

# 2021

## IMPACT REPORT



MAKING THE CONNECTION BETWEEN  
BRANDS AND PEOPLE MORE MEANINGFUL





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## On the Cover

In a remote village by a river in Sierra Leone, 13-year-old Tenneh is determined to get to school. Her goal is to become a nurse and help her parents, and she's on her way to achieving that thanks to her hard work and supportive teacher.

Our work at Good-Loop is funding charities like Save The Children - who are supporting schools in Sierra Leone so children can continue to learn and play. They provide books, uniforms and desks. And their teacher training programme makes sure that girls like Tenneh can stay in school and reach their potential.



Image by Jonathan Hyams / Save the Children





# To all our friends, customers, partners, investors and advisors...

**Thank you for taking the time to read our latest Impact Report. This report is one of Good-Loop's most important pillars because it represents our commitment to building a transparent organisation that publicly and honestly analyses the impact we have on our people, our industry, our planet and the wider society.**

At Good-Loop our ambition is to turn advertising into a force for good by becoming the Fairtrade stamp of advertising - connecting brands, people and good causes globally. In order to do this, we must earn your trust. So thanks for giving us that chance. As you'll see, 2021 was an exciting and important year for Good-Loop. Our sales grew over 160% from the previous year, with an increasingly international footprint. Our impact model is directly tied to turnover (not profit), which means our charitable funding also increased by 160% in 2021!

Overall, we have now raised over \$5m for brilliant causes around the world, supporting everything from childhood literacy to coral reef protection and Black Lives Matter. The depth and breadth of our impact is something we're incredibly proud of. It's an honour to work with industry-leading brands, helping them to have the most authentic and meaningful impact. The charity stories in this report show how meaningful that funding can be.



COP26 in October highlighted how vital it is for every industry to be part of tackling climate change. On a mission to get our industry AdNetZero by 2030, Good-Loop invested heavily in sustainability this year. Initially this work was focused on offsetting our own advertising (as we were surprised to find that the methodology didn't already exist!) and subsequently we have spun out this technology to help other brands, agencies, platforms and publishers to measure and reduce their carbon footprint online. Already we have planted over half a million trees.

In terms of the team, we have worked hard to run a fair and caring workplace. This includes health and well-being support, preventing gender pay gaps, and maintaining a pay difference of no more than 5X across the whole company. It's important that this is accountable, so these statistics are tracked and reported. These will be ongoing considerations as we continue to scale and grow the team.

We ended 2021 with a Series A investment, which will help us do even more this year.

We're so excited for the year ahead and genuinely believe we have an opportunity to harness the incredible influence and resources of this industry into a force for good.

If you have ideas or feedback for us, please do get in touch at [hello@good-loop.com](mailto:hello@good-loop.com)



Amy Williams & Daniel Winterstein

AMY WILLIAMS  
FOUNDER & CEO

DANIEL WINTERSTEIN  
FOUNDER & CTO

HANNAH WILLIAMS  
IMPACT MANAGER



01

# INTRODUCTION

Good-Loop was founded to harness the power and influence of the advertising industry, and use it as a force for good. We raise money for charity, via online ad formats that treat the public with respect – not as targets but as partners. We connect brands and the public around positive purpose: tackling causes including poverty, health, homelessness, the environment and education.



