



# Impact Report 2024



## A note from our CEO

2024 was another defining year for us, and I am deeply proud of what we achieved together. We worked with over 1,000 exceptional charities, nonprofits and social enterprises, each driving change in their communities. It is an honour for Lightful to help amplify their voices and strengthen their resilience.


I am proud that we achieved B Corp recertification with a higher score, and that our team shared their expertise across multiple continents – advancing maternal, newborn and child health, supporting green growth and climate action, and standing alongside nonprofits during these critical times, such as in Ukraine.

Digital and AI continue to show their potential as a genuine force for good. From building tools centred on trust and authenticity to helping organisations raise more funds and reach wider audiences, we are delivering meaningful results.

I am hugely grateful to every colleague at Lightful for their creativity and commitment. Every part of their work in 2024 has supported those who do the greatest good, often in the toughest circumstances.

A handwritten signature in blue ink that reads "Vinay".

CEO & Co-founder of Lightful

A portrait of Vinay Nair, a man with grey hair and a beard, smiling. He is wearing a dark suit jacket over a light blue shirt. The background is a blurred green hedge.

Vinay Nair  
CEO & Co-founder, Lightful

**96%**

participation in our internal engagement survey

**560+**

people learned about topics such as generative AI and feminist design at our open webinars

**73**

overall NPS score for our Learning programmes (out of a possible -100 to 100)

**1,051**

charities gaining key digital skills through our programmes

## 2024 in a snapshot

**2,509**

social media accounts linked on the platform

**16**

funders whose work we supported

**3**

continents where the Lightful team shared their expertise - at events from the UK and Italy to Rwanda and the USA

**1,296**

trees planted and 216 tonnes of carbon emissions avoided, contributing to our total of 27,168 trees planted and 2,343 tonnes of carbon avoidances

## Our vision and mission

“ Our **vision** is a future where nonprofits have the power to create more equitable communities and a healthier planet.

“ Our **mission** is to help nonprofits become better storytellers, build trust and raise more money.



# How we fulfil our mission and vision



# Our values

## We care deeply

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Lightful is more than a job to us. We care about each other, our stakeholders and the amazing causes that they support. We care about what goes on in the wider world and taking practical action that creates more equitable communities and a healthier planet.

## We're always learning

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We are passionate about learning with and from our team, our stakeholders and their wider communities. We test new approaches to ensure we are creating innovative and accessible services and internally foster a culture of curiosity development.

## We communicate intentionally

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We believe that intentional communication is transparent, thoughtful and has a clear purpose. It is vital to both enabling nonprofits to tell their stories, and for us internally to proactively do our best work as a team.

## We build trust

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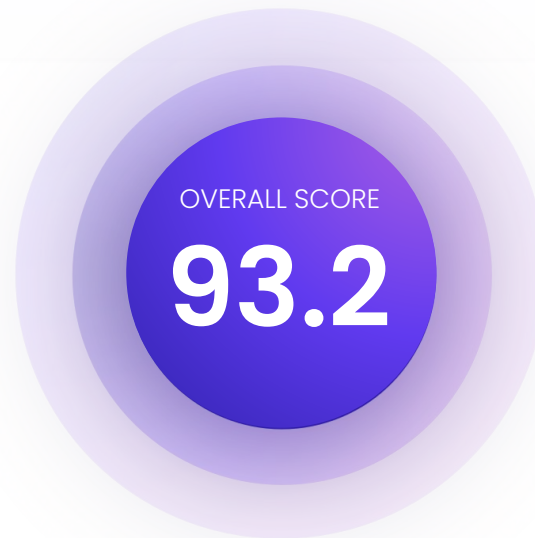
Building trusted relationships is the foundation of Lightful's work. We trust each other to be autonomous, whilst creating a supportive culture where everyone contributes to our shared vision. We enable nonprofits to build trust in communities so that everyone's voice is heard.

# B Corp impact scores

We were proud to achieve our B Corp recertification in April 2024, building on our original certification from September 2020. Our score increased from 84 to 93.2, showing the progress we've made and our continued commitment to being a responsible, values-led business.

This puts us well above the 50.9 median for ordinary businesses and comfortably above the 80-point threshold for certification. We performed particularly well in People (38.4 vs. median of 22.3) and Governance (17.8 vs. 8.6), and identified opportunities for growth in Customers.

We're reviewing the updated B Corp standards to stay aligned with best practice. Over the next year, we're developing transparent lobbying and tax policies, strengthening governance for stakeholder accountability, embedding inclusive leadership and learning, and applying responsible development principles. These steps support updated impact areas including government affairs, fair work, and environmental stewardship. Our focus remains on learning from our results, tracking progress and deepening our impact.



