



# Another year of changing the world

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**B CORP IMPACT REPORT | YEAR 1**

**For the full experience, you can view an animated version of the report [here](#).**

# Introduction

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**This is about all of us. The team, our clients and the people we exist to serve.**

As a company founded to change the world, becoming a B Corp was a natural step for Open. So there was a lot of celebrating when we received our certification in September 2022 following a reassuringly rigorous application process.

A year on, we're obliged to provide a B Corp Impact Report to demonstrate that we're living up to our high score. But as obligations go, this is one of the better ones.

It's a pleasure to look back at the past twelve months and celebrate what the team has achieved – both in partnership with some very special organisations and in our own community.

But it's also an opportunity to look at where we can do better. Where we can be more effective, more powerful and more generous as we continue to bring people together to change the world.

So here's to another year of impact. And a huge thank you to the clients, partners and our incredible team who have already achieved so much.

**James, Louise, Nicki & Tim  
Owners**



# Purpose led since 2008

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Open was founded in 2008 to bring people together to change the world.

Over the years we've brought together charities and NGOs from the UK and around the world with tens of millions of people who want to support their missions. We've brought together a hugely talented and dedicated team. We've brought together artists, broadcasters, commercial organisations and other agencies to create campaigns that are greater than the sum of their parts.

In the process, we've raised hundreds of millions of pounds and engaged tens of millions of people with organisations who share our vision of a fairer, more compassionate and more sustainable world.



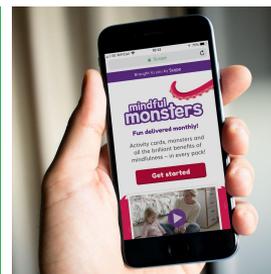
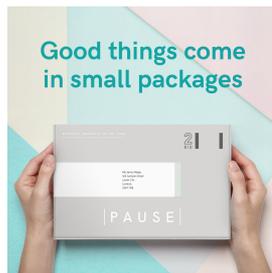
## What we do

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.

That could mean giving money, signing a petition, buying a product or altering a behaviour – as long as it creates change.

That doesn't mean we're not interested in 'pure' brand work. Nor does it mean that we believe that 'the ends justify the means' when it comes to driving a response. On the contrary, we're very focused on shaping what audiences think and feel about our clients. And we're determined to play a leading role in changing the way the not-for-profit sector represents the people it exists to serve.

But when all is said and done, you can't change the world without action. So action is what we exist to inspire.



## Giving our time and money

As a company that spends a lot of time and energy inspiring people to take action, we think it's only right that we take action too.

When natural and man-made emergencies strike, we work for free. Over the years we've given thousands of hours of our time and produced hundreds of ads and appeals for our INGO clients and the Disasters Emergencies Committee.

But we don't just give our time. We give our money.

Every year we hold our 'Giveathon' where every member of our team is given money to donate to a cause, or causes, that are special to them. Since we started in 2008, our team has given away more than £475,000 in cash to an incredibly diverse group of organisations. And next year, we're hoping to hit £500,000.



## Sharing skills and knowledge

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There's a huge amount of skill, experience and knowledge inside Open – and we think it's important that it doesn't stay locked up.

That's why we devote a lot of time and energy to sharing our insight and expertise with the wider community.

At the centre of this is a programme of webinars and 'How to...' sessions that we call the Open Channel.

Thousands of fundraisers in the UK and worldwide have accessed these resources, which cover everything from how to write appeals to in-depth market analyses.

We've also published a free book that condenses our years of experience in creating large-scale campaigns into one handy guide.



## Being good sector citizens

Working with Freestyle Marketing, we produce Charity Benchmarks, the largest and most comprehensive analysis of UK fundraising.

This project brings together and crunches the data behind more than one billion pounds of fundraised income – as well as representing the views of hundreds of professional fundraisers.

We also founded, and continue to fund, I Wish I'd Thought of That (IWITOT), the UK fundraising sector's favourite conference/benefit gig in aid of SOFII – The Showcase of Fundraising Innovation and Inspiration.

This ego-free event is now in its eleventh year and sees both senior and new fundraisers talk about a 'stealable' idea that they wish they'd had.