## Scope of this Report

### THIS IS AN ANNUAL REPORT

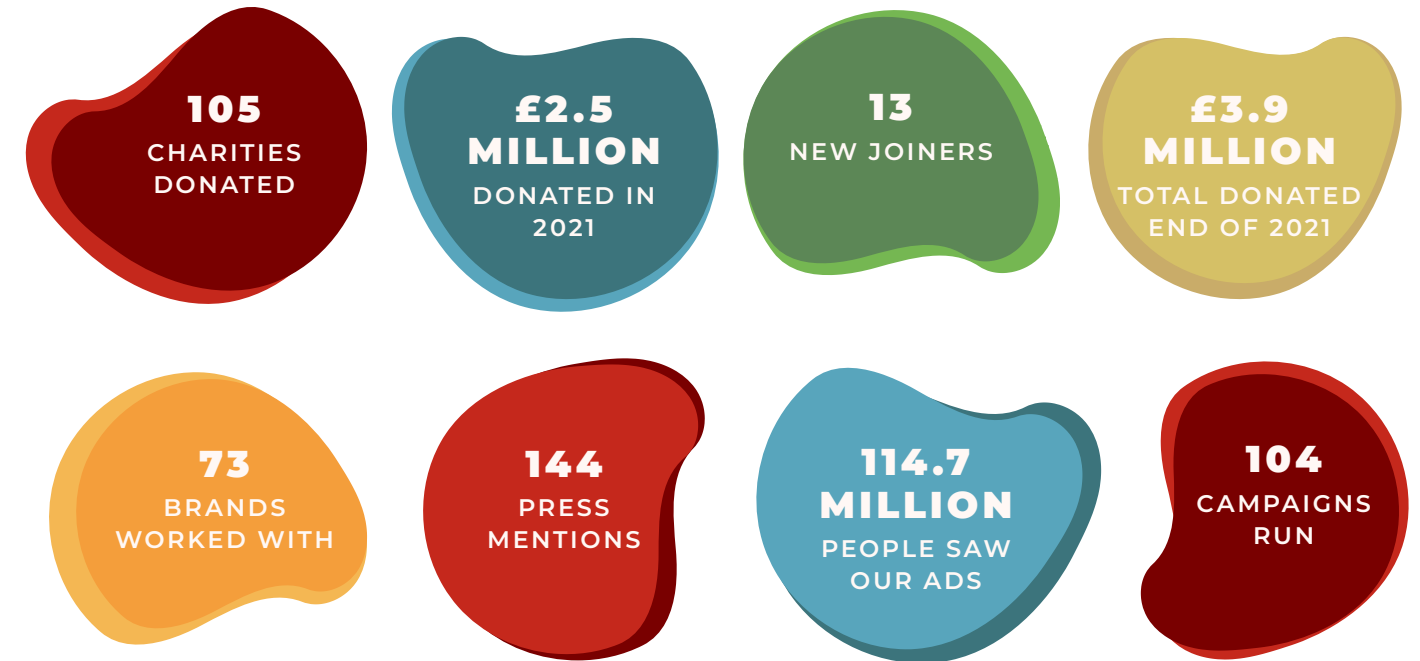
**Time Period:** Covers activity during 2021, and reports totals for the end of 2021.

Campaigns are included based on the campaign end date.

**Reporting Plan:** Follows the reporting metrics set out in the [Good-Loop Impact Plan](#).



## Our 2021 Impact at a Glance



02

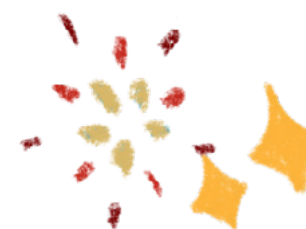
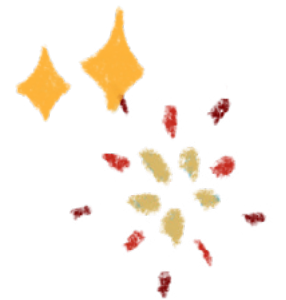
# RAISING MONEY FOR GOOD CAUSES

Core Impact: Increased revenue for charities. Good-Loop's business model is built around raising money for charity. With 50% of all revenue from our main Watch-to-Donate service going to charities, we raise money to fund life-changing positive action.

**£2,561,496.03**  
TOTAL RAISED IN 2021

**£3,921,647.30**  
TOTAL RAISED UP TO  
THE END OF 2021

(THIS TOTAL INCLUDES DONATIONS VIA THIS  
AD PLANTS TREES AND TABS FOR GOOD)