## People



## Customers



## Environment



## Community



## Governance



# Our progress against our 2024 goals

We're always looking to improve, both in how we work together and in how we support others to create positive change. Feedback continues to shape our approach, helping us strengthen our ways of working, deepen our expertise and grow the impact we contribute to, step by step. This commitment to learning and improvement has guided our progress over the past year. Here are some key highlights from 2024, delivered against our goals.

## Board and governance

We undertook a strategic board update, welcoming three experienced directors and two new board observers, strengthening our governance with deep expertise. We reinforced our governance infrastructure and repurposed our governance documents to embed rigorous accountability, transparency and alignment with our mission.

## AI-powered tools

We've developed several impactful AI tools to strengthen the learning journey for participants, while also embedding energy efficient practices into our infrastructure to minimise environmental impact and token usage. Our Campaign planner tool launched in 2024 which empowers users to have comprehensive campaigns organised for them.

## Volunteering

Our team participated in a diverse range of volunteering and activities, from supporting local communities to leading national charity initiatives. Some team members contributed over 100 hours across activities such as coaching children's football, donating blood, and mentoring students. Others served as trustees, showing a strong commitment to creating positive impact beyond their company roles.

# People

Lightful's people remain at the heart of everything we do knowing that our success depends on making life at Lightful fulfilling, inclusive and supportive. In 2024, we built on our previous commitments with measurable progress in key areas:

We continued to prioritise listening and responsiveness by evolving our team feedback mechanisms. We introduced anonymous feedback at company meetings, improved 360 feedback processes, and increased engagement surveys. Feedback insights directly shaped how we work, particularly in strengthening team connections and encouraging honest feedback.

To strengthen transparency and alignment, we introduced a new structure for weekly company meetings, sharing clear updates on progress against company and team OKRs. We also enhanced in-person team days with dedicated "Innovation Sessions" to foster cross-team collaboration and creativity.

Recognising the importance of inclusive and accountable leadership, we launched the Lightful Leadership Team (LLT) to further improve cross-team alignment.



# Lightful's people in 2024

## Team voice and engagement

 **76%**

of our engagement survey questions scored 90 and above

 **100%**

of our workforce feel their opinion is valued when they share it

 **1,863**

pieces of feedback shared by employees during 2024 engagement survey process

## Team culture and collaboration

 **100%**

of people feel we collaborate effectively as a team while working remotely

 **11**

policies have been introduced or updated as part of reviews and team feedback

 **11**

socials held throughout the year – a combination of remote and in-person

## Team profile

 **52%**

of people have worked at Lightful for 4+ years, an 8.5% increase from 2023

 **57%**

of Lightful's Leadership Team identify as women

 **100%**

of our team are paid above the real Living Wage



# Our new **period and menopause** policies

## Period and menopause policies

In 2024, we recognised the need to better support our team through life stages that are often overlooked or stigmatised at work. We asked for a voluntary working group from across Lightful to help shape our new period and menopause policies, ensuring these reflect real experiences and meet the needs of those they are designed to support.

These policies are for everyone at Lightful. They are written not only for individuals navigating periods or menopause, but also for managers and colleagues to help them understand how these experiences can affect working life. By fostering open conversations and providing clear guidance, we hope to break down barriers, increase empathy and ensure everyone feels seen, heard and supported.

Creating these policies is a direct expression of our values. We care deeply about our people, we build trust by listening and responding, we communicate intentionally to reduce stigma, and we are always learning how to do better. To keep this conversation going, in 2025 we will be hosting a lunch and learn on both policies, helping to embed them further into our ways of working and strengthen our inclusive culture.

# Customers

## Driving sector-wide impact with digital and AI innovation

2024 was a transformative year for Lightful. Through our Digital Accelerator, BRIDGE, and BRIDGE Advanced programmes, we supported hundreds of nonprofits across causes such as climate, women's health, disaster response, carbon justice, faith-based initiatives, and engineering. **We also partnered with midwives' associations for the first time**, building their digital capacity and advocacy, and hosted a memorable workshop in Rwanda with programme participants.

**We launched a new suite of AI-powered tools**, developed our AI principles and guidelines, and embedded AI throughout our curriculum, helping nonprofits lead digital change with confidence, ethics, and creativity. **Our Bright Sparks Society continued to thrive**, giving alumni ongoing access to tools, webinars, dedicated community spaces, and exclusive opportunities to test new AI features.