**"It's been a very useful resource for supporting investment in our Individual Giving & Legacy Team growth."**

HELEN BODDY,  
HEAD OF INDIVIDUAL GIVING  
& LEGACIES, MIND

CHARITY  
BENCHMARKS  
2022



I WISH I'D THOUGHT OF THAT  
10 year anniversary

sofii  
Showcase of Fundraising  
Innovation and Inspiration

Open

## Opening doors

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People from minority backgrounds are under-represented in both marketing agencies and fundraising. So back in 2018, we decided to do something to change that – by involving young people from our community with our work.

This initiative – which we run in partnership with Local Village Network and City and Islington College – involves Open teams working with students to provide ongoing training and mentoring.

Students get tuition in college, make frequent visits to the office and the chance to do work experience. To date, 'our' courses have been hugely successful – with a dropout rate half that of the college average.

Our paid internship programme, meanwhile, offers young people the opportunity to work with Open over the summer for London Living Wage – and be part of developing high profile campaigns for our clients.



# A year of impact for our clients

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It might have been our first year as a B Corp, but it was business as usual at Open.

We continued to deliver engaging, innovative and profitable work for a range of not-for-profit organisations. Our appeals are helping to build a hospital, get homeless people off the street, save the lives of beloved pets, support vulnerable children and bring a smile to the faces of NHS staff.





'We Eat Together' focussed on global solidarity, whereas 'Must Haves' took a more gifting-led approach, speaking to an audience looking for Christmas inspiration.



## Life-saving celebrations around the world

### UNICEF International | *We Eat Together/Must Have Gifts*

Responding to widespread hunger in East Africa, we worked with UNICEF International in Geneva to create two campaigns that inspire donors around the world to make saving lives part of their end-of-year celebrations.





## A new children's hospital for London

Great Ormond Street Hospital Charity | *Build It Beat It Appeal*

We worked with teams across Great Ormond Street Hospital Charity to develop their biggest appeal ever – a five year campaign to raise £500 million to build a new children's cancer hospital and research centre.



We developed strategy, core creative and a toolkit for this ambitious campaign – which has already raised £152m.

So far, we've worked on a number of integrated campaigns and relaunched the supporter magazine to lead with authentic storytelling from people on the frontline of change.

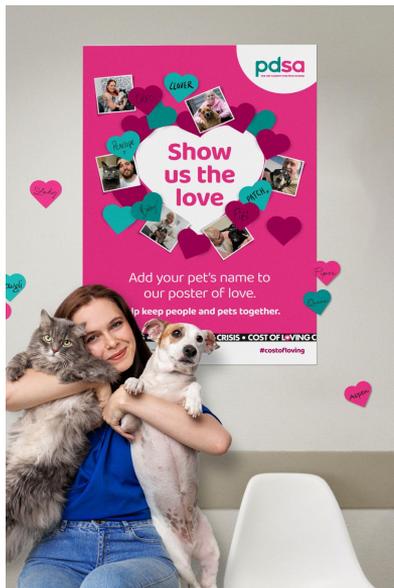


Our work with Oxfam avoids clichés and switches up the narrative.

## Decolonising fundraising

Oxfam | *Supporter communications*

We've been proud to work with Oxfam to help them deliver their vision of a feminist, anti-racist and decolonised approach to fundraising and supporter communications.



Our creative tapped into the public discourse and helped make PDSA feel relevant.