## CHARITIES DONATED TO IN 2021: 105

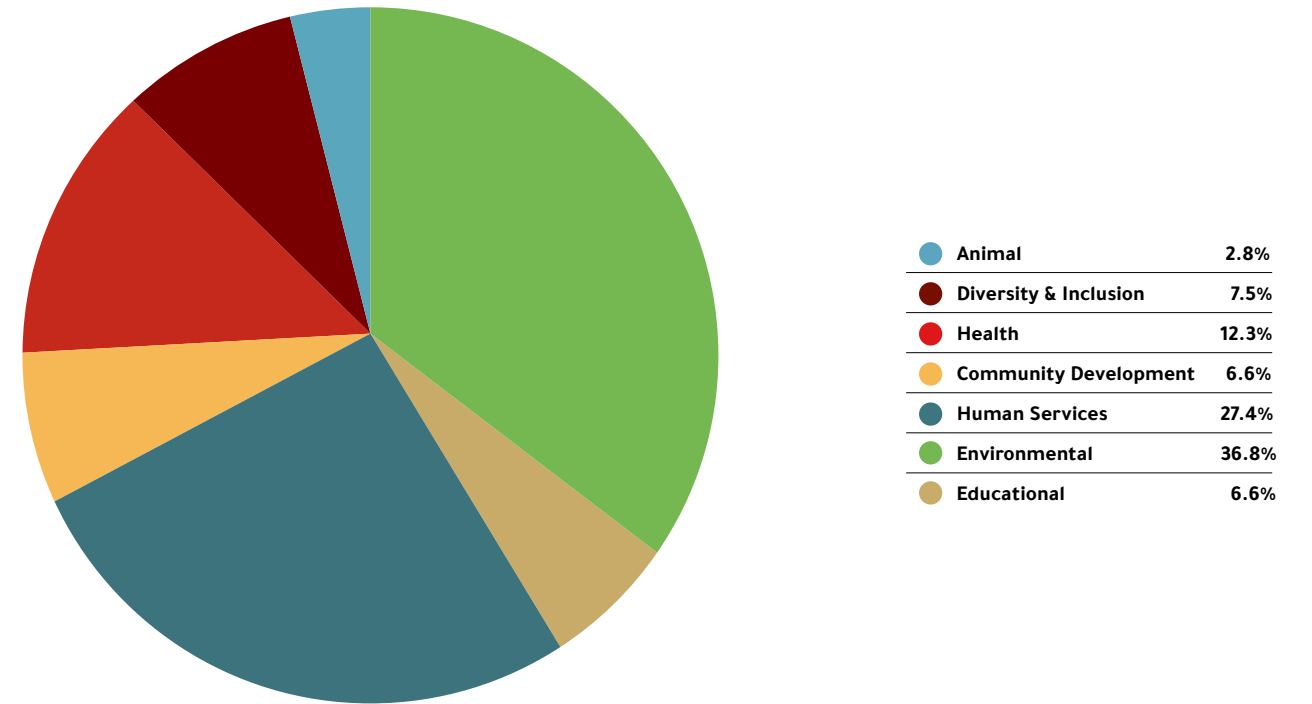


Figure 1: Top 40 charities donated to in 2021, size of circle is correlated to the total amount donated

Full breakdown of charity donations can be found [here](#).



## Charities by Sector



Good-Loop is proud to support a wide range of good causes around the world across multiple sectors. With campaigns gaining traction overseas, we hope to see our geographical reach expand year-on-year.

## Our Impact Reach:





# Some Selected Campaigns and What They Helped to Fund



Link to Ad Player [here](#)



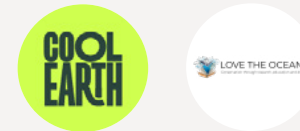
- 10 water tests run in Zimbabwe to assure access to safe, affordable and sustainable drinking water.
- 496 trees planted
- 500 native trees planted in Portugal
- 405 native trees planted in Portugal
- 21792kg of river trash collected
- 83,339 seedlings planted in Burundi to help increase the natural habitats of wild chimpanzees



Link to Ad Player [here](#)



- 38 girls to receive a full 12 month mentoring programme
- 122 young women provided with a course of 1-2-1 coaching
- Over 2000 young people to receive help from Brook's Education Specialists
- 10 water tests run in Zimbabwe to assure access to safe, affordable and sustainable drinking water.



- 586 months of training and technology for biodiversity officers to track forest health in the Peruvian Amazon
- 12,689 lbs of trash collected from the ocean



- 401 mental health assessments for young people suffering from mental distress
- 67 refugees supported for 6 weeks
- 750 period kits provided in Bangladesh
- 16,918 children vaccinated against measles



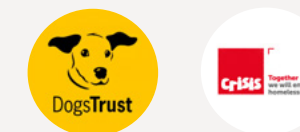
- 49500 seedlings to plant trees in forest areas that have been destroyed
- 23,027 m2 of wildflower-rich meadow planted
- 721 hectares of forest restored



- 119 sensory toys to stimulate a wish child's senses as part of a bedroom makeover
- 736 helpline calls for young people



- 88 nights of accomodation for critically ill children
- 726 environmental workshops funded



- 1,859 Sampling kits for their Generation Pup study
- 2,423 people helped to take the first steps out of homelessness

