



# Impact Report 2022

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

REAL Fundraising has continued to deliver year on year with its innovative, values first approach. Over the past 12 months, we adopted and expanded more progressive HR and workplace policies specifically in relation to areas such as staff benefits and wellbeing, this in turn has resulted in excellent eNPS and had a profound effect on our staff's job satisfaction, naturally, this has translated into improved engagement, retention and job performance.

Our childcare policy now offers double maternity pay, monthly contribution towards childcare. In addition, REAL have also implemented a menstrual and menopause policy to further our goal of equity for all & provide financial security for anyone who is impacted.

Last year amidst a cost-of-living crisis, I'm incredibly proud to say we delivered another profitable year and as a result we were able to donate 20% of pre tax profits, £46,383.13 to various registered charities through our REAL Ethical Fund and Impact Business model.

Furthermore, the REAL Family donated 820 volunteering hours to community causes which were fully paid for by the company.



# Foreword



**Lewis Honey**

Managing Director, REAL Fundraising

Managing the complexity of economic changes throughout the company and embracing new technology whilst utilising campaign and donor data has been both central to our successes in 2022. We raised over £16,231,744.32 in donations for our charity partners over the projected lifetime of the donors we recruited and we achieved an amazing milestone of recruiting our 500,000th donor.

Everything aforementioned was all done while reducing our CO2 emissions per donor to the lowest ever figure of 0.96kg, improving our use of hybrid/electric cars to 95% and nearly doubling our use of renewable energy to 54%. Proving that success does not need to come at the cost of our planet. REAL will continue to be the force for good and we will build on our successes in 2022.

I want to close by thanking everyone that signed up to one of our fundraisers, our charity clients and most of all our wonderful staff for their unwavering hard work and activism. Even in the face of difficult circumstances like those we experienced over the past two years, we will continue to evolve and achieve many more successes together and because of the past few years, I am very optimistic about 2023.



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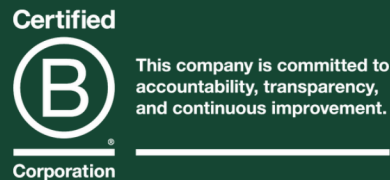
# Our B Corp Story

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.



- 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



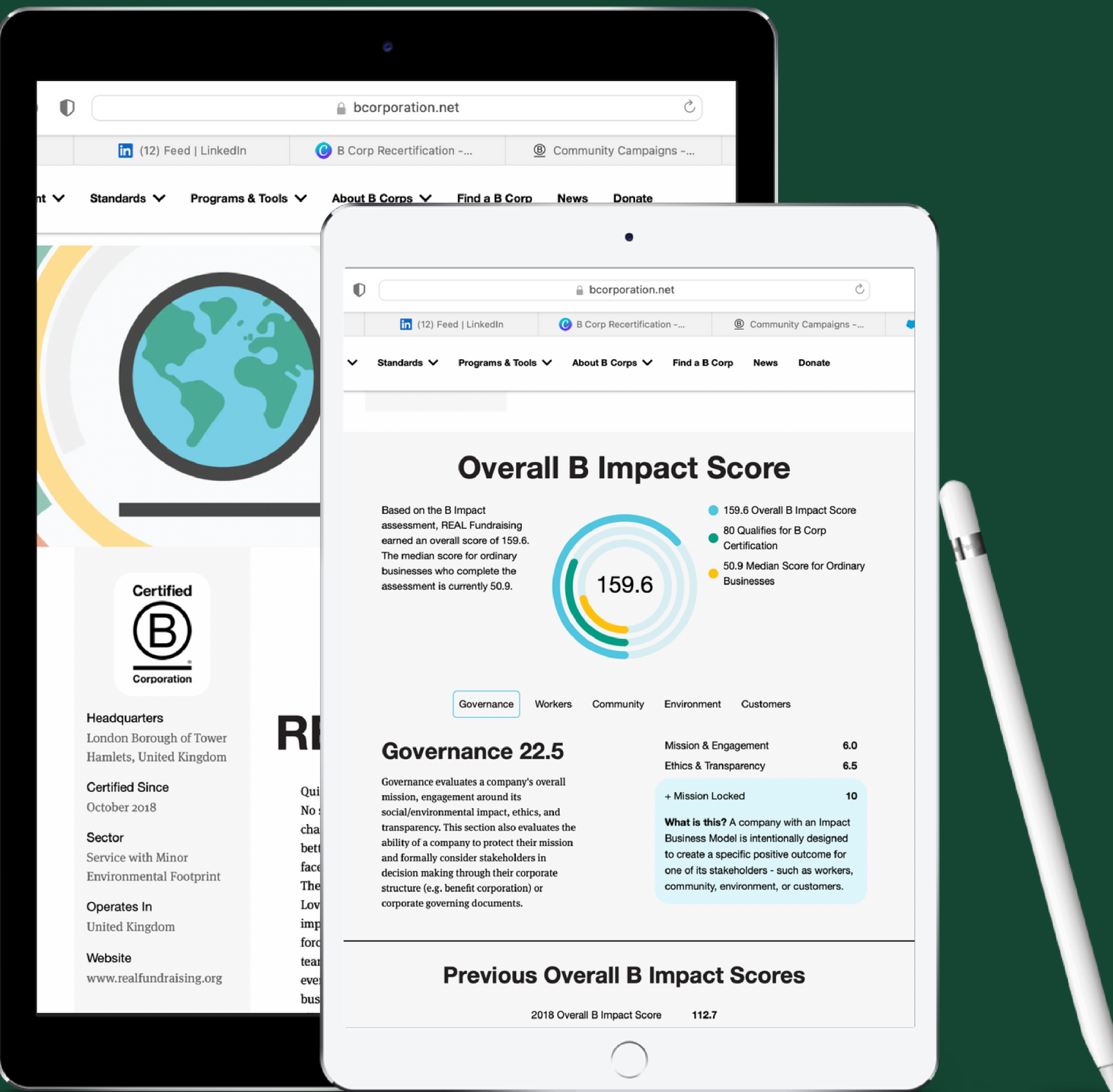
**Community** - Commitment to donate 20% of profits, Inclusive hiring practices, Diverse representation within the business, REAL Activism (Volunteering) scheme.