**Another highlight was the 2024 Climate Cohort**, which brought multiple climate funders together to support grantees through a collaborative, mixed cohort. This innovative approach has sparked fresh momentum for collective action and is paving the way for future co-funded cohorts that can drive even greater impact.



# Lightful's learning programmes in 2024

## Our clients


**1,051**

organisations we've worked with


**16**

funders and foundations supported these organisations


**94**

countries

## Cause-focussed programmes



Climate change



Midwifery



Gender justice

## Place-based programmes



Florida; Ireland; Ukraine

## Sector areas

These organisations work in a variety of different cause areas, the top three being Climate, Education and Health

#1  Climate

#2  Education

#3  Health

## Programme highlights

↑ **95%**

increase in digital confidence for one cohort

↑ **92%**

increase in digital strategy confidence for one cohort

 **942**

1:1 digital coaching calls

 **203**

live masterclasses

# Strengthening midwives' associations' digital advocacy

In 2024, we launched two BRIDGE programmes in partnership with the International Confederation of Midwives. The first cohort, a total of 97 participants from 18 different midwives' associations based in Africa, and the second cohort of 54 participants from 10 midwives' associations based in South East Asia.

This partnership and cohort showed the power of collaboration in strengthening midwives' associations' digital advocacy and helping them amplify their voices online. The curriculum was contextualised to enhance participants' ability to design, implement and evaluate their advocacy and fundraising campaigns, for example with our bonus workshop to help them plan their campaigns for International Day of the Midwife. Over the course of the programme we delivered 50 coaching sessions, 32 live sessions and over 705 hours of e-learning content with high levels of engagement across all delivery methods.



## Across both cohorts:

- 94% increase in digital fundraising confidence
- 75% increase in digital campaigning confidence

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*I would like to express my sincere gratitude to the BRIDGE team for their support and guidance. The knowledge and skills we acquired extend beyond plans and policies—they have strengthened our confidence in tackling current challenges. We look forward to applying what we've learned in practice and to fruitful collaboration with all partners to ensure the sustainability of midwifery services and the improvement of maternal and child health in Yemen.*

**– National Yemeni Midwives Association**



# Participant spotlight

## National Yemeni Midwives Association

Before BRIDGE, National Yemeni Midwives Association were at entry level with digital, they were mainly paper based with not much digital activity. Their main challenges were:

- No digital strategy
- Didn't know their online audiences
- Had never run a digital campaign before

Recognising the growing importance of technology, they joined the BRIDGE programme to develop their digital capabilities looking to acquire the tools and skills necessary to increase their impact.

Since the start of the programme they have:

- Created a digital strategy
- Created audience personas
- Carried out stakeholder analysis
- Created a National Policy Framework
- Ran a digital campaign
- Increased their digital fundraising
- Increased their social media engagement

**Biggest Achievement:** Creating a National Policy Framework to support Midwives in Yemen. Built from rigorous stakeholder analysis, the framework defines clear roles and responsibilities alongside the mechanisms for sustainable financing.



*Today, our association faces significant challenges due to the suspension of grants and international aid, which has disrupted many of our vital programs.*

*However, we leveraged the BRIDGE training to draft a clear policy and actionable roadmap. With urgent support, we hope to activate it soon to mobilize the advocacy and backing needed—both locally and internationally—and resume our work to improve maternal and newborn health in Yemen.*

**Majed Alkuhlani**  
National Yemeni Midwives Association

# Starting strong with the #Midwives360 Conference!



Digital

BRIDGE

"Midwives matter!" Empowering Midwives' Associations through digital





# Funder **deep dive**: Jessie Ball duPont Fund

Since 2019, Lightful and the Jessie Ball duPont Fund have partnered through the BRIDGE programme to build digital resilience among nonprofits in Florida. The results of this 5-year partnership speak to the lasting value of strategic digital capacity-building investments.