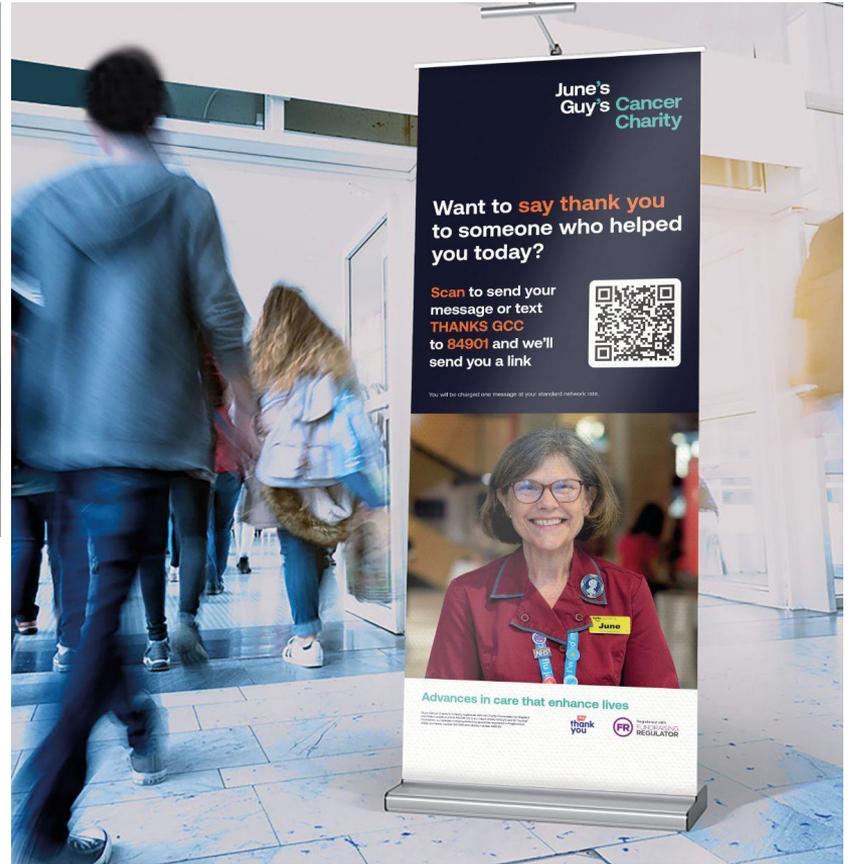
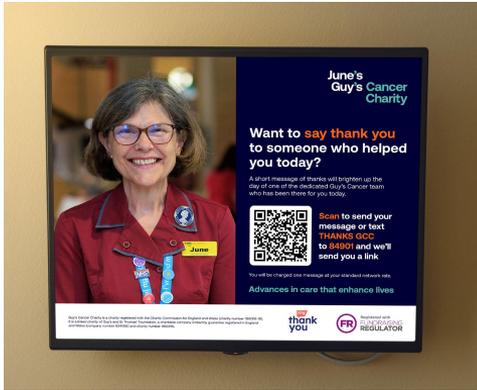


## Veterinary care in an economic crisis

### PDSA | *The Cost of Loving*

We helped PDSA reposition their brand to a more human focus – by demonstrating how the cost of living crisis was impacting families who loved their pets but were struggling to afford veterinary care.

*My Thank You was developed to harness the gratitude that patients feel towards the NHS staff who care for them.*



## Powered by gratitude

### The NHS | My Thank You

Working initially with our friends at Guys & St Thomas' Hospital, we developed and launched My Thank You – a system that allows patients to say thank you, boosts morale among NHS teams and raises vital funds.



We collaborated with director, Amy Becker-Burnett and production partner, Radical Media, to create the minute-long TV ad that sat at the heart of the campaign.



## Telling the big story

Barnardo's | *The Big If*

We took inspiration from a true story to help Barnardo's boost its brand metrics and secure thousands of signatures calling for the provision of free meals for children during the cost of living crisis.





When emergencies happen, our team is ready to respond within minutes and have ads live within hours.



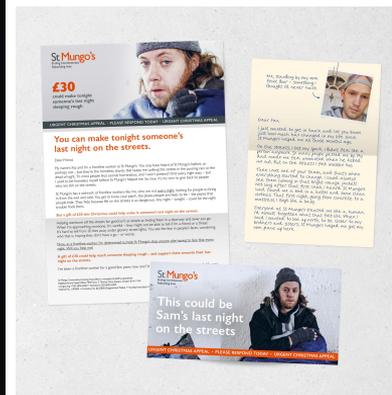
## Responding in an emergency

DEC, UNICEF and others | Türkiye and Syria Earthquake

When a huge earthquake struck Türkiye and Syria in February, Open immediately put a number of existing projects on hold and worked with its clients – including the DEC – to raise funds for emergency response.



Our campaign ran across a range of channels – from mailings for new and existing donors to TV and outdoor recruitment.



## Showing the reality of homelessness

### St Mungo's | Last night on the streets

St Mungo's is a leader in helping homeless people off the street but its brand is less well known than its competitors. We helped them show the gritty reality of their work – boosting both their brand and their fundraising.