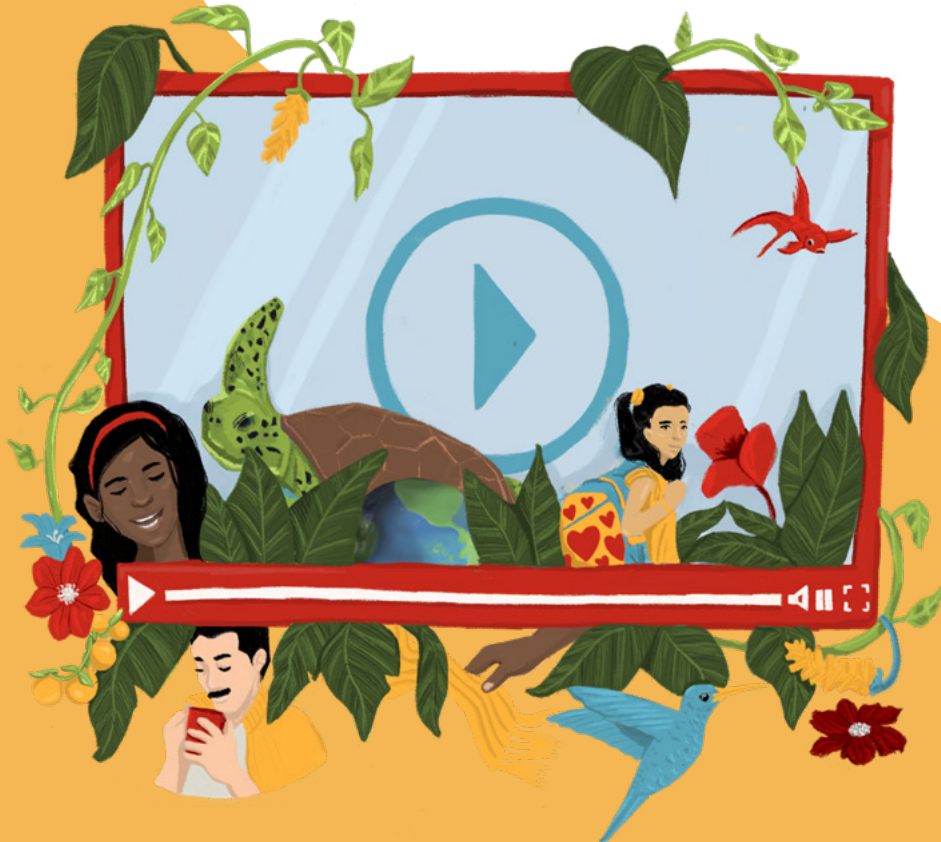




We are delighted to be working with Good-Loop and their partnering brands. Good-Loop are incredibly proactive and deliver excellent levels of stewardship.

Donation values have recently doubled and they continue to support children throughout the globe by partnering with Save the Children. Over £45,000 has been raised in the short period our partnership has been established. Sincere thanks for your ongoing support.

**BECCA MCNAIR,**  
COMMUNITY FUNDRAISING AND ENGAGEMENT MANAGER,  
SAVE THE CHILDREN UK



During 2021 we worked with 73 different brands across over 100 campaigns! FMCG remains one of our key sectors, but it was also great to see brands from other industries step into the purpose marketing space, such as Automotive, Tech, and Telecommunications.

This shift is largely being driven by consumers demanding more from the brands they buy from. People these days expect brands to make more of a positive contribution to their communities, to society and to the planet – and brands are responding to that

2021 also saw our largest increase in repeat business, which is not only testament to the wonderful impact our campaigns have on people’s lives, but also the improved business results and ROI that our solutions provide.

**JULIA HITCHMAN,**  
HEAD OF BRAND AND AGENCY PARTNERSHIPS, GOOD-LOOP





# 03

## ENGAGING USERS WITH RESPECT

IN 2021, **114.7 MILLION** PEOPLE SAW OUR ADS

By delivering opt-in ads and giving consumers a positive reason to engage with an advert, we automatically break down any trust barriers, allowing greater time and brand attention from consumers. By delivering on the social values consumers are passionate about, our formats drive greater brand awareness, recall and favourability in the long term.

RESPONSIBLE & PURPOSE-LED ADVERTISING

LONG-TERM BRAND AWARENESS & LOYALTY

IMPROVED TRUST & GREATOR CONSIDERATION



2021 was a year of significant growth for Good-Loop, with more money raised for charity than ever before. However, with more campaigns, we've also bought more inventory than ever before, sending over \$1m to publishers around the world for the first time. I'm incredibly proud that our campaigns are directly funding the broad range of high quality content and journalism that we all rely upon as a society, and need now more than ever.

Campaigns across the year were incredibly successful, powered by our ever-growing relationships with publishers – helping us improve ad quality, and minimise third party fees, which means as much cash reaches the publisher as possible. As we move into 2022, I'm particularly proud of the successful launch of our Green Ad Tag – a move that will help advertisers around the world measure, offset and reduce their advertising emissions.

