we are keen to significantly improve our positive impact on people and planet whilst reducing our footprint.

As a small service-based business our environmental footprint is low. We must, and will, amplify our voices and be a catalyst for courageous, compassionate, and constructive change, and collaborate with others.

It's time to **step up**. Watch this space!



# Get in **touch**



hello@ukforgood.com



www.ukforgood.com