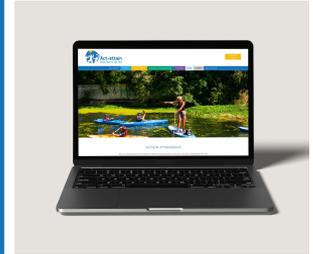
## Working with our friends

### Action Attainment | Rebrand

Action Attainment is a community organisation that supports neurodiverse children and their families. Our team and our interns worked with them pro-bono to re-brand then made – and part funded – a film to showcase their work.



*Involving our interns and the young people whom Act Attain serves made for powerful, relevant creative.*



# Our B Corp performance

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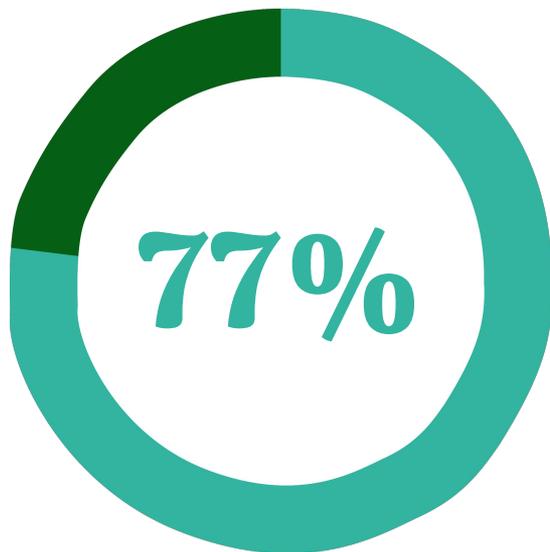
As a for-purpose business, Open didn't need to make any changes in order to become a B Corp and we achieved a very strong score of 117.4 when we were first accredited. To put that in context, the average UK company would score 50.9 on the B Corp assessment criteria and the minimum score for accreditation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

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Open scores very highly on corporate governance for a number of reasons.

We're wholly owned by four individuals who work in the business and that ownership is 50% female.

We have 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.

Open has changed its Articles of Association in line with B Corp legal guidelines to commit to having a material-positive impact on society and the environment.

### What we've done this year

- ✔ We've restructured our leadership team, meetings and processes in an effort to involve senior managers more fully in the company's strategy, and to empower delivery teams to make decisions in the day-to-day operation of the company.

### Our plans for next year

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

## Workers

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Open also scored highly on how it looks after its team – again for a number of reasons.

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

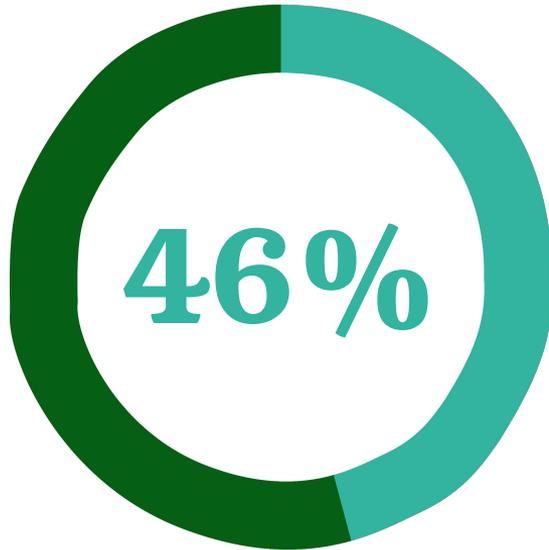
- ✔ We've increased the frequency of our staff surveys, introduced more robust longitudinal reporting and encouraged staff to both contribute questions and provide more in-depth answers and suggestions.
- ✔ In response to findings from the survey, we have provided management training to all staff who needed it. We have also focused firmly on ensuring that all staff are supported in their career and their role with 360 feedback and personal development plans.

### Our plans for next year

- ▶ We will continue to expand the training and development support available to the team.
- ▶ We will invest further in our physical working environment with better soundproofing, meeting facilities and technology.
- ▶ We have just set up a new social committee which is coordinating monthly events – some of which will be fully or partially funded by the company.

# Community

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Open achieves a solid score in the community section.

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 have expanded our partnership with City and Islington and doubled the number of students taking up paid internships at Open.
- ✔ We produced multiple webinars, participated in more sector events and sponsored the Fundraising Everywhere Leadership Conference.
- ✔ In April, we launched and published a book that draws together our expertise in integration for nonprofits.
- ✔ We have worked pro-bono for both Islington Giving and Act Attain – providing expertise, time and money to these community initiatives.