## Project overview

 **126**  
nonprofits have participated  
in the BRIDGE programme

 **28,000+**  
new donors recruited across  
5 years

 **\$7.5 million**  
distributed in matched funds

## Our impact

 **5x ROI**  
achieved on investment from  
improved fundraising efforts by  
nonprofits

 **86%**  
of grantees say BRIDGE positively  
impacted their whole organisation

 **\$50 million**  
total generated through  
combined fundraising efforts and  
matched funds

 **2x increase**  
in digital confidence by year four of  
the programme

*"This work has helped organizations strengthen their digital skills, engage new audiences and build lasting resilience."*

— Mari Kuraishi, President, Jessie Ball duPont Fund



# Lightful's digital products in 2024

Supporting our high impact programmes with bespoke digital tools for nonprofits

## Created a persona

+  **802**

personas created on  
the Lightful Platform

## Their stories

 **59.38K**

posts made on social media  
using Lightful's tools

## Linked an account

 **2,509**

social media accounts  
linked on the platform

## Created an ethical story

 **599**

ethical stories created  
in 2024 on the Lightful  
Platform

## Happy customers

 **1,000+**

"I like the platform, it's  
so helpful. The AI tools  
are great"

## AI feedback

 **100+**

shared positive feedback  
on our AI compose tool,  
helping us refine and  
improve our prompt

# Environment

As we navigate the growing use of technologies like AI, we are mindful of their environmental footprint and our responsibility to reduce our impact where we can.

## Ecologi

While our operational emissions are relatively limited, they remain an active part of our internal discussions and decision-making. To address the emissions we do produce, we continue to support meaningful climate projects through Ecologi. In 2024, our funding contributed to peatland restoration in Indonesia, protecting habitat for Bornean orangutans; forest protection in Colombia, preventing over 3.6 million tonnes of CO<sub>2</sub>e annually; and a solar project in Morocco, reducing 33,000 tonnes each year. We also supported Amazon conservation in Brazil and water borehole repairs in Eritrea, demonstrating our ongoing commitment to climate action.

# Amplifying climate action through our programmes







In November 2023, we launched a 6 month climate-focused BRIDGE programme. This cohort was made up of 41 mainly small organisations (83% had between 1 and 50 employees), most of whom were early in their digital journeys. Their key challenges when starting the programme were, limited capacity and expertise of staff and the lack of a digital strategy to drive their communications and fundraising activities – BRIDGE offered the opportunity to address these challenges.

We saw excellent engagement across all key training methods throughout the programme, which allowed them to learn from Lightful experts and each other. Over the course of the programme we delivered:

- 70 coaching sessions
- 16 live sessions
- And a variety of e-learning and downloadable resources

As a result we saw participants' confidence increase across core areas of the programme, especially in regards to digital strategy confidence.

We're proud to share strong outcomes and encouraging signals of long-term impact from this BRIDGE cohort:

-  Net Promoter Score of 57 (significantly above industry benchmarks with 50+ considered exceptional)
-  Big steps forward with the confidence of the cohort, particularly noticeable in creating a digital strategy and digital fundraising
-  92% of survey respondents said BRIDGE has helped with their work in communicating and advocating for climate and environmental awareness
-  Positive early signs of long term resilience as 94% of respondents feel that BRIDGE will enable them to create a more compelling online campaign in the future
-  Excellent cohort engagement across the programme, with 70 coaching 1:1 sessions delivered
-  100% of survey respondents are interested in future digital training from Lightful

## Case study: Su-re.co (Sustainability and resilience)

When applying for the programme, the team shared their biggest challenges were a lack of digital strategy, limited expertise of staff, and lack of digital fundraising.

They had three primary goals for participation:

1. Launch an online campaign for climate solutions
2. Develop a digital marketing strategy for biogas
3. Train staff in digital fundraising

As a result of BRIDGE, they improved in a number of areas:

- Updated their website content and SEO strategy
- Developed audience personas
- Started planning content ahead of time
- Developed a digital strategy
- Adopted new digital tools

### Biggest achievements:

1. Establishing new concrete SMART goals that really drive the organisation forward into their new vision
2. Revising their website and creating an ambitious campaign to attract their newly identified target audience

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*For us we were always confused on what to prioritize and our digital marketing has always been second priority or lower. We marked it as an Important but NOT urgent category of tasks.*

*The BRIDGE program has tremendously helped break down how these tasks can be achieved slowly and in batches instead of seeing as one big challenge.*

*What I wish (which is obviously a lot to ask for) is for this program to never end :)*

**Fabian Peri Wiropranoto**







# Community

In 2024, our team continued to show a strong commitment to giving back, with many contributing their time, skills and energy to causes they care about. Whether through formal volunteering days or their own time, colleagues made a meaningful impact in their communities.

## Volunteering

From mentoring students and coaching children's football to supporting community shops and leading charity initiatives, our team engaged in a wide range of volunteering activities. Some colleagues contributed over 100 hours of their time, and several served as charity trustees, including with organisations such as [The Western Front Association](#) and [Dwona Initiative](#), providing strategic and governance support.