**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	£6,440,940.24
Pre Tax Profit/loss	£191,930.81
Pre tax profit margin	2.98%
Company contributions to REF	£46,383.13
Additional Employee giving	£745
Total REF Fund	£47,128.13
Donations to REF as a % Turnover	0.73%
Company Donations to REF as a % pre-tax Profit	24.5%



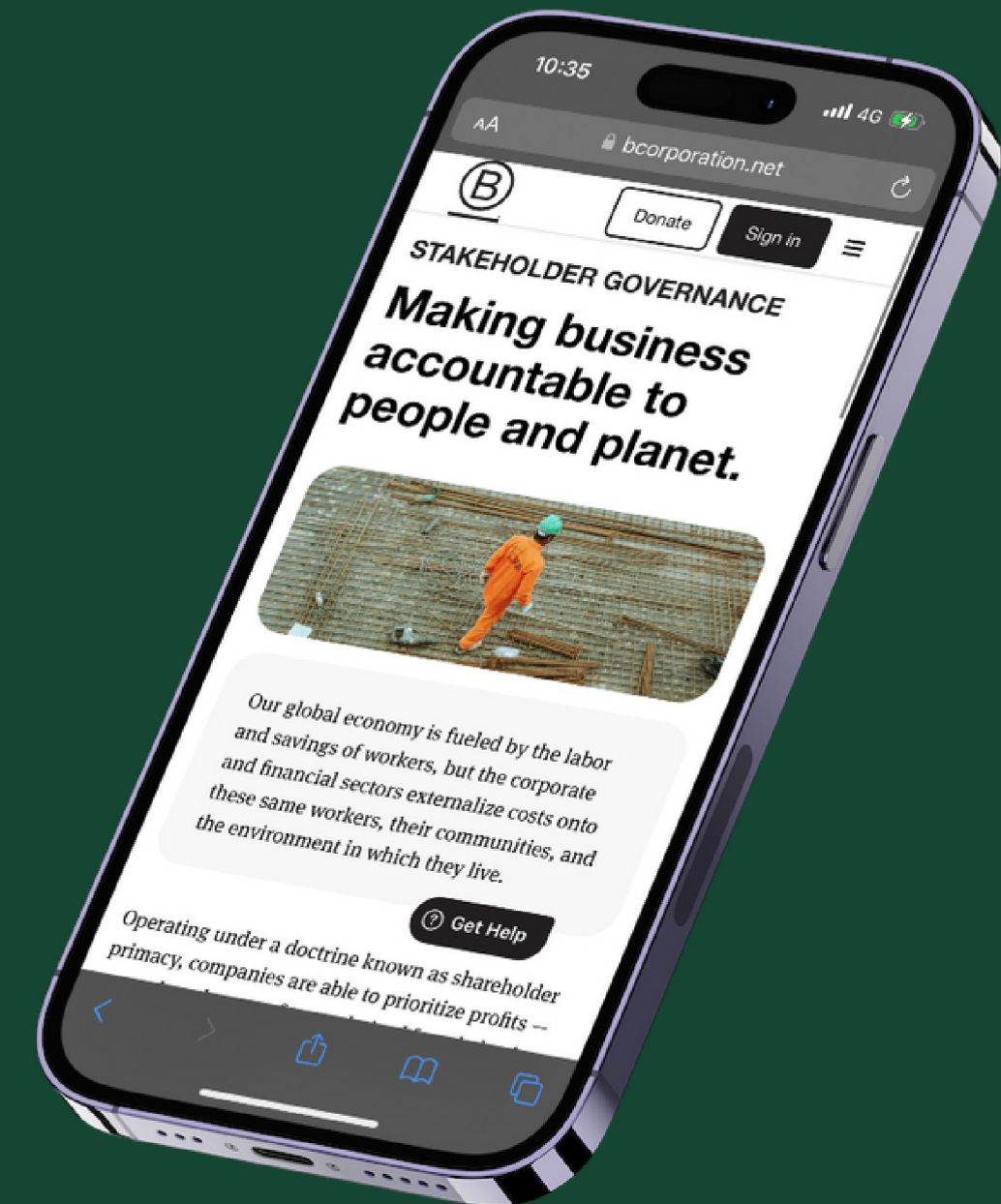
# Governance

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 did in 2022

**Governance** - Achieved our highest ever % of profits donation to the **REAL Ethical Fund** - **24.5%**. Launch our newer Ethical Pension scheme with penfold

**Workers** - Launched our childcare financial incentive scheme paying up to £1000pa for childcare. Announce new double Maternity Leave policy

**Community** - Rolled out volunteering days to our Sub Contractors by paying the sub contractor to allow their staff to go volunteering.

**Environment** - Achieved our lowest ever CO2 emissions per donor recruited figure.

**Customers** - Committed to price increases well below inflation to support our charity clients.

## What we plan for 2023

**Governance** - Formalise the REAL ethical Fund into a registered Foundation.

**Workers** - Rollout a new life insurance, income protection & critical illness package to all REAL workers. Launch Bippit financial advise 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** - Achieve 100% hybrid electric fleet status.

**Customers** - Introduce our best ever attrition guarantee to new clients



# 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 20% 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
United Borders	£7700
Imaan Charity	£5500
SEED Madagascar	£2000
Prisoners Abroad	£2000
Stephen Lawrence Day Foundation	£1500
Sophie Lancaster Foundation	£1500
UK Black Pride	£1000



# Activism Days

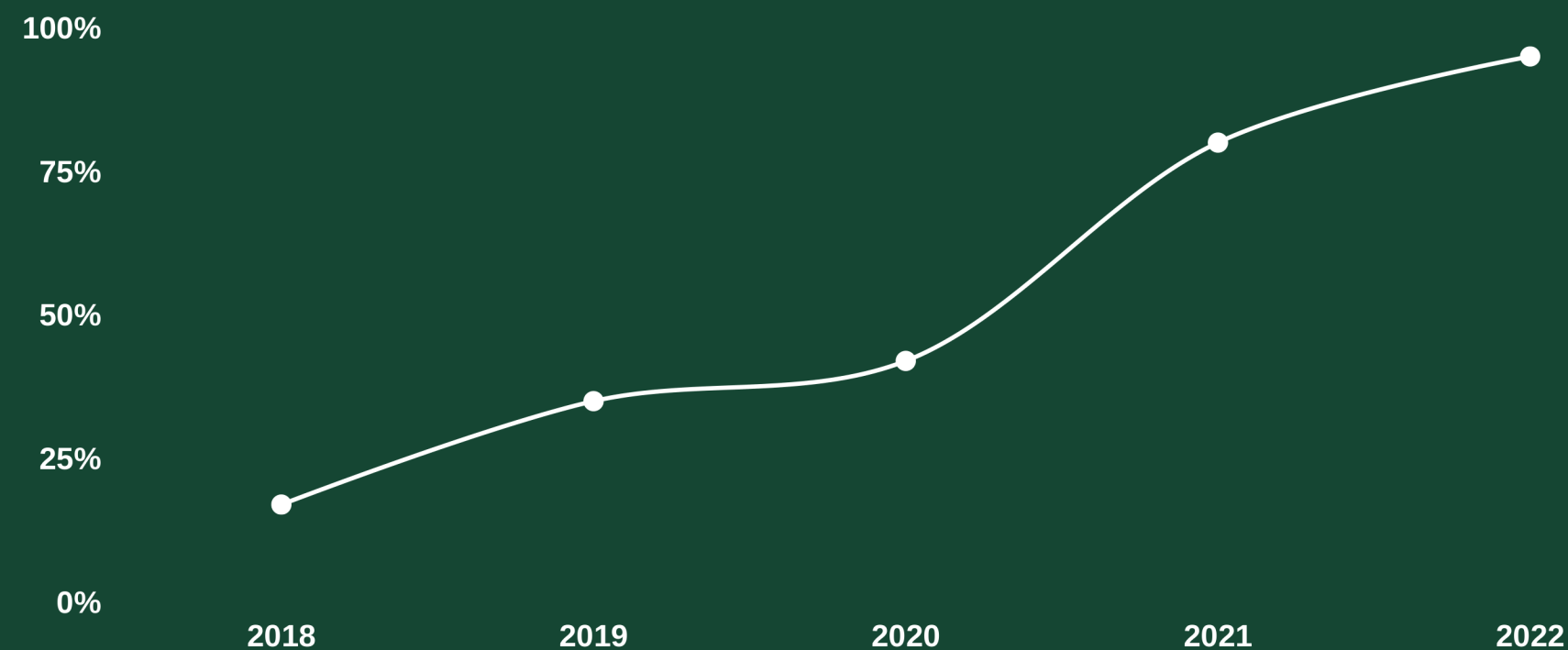
in 2022 820  
hours were given  
to the community





