



A transformational second year as a B-Corp

B CORP IMPACT REPORT | YEAR 2



Proudly
employee
owned.

**As of July 2024, every single person who works at Open is now
an Owner who has a say in our long term direction.**

Introduction

It made complete sense for a company founded to 'bring people together to change the world' to become a B Corporation. And, as we promised in our last impact report, we've tried to build on our excellent initial score across the business and its operations.

But as well as incremental improvements, this year saw a fundamental change in Open that, we believe, is fundamental to its mission and ongoing success.

In July 2024, Open became 100% employee owned.

All of the company's shares are now held by an Employee Ownership Trust that exists to benefit the team and secure the long term future of the company. And every single person who works here is now an Owner who has a say in our long-term direction.

We're confident that this move is going to be great for our owners (46 of them and counting) as well as our clients and the long term security of the business.

Tim, CEO
Katie, Staff Trustee



Purpose led since 2008

Open was founded in 2008 to bring people together to change the world. We've remained true to that vision ever since.

The team that Open has brought together now owns the business and has a direct stake in its future success. But our second year as a B Corporation has seen lots of other examples of how we're making our mission a reality.



What we do

Open is an agency that is all about action. Everything we do is focused on inspiring people to do the right thing right now – and then do it again.

This year we've prompted hundreds of thousands more world-changing actions and generated many millions of pounds in the process.

That includes developing brand communications that inspire people to engage with our clients' causes. But most of the time it's all about prompting donations or actions that have a direct impact on the world.



Giving our time and money

Open has continued its tradition of providing pro-bono support to local community organisations and partners working in humanitarian emergencies.

But this year saw us hit an exciting milestone in our corporate philanthropy.

Since we founded Open in 2008, we have run an annual 'Giveathon' where our team gives away a chunk of our profit to an incredibly diverse group of organizations close to their hearts.

This year, we also made a substantial donation to [The Mark Astarita Fellowship](#) which is, like us, dedicated to getting young people from under-represented groups into our sector.

Put this together and, this year, our total donations passed the half-million mark and now sit at £538k.



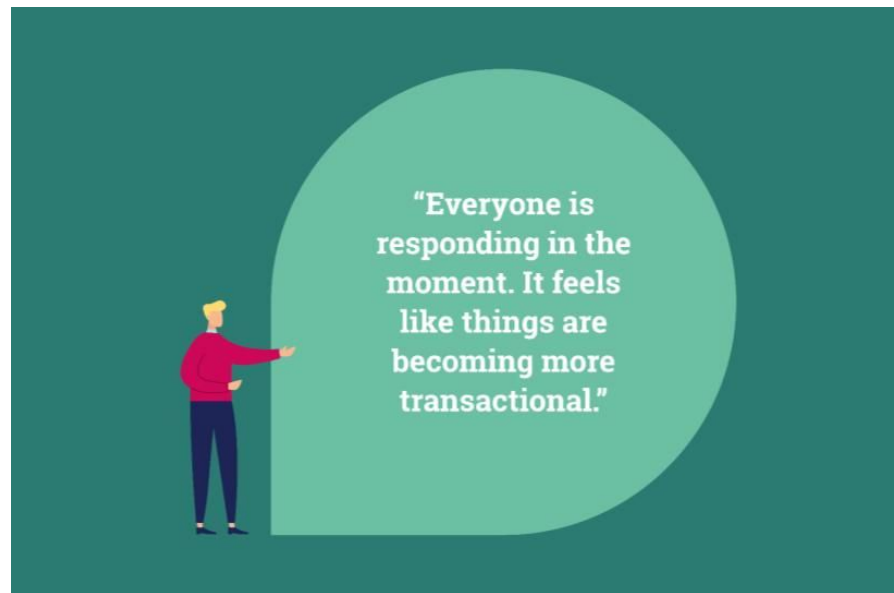
Sharing skills and knowledge

We continued in our mission to be 'open' with our skills and knowledge.