One team member's voluntary contributions was recognised with the King's Award for Voluntary Service, a testament to the depth of commitment and strong culture of purpose-driven engagement across the organisation.



# Our community impact in 2024

## Being part of the community



29%

of Lightful team members spent time volunteering in their local and extended communities in 2024



8

B Corps included within Lightful's purchasing supply chain

## Community based incentives



3

campaigns launched across our digital channels to spark global conversations and community engagement



13,000+

people reached through #BuildingResilience campaign content across our social channels

## Sharing our knowledge



5

external speaking engagements with partners including Future Good, CharityComms and the International Confederation of Midwives. We delivered sessions on a range of topics from ethical AI to the power of digital for midwifery advocacy



560+

attendees at a variety of guest speaker webinars where participants could engage directly with sector experts in areas of AI, feminist design, fundraising and giving circles



80+

joined our open-panel discussions with funders exploring how collaboration can strengthen digital capacity-building for climate action and disaster response

# Governance

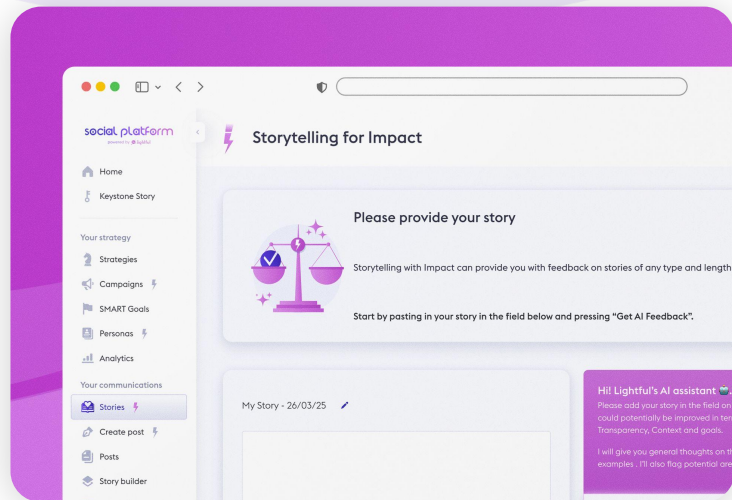
Lightful's mission is to strengthen relationships between good people and great causes. We hold ourselves accountable for achieving this with all our stakeholders by delivering our work in a transparent and accountable way.

## Objective and Key Result (OKR) framework

After 18 months of refining our company OKR structure to enhance accountability, clear communication and alignment across the company we expanded our remit to include team and individual KRs to ensure the whole team felt alignment to our company OKRs.

On a monthly basis, each team shares an overview of their progress against OKRs with the entire company. This practice fosters transparency and allows us to track our progress towards our targets effectively.

# Proceeding responsibly: our approach to AI



We have continued to develop more AI-powered features for charities. [Our approach](#) to generative AI remains consistent to proceed with an ethical framework that is focused on:

- Building trust
- Building equity
- Building responsibly

Following this approach, we released a number of new features in 2024, including:

- [Storytelling for Impact](#)
- [AI-powered Persona Creator](#)
- [AI Persona Creator + Compose](#)

# Looking forward to 2025

Looking ahead, we are focused on continuous improvement across Lightful. We're actively exploring how we can better support our team, deepen the value we offer to our customers, and uphold our wider responsibilities as a purpose-driven company. Our aim is to grow thoughtfully and responsibly, building on what we've learned to enhance the way we work, the impact we create, and the way we contribute to a fairer, more sustainable future.

We have identified three goals for 2025 to further improve our operations over the year ahead:

## Board, leadership and governance

Build on our 2024 board update by strengthening inclusive and effective governance.

We aim to increase board diversity and embed accountability for social and environmental impact into company metrics. We are focused on empowering our Lightful Leadership Team to drive commercial success and impact at scale.

## Learning and development

Equip our team for the AI age through a shared learning journey, led by our leadership team.

We'll place greater emphasis on learning as a core part of each role. This includes creating opportunities to upskill, encourage collaboration and creativity, and ensure access to the tools and support needed to navigate emerging technologies confidently.

## Building on what we learn

Enhance our understanding of the short and long term impact of our programmes, by consolidating impact data across cohorts.

We work with hundreds of nonprofits, each with incredible stories of impact to share, and we will trial new techniques to measure this in a way that aligns with our theory of change.

**Thank you** to our 2024 stakeholders as we look to continue strengthening our impact in 2025







# Lightful moments

A glimpse into the highlights, big and small, that made 2024 memorable for our team.





[www.lightful.com](http://www.lightful.com)