# Environmental Impact - Cars

As of December 2022 **95%** of the REAL fleet of cars was either electric or hybrid.



That's a **550%** growth in Hybrid Vehicles since 2018 & **120%** since 2021





# 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.**

↓ **3.12t**

Down 0.4t since 2021



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

↓ **2.9t**

Down 0.3t since 2021



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

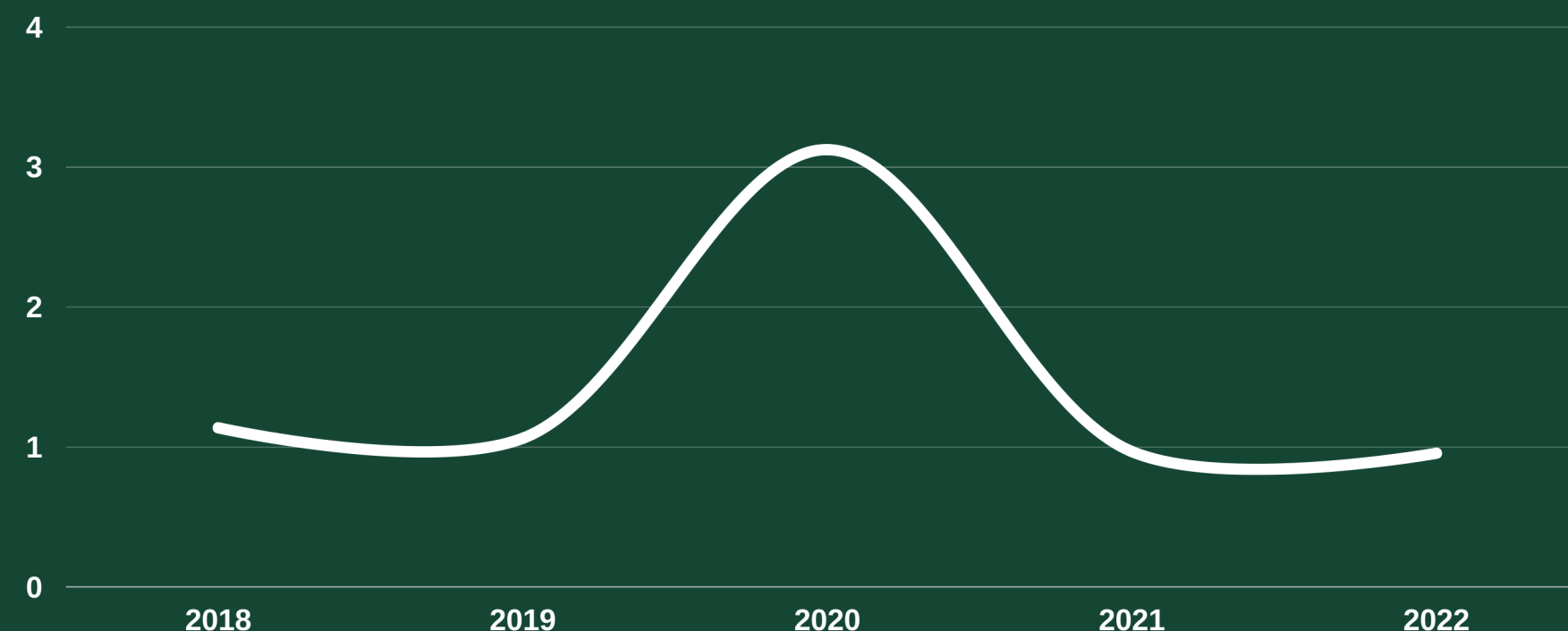
↑ **38.57 (12.97t - 2021)**





# Environmental Impact - CO2 / Donor

We have achieved a **milestone** of our lowest ever year for CO2 per donor recruited. **0.95kg CO2 / Donor recruited**