We produced the seventh annual installment of our Charity Benchmarks project – once again analysing the detail and the market trends behind over £1bn of fundraised income and sharing the results with over 500 fundraising professionals.

Over the course of the year, we ran webinars on improving direct dialogue fundraising, developing donor recruitment strategy and harnessing gratitude in healthcare settings.

We also ran a second free benchmarking product that drew together the Christmas appeal results of over fifty UK charities – providing free reporting and analysis to both participants and the wider sector.



Being good sector citizens

I Wish I'd Thought of That – our 'benefit gig' for SOFII – celebrated its 11th year of showcasing the very best in fundraising creativity and we were extremely flattered when a long-running campaign of ours won the public vote as the idea that people wished they'd thought of.

More accolades came in the form of the Chartered Institute of Fundraising's Supplier of the Year Award – which we won for the second time in recognition of our contribution to the UK charity sector as a whole.



Opening Doors

We continued – and expanded – our work to get young people from under-represented backgrounds into our sector and our business.

Our work with [City and Islington College](#) and [Local Village Network](#) has now reached over 100 participants – 20 of whom have undertaken paid internships at Open and two of whom have become full time members of staff.

We have also increased our outreach to include primary schools, where members of our team have given presentations about working in creative industries.



A year of impact for our clients

Against a backdrop of crisis at home and abroad, we continued to deliver effective, profitable and memorable work for a range of clients and causes.

Here are just a few of the highlights...



Emergency Appeals | Medical Aid for Palestinians & The DEC

We also worked with our partners at the Disasters Emergency Committee to produce their emergency appeal.

GAZA: ONE YEAR IN



MAP
MEDICAL AID FOR PALESTINIAN

WE REMAIN TO SAVE LIVES

EVERY CHILD IN GAZA IS IN DANGER

Children in Gaza are still at risk from bombs, bullets, malnutrition and now, rapidly spreading diseases. Medical Aid for Palestinians has been protecting the health and dignity of Palestinians for over 40 years. Today we remain in Gaza, supporting hospitals and clinics to save lives. Will you give what you can, so we can give our all?

£20
COULD PAY FOR
LIFE-SAVING
MEDICINES

Visit: map.org.uk/guardian3
Fill out the form below

**Or scan here to help provide
urgent medicines for Gaza**



YES. I WILL DONATE TODAY TO HELP SAVE LIVES IN GAZA

I'll make a donation of:

£20 ☐ £55 ☐ £100 ☐ other £

1 Please debit my ☐ MasterCard ☐ Visa ☐ C.A.B. PLEASE DO NOT SEND CASH

Name on Card _____

Card No. _____

Start Date MM MM YY Expiry Date MM MM YY Or if paying by check/cashieral order, please make payable to **Medical Aid for Palestinians**

Signature _____ Date DD MM YY

2 Through Gift Aid, any donation you give will be worth 25% more, at no extra cost to you.

I am a UK taxpayer and I would like Medical Aid for Palestinians to reclaim the tax paid on all my donations past, present and future. I understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on my donations, it is my responsibility to pay any difference.

☐ I'd like Medical Aid for Palestinians to claim Gift Aid on my donations.

3 My details:

Title	First name	Surname
Full home address		
Postcode		

To receive updates and find out how you can help by email and/or telephone please fill in your details below.

Email
Phone number

PLEASE DETACH THIS FORM AND RETURN IT TO: FREEDOM MAP, 33A ISLINGTON PARK STREET, LONDON N1 1QB. Or visit map.org.uk/guardian3

We'd love to keep you updated on how your support is helping Palestinians. We will send you information about our work, campaigns, opportunities to get involved and fundraising. To do this, we'll contact you by post using the address details you've provided. If you'd rather not hear from us, please email info@map.org.uk or call **020 7226 4114**. Your donation will be used to support our work wherever the need is greatest.

Information provided by you will be used to contact you about our work, campaigns, opportunities to get involved and fundraising. We will not pass your details to any other organisation.

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Medical Aid for Palestinians (MAP) is a charitable company limited by guarantee. Registered number 3018152 England. Charity registration number 1045315.