## 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 'productise' our student programme so that other organisations can run similar initiatives to increase access to our sector for under-represented groups.

# Environment

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Open's score in the environment section looks low but this is primarily because, as a creative services company, we have 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.

However, that does not mean that we have no room for improvement and this is an area where we will definitely be focusing.

## What we've done this year

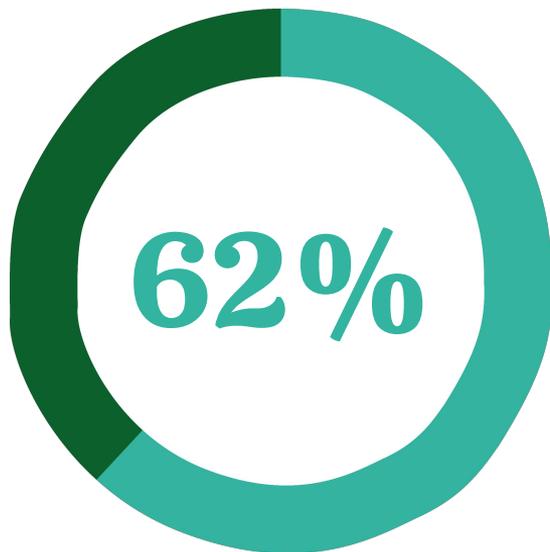
- ✔ While Open has always been mindful of its environmental impact, this year has seen us formalise this approach with a written environmental policy.
- ✔ We have been rigorous in sourcing all our food, drink, office supplies, gifts and other products from local and sustainable suppliers. Where possible, we have bought from other B Corps and have changed all delivery services to minimise emissions.
- ✔ Wherever possible, we have re-purposed or bought used furniture and equipment for our offices.

## Our plans for next year

- ▶ Although Open takes very few flights, we will fully offset these in the coming year.
- ▶ We will meet our landlords to discuss if/how we can source our energy from renewable suppliers.

## Customers

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Unsurprisingly, Open scores highly in this area due to serving a 100% not-for-profit client base.

As is evident from the list on the following page, 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

- ✔ We have onboarded a number of new clients including Alzheimer's Society, Camphill Village Trust and Marie Curie.
- ✔ We have delivered integrated campaigns for Oxfam, St Mungo's, NSPCC and PDSA.
- ✔ We have been particularly proud to be involved with Oxfam's work to bring a feminist, anti-racist and decolonising perspective to fundraising.
- ✔ We have introduced a client satisfaction survey to identify gaps in our offer and areas where we could do better.

### Our plans for next year

- ▶ We will build on our satisfaction survey to serve our clients better and set objectives for client retention to measure the impact of this work.
- ▶ In light of the climate crisis – and the desire of our team to engage with environmental causes – we will focus on securing more work with environmental charities.

**CONCERN**  
worldwide

Make-A-Wish  
UNITED KINGDOM

 **care**<sup>®</sup>

**NSPCC**

**pdsa**  
THE VET CHARITY FOR PETS IN NEED

 **mind**

**KING'S**  
*College*  
**LONDON**

**camphill**  
village  
trust

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

**Believe in  
children**  
 **Barnardo's**

 **GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY**

**BREAST  
CANCER  
NOW** The research  
& care charity

**C**<sup>♥</sup>  
Chestnut  
Tree House  
{Children's  
Hospice Care}

**B**<sup>♥</sup>  
St Barnabas  
House  
{Hospice  
Care}

  
**ICRC**

  
**OXFAM**

  
**Marie  
Curie**  
Care and support  
through terminal illness

  
**Sightsavers**

 **Guide  
Dogs**

 **Alzheimer's  
Society**

**unicef**   
for every child

 **PROSTATE  
CANCER  
UK**

**M A P**  
MEDICAL AID FOR PALESTINIANS

**islington  
giving**

 **DISASTERS  
EMERGENCY  
COMMITTEE**

**INTERNATIONAL  
RESCUE  
COMMITTEE**

**ALZHEIMER'S  
RESEARCH  
UK FOR A  
CURE**

**St Mungo's**  
Ending homelessness  
Rebuilding lives

 **NHS  
CHARITIES  
TOGETHER**

 **London's  
Air Ambulance  
Charity**

# Right thing. Right now. Repeat.

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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](http://www.opencreates.com)