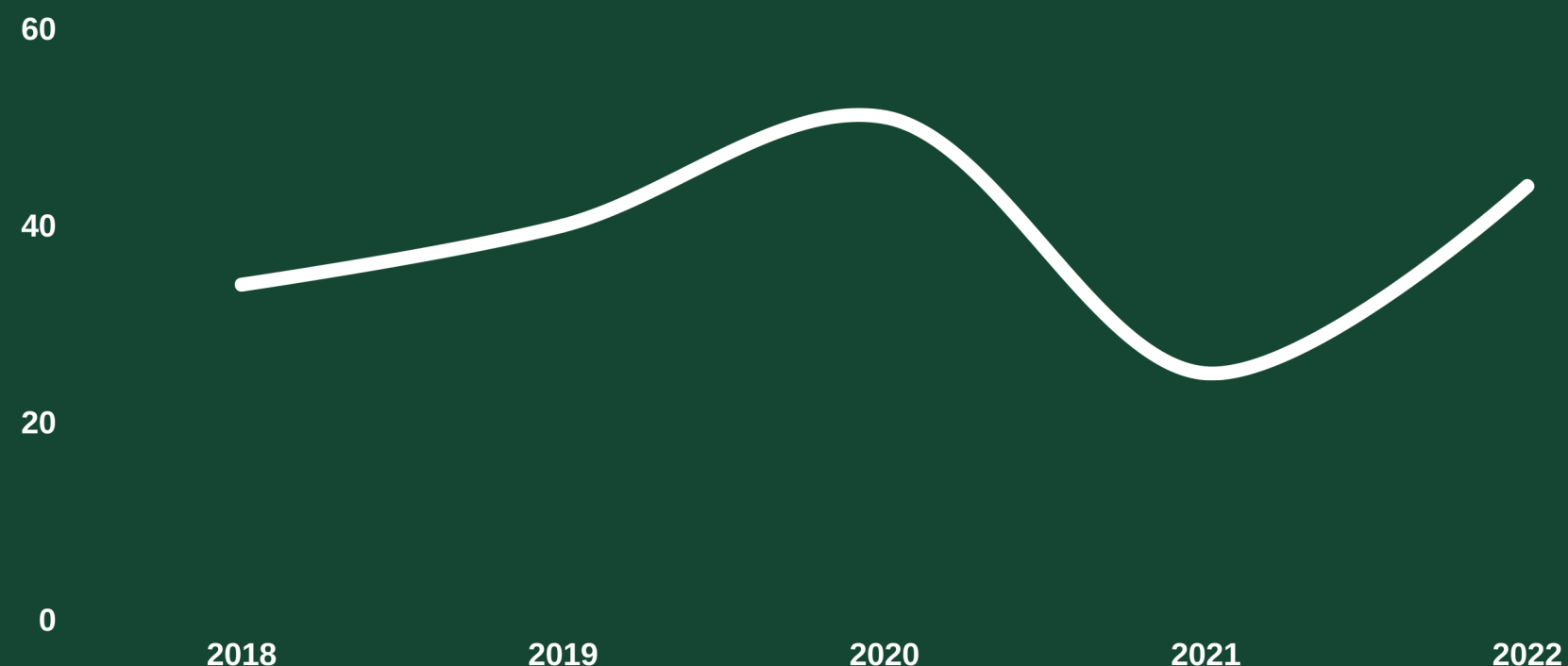


CO2 emissions per donor recruited (Kg Co2/Donor)



# Environmental Impact - Offsetting

in 2022 REAL offset 100% of its Scope 1, Scope 2 & Scope 3 Carbon Emissions. **45t CO2**



CO2 emmissions (offset) over time







This certificate acknowledges that

**REAL Fundraising Ltd**

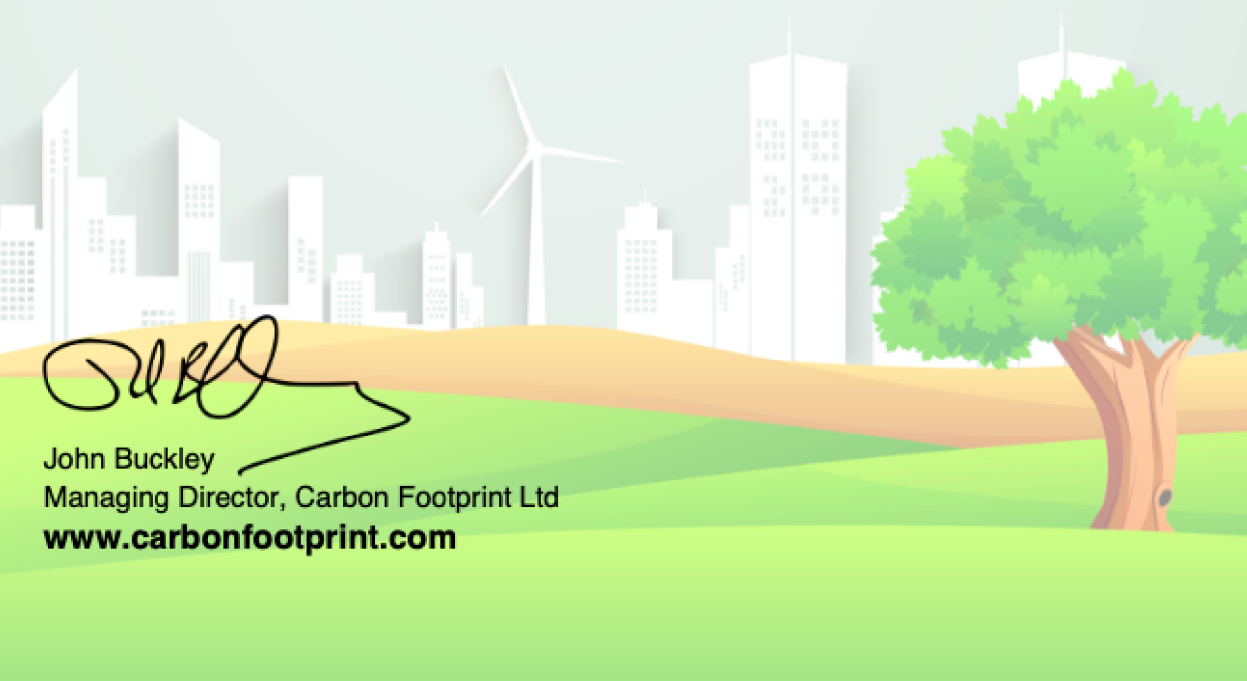
offset 45 tCO<sub>2</sub>e


through verified carbon reduction projects

and planting 45 trees in South East, UK

31 May 2023

Helping to combat climate change  
and sustain our environment for future generations



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



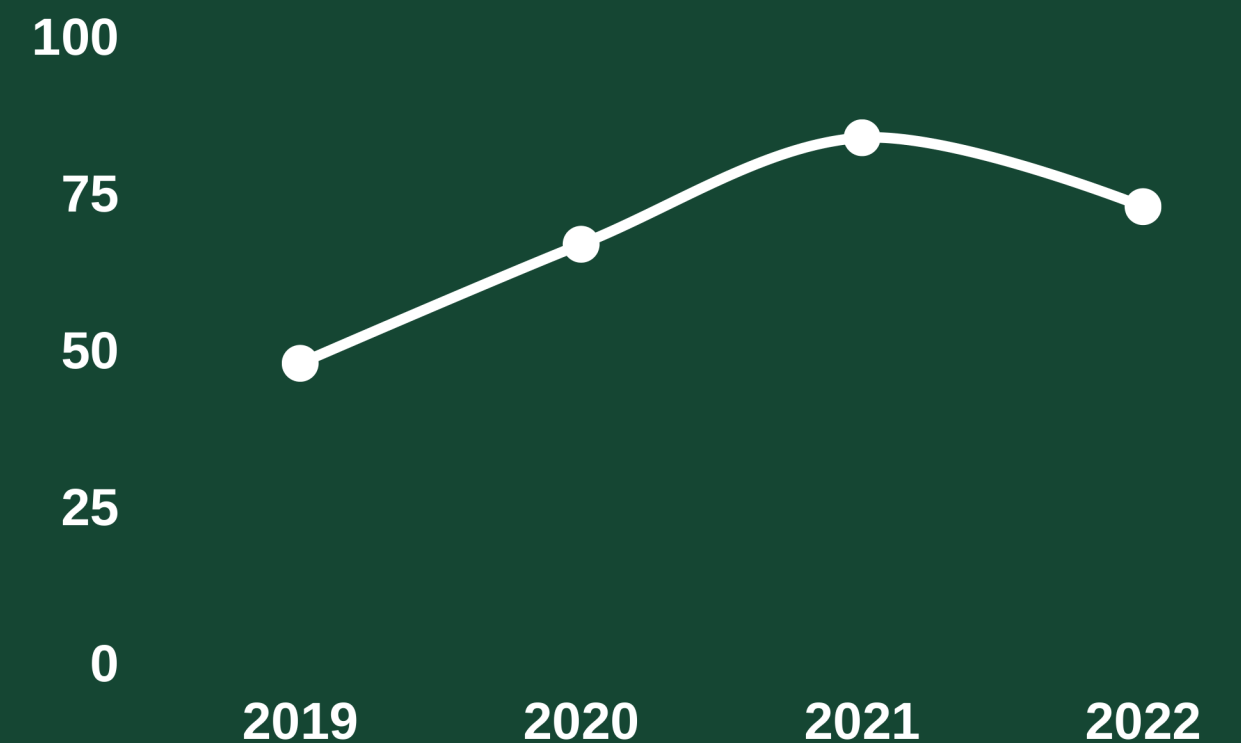
# The Project that we have chosen for Offsetting our CO<sub>2</sub> is UK Tree Planting in the SE of England