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Legacies for Life

It's About Time | Prostate Cancer UK

Following a rebrand and with a new focus on screening, Prostate Cancer UK wanted a new, energising, straight talking and inspiring legacy campaign to match their new tone of voice.

We put a range of ideas into audience testing to gain insights and inform the final campaign. The winning proposition 'It's About Time' then went into further development before materials were created – speaking directly to those connected to the cancer who know just how important screening trial will be for men like them in the future.

The campaign launched in July 2024 and reached 50% of target in just one month.



Getting Airborne

Kent Surrey Sussex Air Ambulance | Buy it for Life

KSS Air Ambulance were presented with a unique opportunity to own their second helicopter – giving the charity more control over their future and taking an important step in a longer term strategy to develop their aviation capacity. But time was running out. Having already secured £6.5 million in funding, they came to us to raise the last £1 million from the public.

Working collaboratively with the KSS team, and with media buying support from Join the Dots, we developed the 'Buy it for Life' campaign in a matter of days – going live in May 2024 across inserts, press, radio and local news.

In just six weeks, £1.77million had been raised. A flying start to a campaign that will run until the end of 2024!

KSS
AIR AMBULANCE CHARITY
KENT SURREY SUSSEX

**LET'S BUY IT
FOR
LIFE**

For family. For friends. For life.
Help us raise the final £1 million we need to
buy our air ambulance and help save even
more lives across Kent, Surrey and Sussex.

**URGENT
APPEAL
JUST DAYS
LEFT TO
DONATE**

SCAN the code to donate
VISIT aakss.org.uk/donate
CALL 01634 471 946

Air Ambulance Charity Kent Surrey Sussex, Rochester City Airport, Maidstone Road, Chatham, Kent ME5 9DQ •
A registered Charity in England and Wales • Charity no. 1021367 • A registered Company in England and Wales
Incorporated by guarantee • Company no. 2802142

FR Registered with
FUNDRAISING
REGULATOR

Our B Corp performance

As a for-purpose business, Open didn't need to make any changes in order to become a B Corp and we achieved a very strong score of 117.4 when we were first accredited. To put that in context, the average UK company would score 50.9 on the B Corp assessment criteria and the minimum score for accreditation is 80.

We're proud that this puts us firmly at the higher-scoring end of B Corp businesses. But that doesn't mean that we're not going to try and improve next time and we've spent our first year focusing on what we can do better.



Governance



Our move to employee ownership was the biggest change this year and, we believe, a huge step forward for Open.

From being a privately owned company, we've now transitioned to an Employee Ownership Trust which means the company is run for the benefit of its employees and with a focus on its long-term success.



We retain clear structures & lines of reporting, up to date job descriptions and a management team that is involved with both company strategy and operational decisions. We have clear financial systems and strong financial controls.

Despite – or rather in line with – these changes, our Articles of Association retain their commitment to having a material-positive impact on society and the environment.

What we've done this year

-  The company became an Employee Ownership Trust controlled by a trustee board including an independent chair and staff representative.
-  We've tried to foster a sense of shared responsibility and understanding around the company's operations and future..

Our plans for next year

-  We will explore ways to give staff more involvement in the running of their company and in shaping its strategy.
-  We will continue to provide frequent and transparent feedback to staff on commercial performance.

Workers

Compared to other companies, Open pays well and offers enhanced parental leave, sickness pay, employee assistance, holiday provision and flexible working. Unlike most companies, these benefits are available to all permanent staff regardless of tenure.

Women constitute the majority of the Open team and are well represented in management positions. We have excellent staff retention and a good track record of internal promotion and of staff moving between departments and functions to build their skills.

We monitor staff satisfaction and have excellent metrics for satisfaction and engagement.

On an administrative level, Open has clear policies in place for pay, performance review, grievance resolution and other personnel matters.