# Employee Satisfaction

We saw a slight decrease from 2021 however the an eNPS score of 73 is incredibly high companies can expect scores between -30 and +30 and above 30 is excellent.



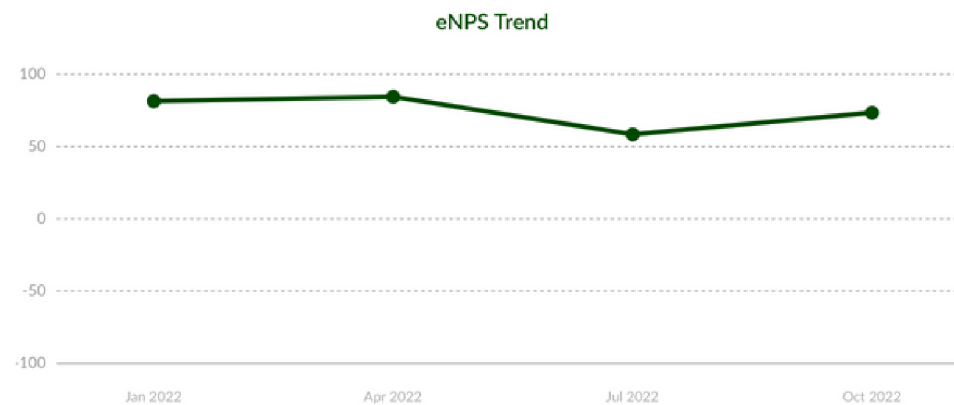
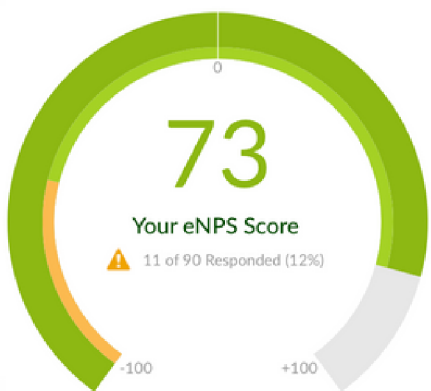
## Employee Satisfaction (eNPS®)

Overview Survey Responses

How is this calculated? More

Survey Period October 2022

All Departments/Divisions All Employees



### Top 5 Likes

People at Work  
Communication

Number of responses



Hide Details

Promoters Neutrals Detractors



# A Fair Wage



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



# 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**

# 3.6 : 1

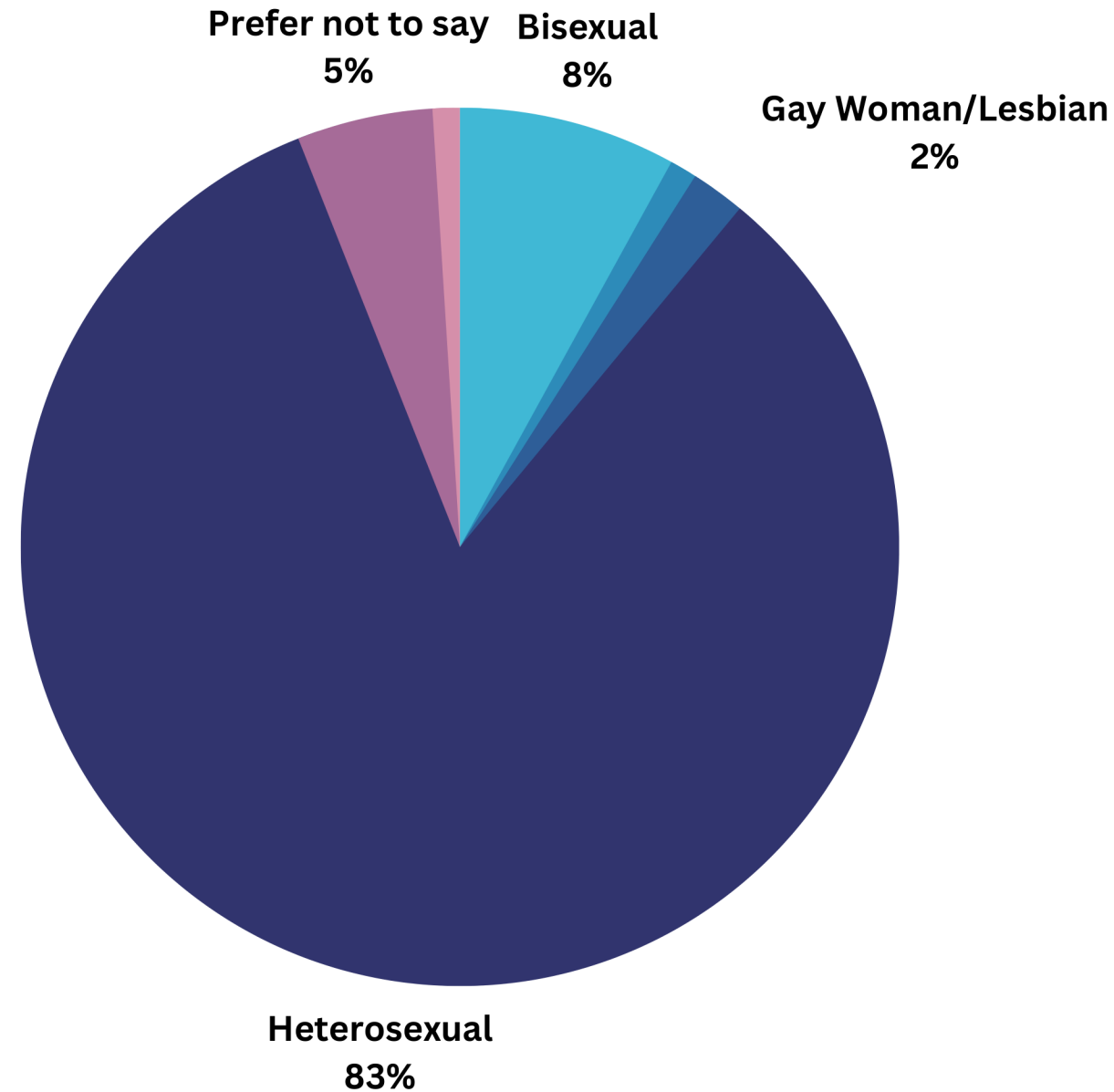
The ratio of pay from our entry-level fundraiser position (outside London) to the position of a Senior Director