What we've done this year

- ✔ We benchmarked our benefits package against similar businesses to ensure that we're treating our staff well compared to the wider market.
- ✔ We reintroduced free massages for staff following a COVID-induced hiatus.
- ✔ We introduced a policy to allow staff paid and unpaid time off to volunteer as charity trustees. Members of our team sit on the boards of War Child, Greenpeace, trees for Cities and a local village hall.

Our plans for next year

- ▶ We will renew our focus on training and development with a goal to spend 100% of an increased training budget.
- ▶ We will encourage more staff to volunteer their expertise for good causes.
- ▶ We will increase and refurbish our office space to create a better working environment.

Community

Open is intensely proud of its work in its local community.

A key part of this is our partnership with City and Islington College to increase access to our company and the charity sector for young people from under-represented backgrounds – and the paid internships that follow on from that initiative.

Our webinars and free training are also taken into account – as is our Giveathon, IWITOT and support for SOFII. We also score highly for our involvement in panel discussions, research and our benchmarking product.

What we've done this year

- ✔ We won a Commitment to Education Excellence award for our work with City & Islington College.
- ✔ We've expanded our work with students to include local primary schools – delivering the 'Careers in the Arts' section of the 'When I grown Up' programme to year 5 pupils.
- ✔ We worked with students from the London College of Communication UAL on a brief focusing on Gen Z mental health.
- ✔ We provided paid internships to two NHS Graduate Trainees.
- ✔ We spent thousands of pounds supporting local for-purpose businesses including [The Arc](#), [Breadwinners](#), [Luminary Bakery](#) and [The Electric Barge](#)

Our plans for next year

- ▶ We will continue our support for local community organisations.
- ▶ We will continue to develop and promote free resources for the charity sector.
- ▶ We will look to formalise and replicate our intern programme with other businesses.

Environment

As a creative services company, Open has relatively little opportunity to create a positive environmental impact within supply chains.

Our rented office space within a much larger (and very old) building means that we are also limited in what we can achieve in terms of energy efficiency and ethical energy sourcing because these are out of our control.

However, that does not mean that we have no room for improvement.

What we've done this year

- ✔ We investigated offsetting our flights and energy usage but, having consulted with Friends of the Earth and Greenpeace (both of whom are clients) we came to the conclusion that this was not a useful thing to do.
- ✔ We fitted out our new office space and meeting rooms with 100% re-purposed or used furniture and equipment.
- ✔ We reduced – as far as possible – our purchase of single-use items.

Our plans for next year

- ▶ We will continue to use 100% recycled and refurbished equipment for our offices.
- ▶ We will approach our landlords again with a view to persuading them to use renewable energy.

Customers

In line with its founding strategy, Open continues to serve a 100% not-for-profit client base.

We work with a range of household names – and niche organisations – who are achieving significant impact in the areas of health, poverty reduction, social justice and the environment

What we've done this year

- ✔ This year we've onboarded new clients including Tearfund, Blood Cancer UK, Save the Children International, Addenbrooke's Hospital Charity, Kent Surrey Sussex Air Ambulance and rekindled our relationship with FOE
- ✔ We continued to focus on client satisfaction – surveying and interviewing partners to identify gaps in our offer and areas where we could do better.
- ✔ We retained over 90% of our client base.

Our plans for next year

- ▶ We will seek to work with another major environmental charity.
- ▶ We will encourage more clients to share our working space – giving them a free office location in London if needed.

CONCERN
worldwide



NSPCC

pdsa
THE VET CHARITY FOR PETS IN NEED



CENTRE POINT
ENDING YOUTH HOMELESSNESS



Practical ACTION



BREAST CANCER NOW
The research & care charity

FREEDOM FROM TORTURE
EMPOWERING SURVIVORS
REBUILDING LIVES



HELP for HEROES

MAP
MEDICAL AID FOR PALESTINIANS



KSSX
AIR AMBULANCE CHARITY
KENT SURREY SUSSEX



Guy's & St Thomas' Charity &...

Right thing. Right now. Repeat.

If you'd like to talk more about our B Corp journey
or about how we can help you change the world,
please get in touch.

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www.opencreates.com