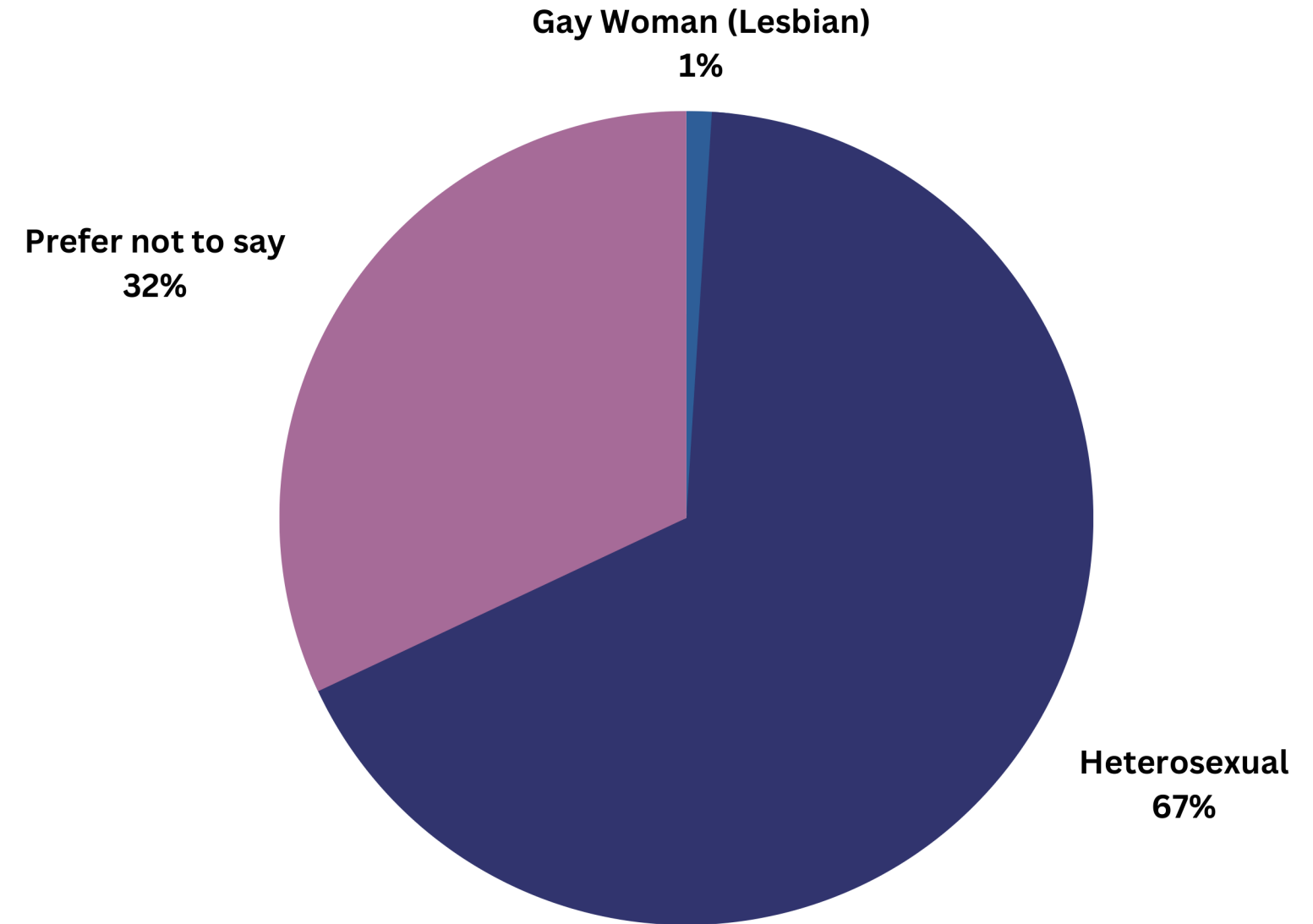


# EDI - How do we measure?

## Sexual Orientation



**REAL Fundraising**

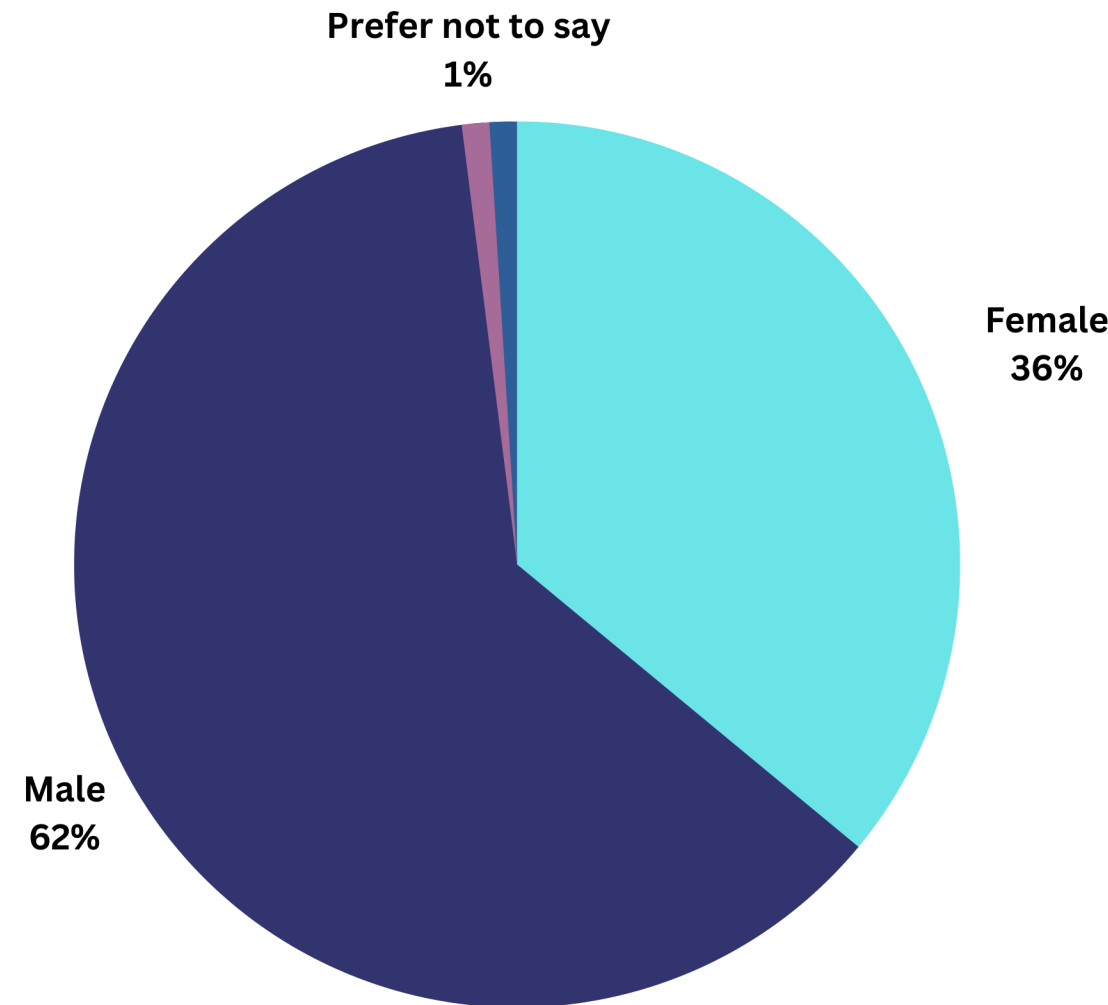


**Partner Contractors**

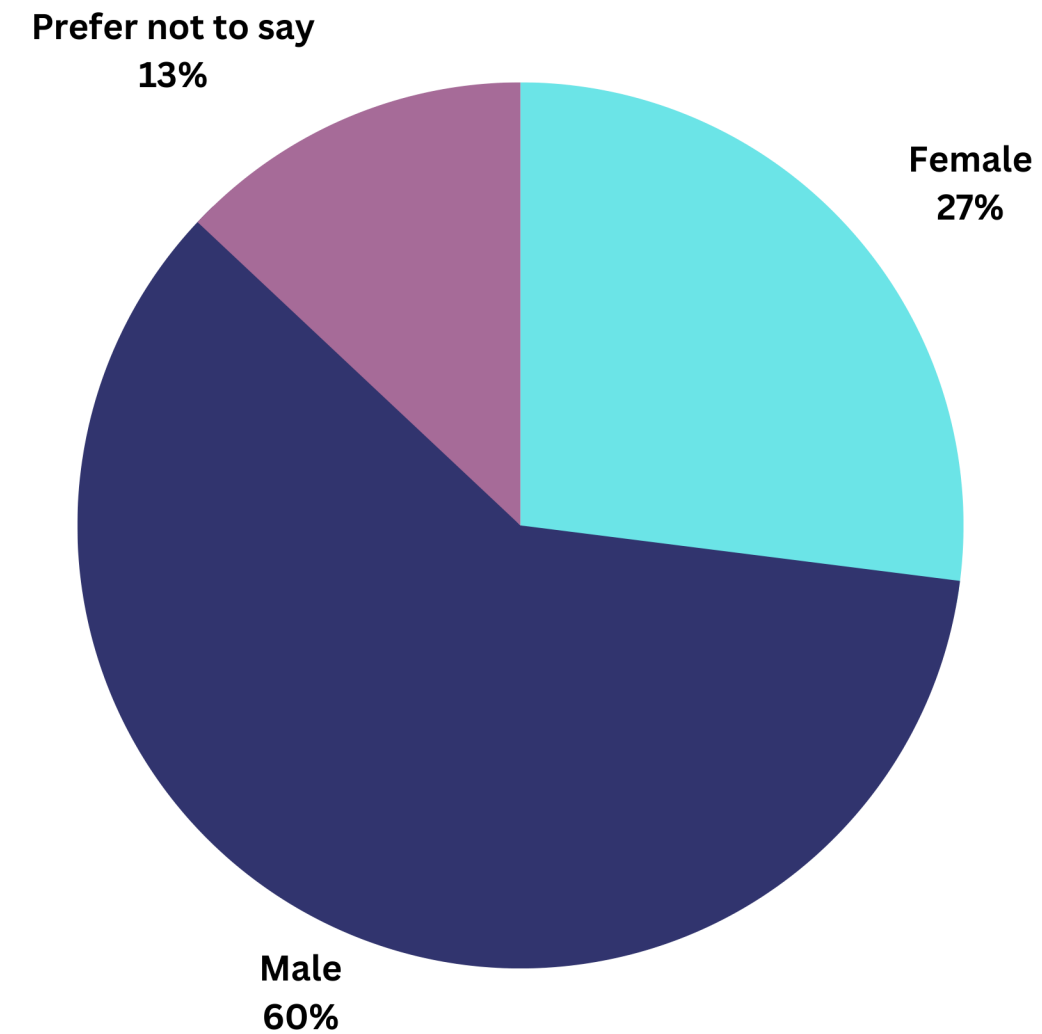


# EDI - How do we measure?

## Gender



**REAL Fundraising**



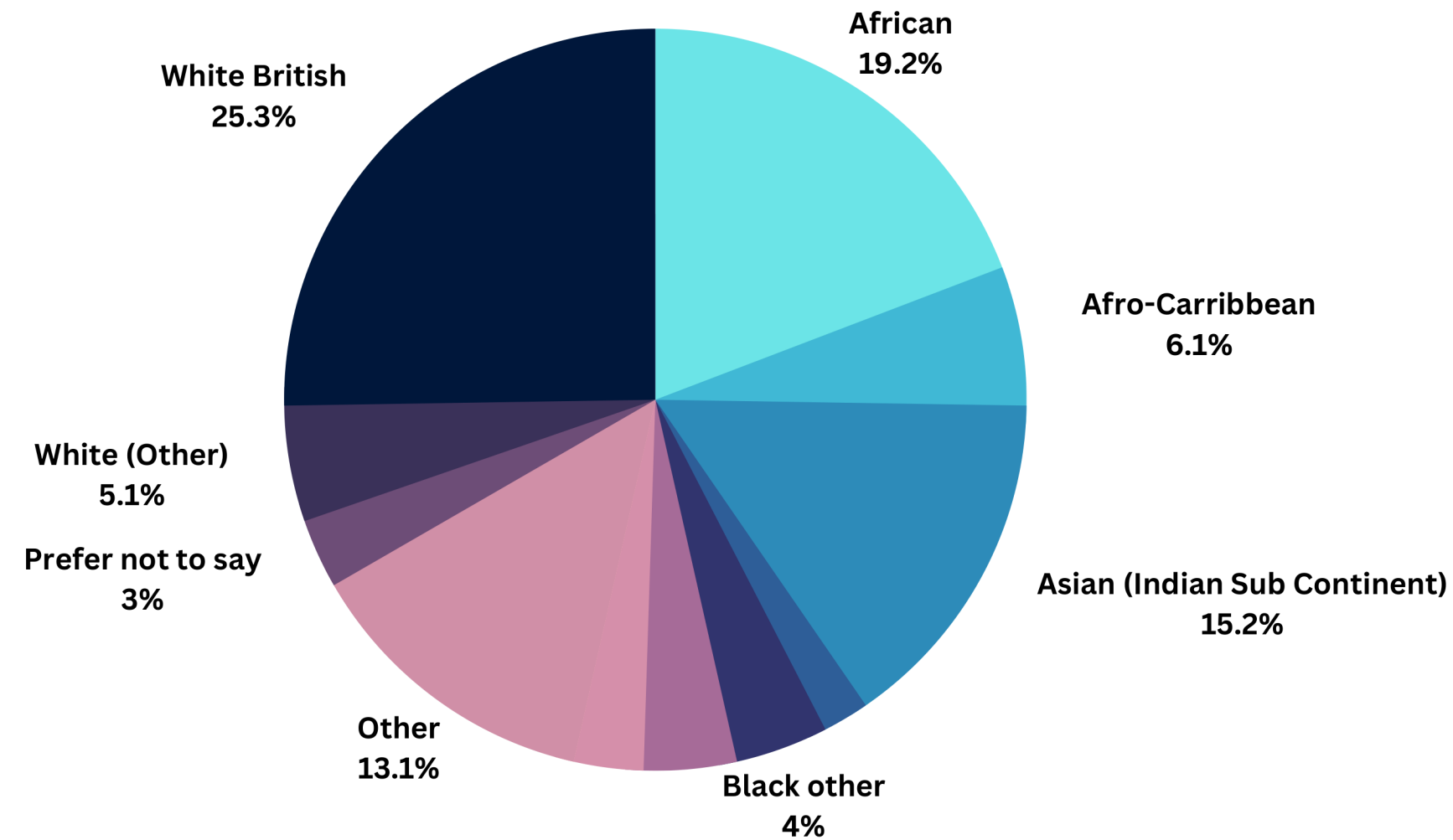
**Partner Contractors**



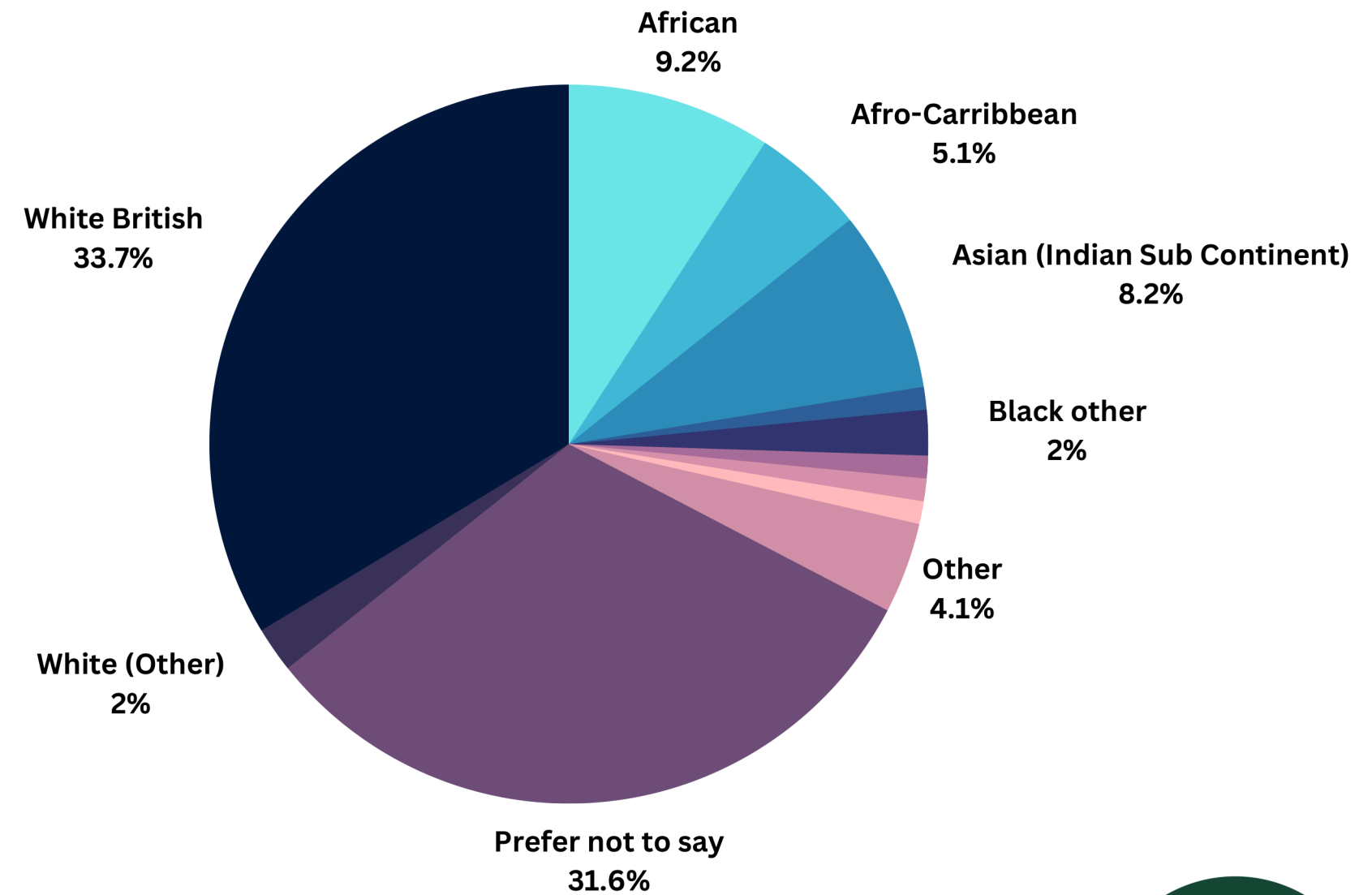


# EDI - How do we measure?

## Ethnicity



**REAL Fundraising**



**Partner Contractors**



# What we learnt.

- We are more diverse than the UK average
- Our Leadership is more diverse than the UK
- BUT, Our Leadership still does not represent our diversity at a company level
- We need to be led by those we want to grow into these roles
- Building a business that champions POC, Women & LGBT+ will be leading us to increase diversity at higher levels over time.





# EDI

# What we have done.

- Openly and publicly supported more diverse causes see REF.
- Amended company public facing websites and socials to be more representative of our diversity
- Implemented new policies that typically support women in the workplace more. **(Maternity, Menstruation, Menopause, Fertility & IVF Time off & additional childcare allowance)**
- Launched internal cultural awareness celebrations including BHM, Cultural Awareness Week.
- Become Stonewall Diversity Champions



# Impact Business Model 🙌

All our customers address social issues and help underserved communities.

# Customers





**READ**



**rota**  
Race on the Agenda