**RYAN COCHRANE**  
CHIEF OPERATING OFFICER, GOOD-LOOP



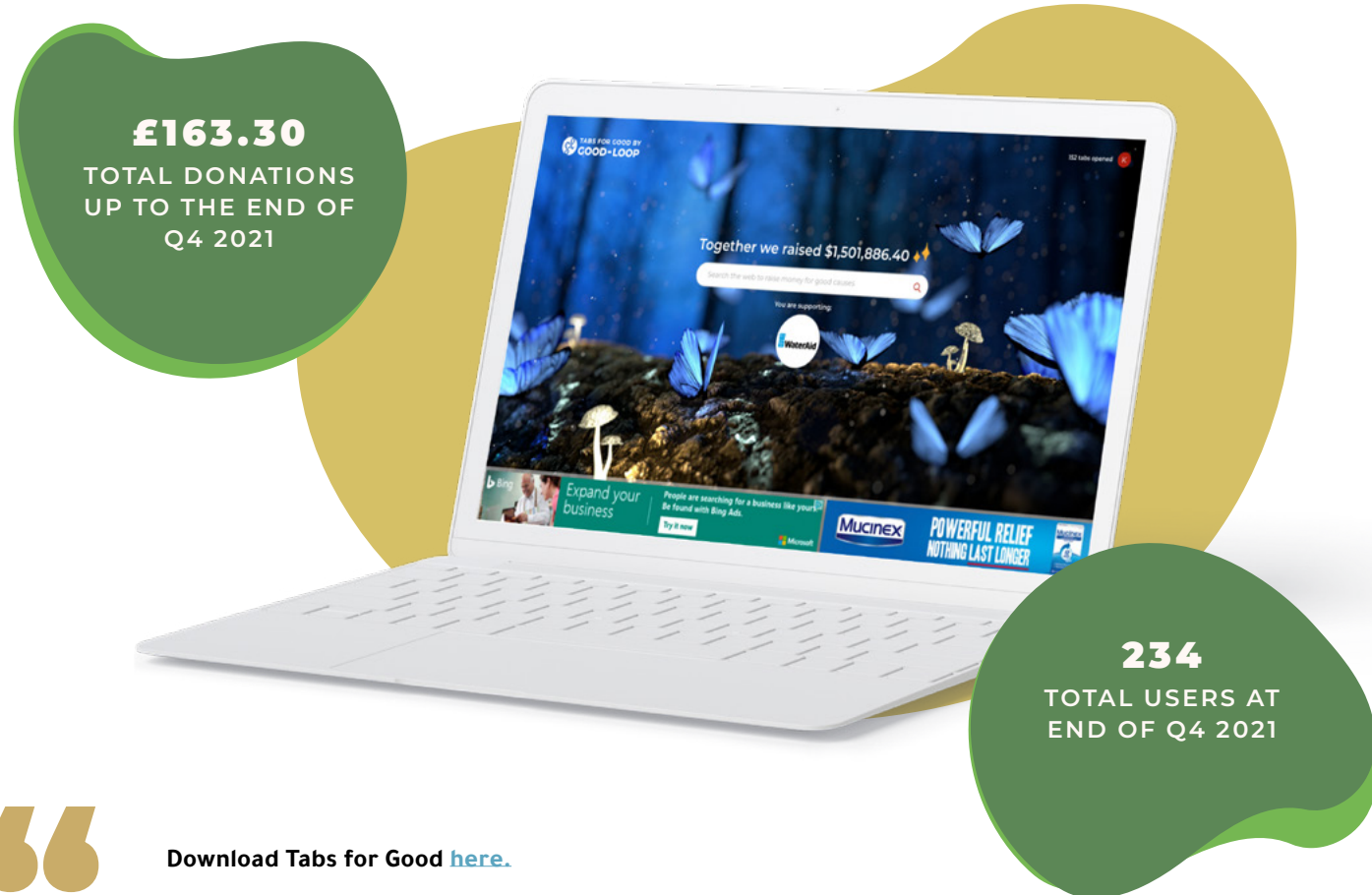
## 03 ENGAGING USERS WITH RESPECT

# 03 ENGAGING USERS WITH RESPECT

### Tabs for Good

“Advertising should be a win-win for companies and people - otherwise it has no place in society. Good-Loop has always seen viewers as partners not targets. We’re now working on new ways for people to take charge of their ad experiences, and have advertising that works for them. Tabs for Good is our first product for the public.” - Daniel Winterstein, CTO

Tabs For Good is a new browser plugin that generates microdonations to a selected charity via revenue from displayed banner ads on each 'new tab' page.



We are delighted to name Good-Loop as one of our partners. By simply watching an advert, users can contribute to the WWF’s mission of creating a world where people and wildlife can thrive together. The money raised through the campaign will help to safeguard our most cherished wildlife – including magnificent rhinos, tigers and turtles – from threats such as poaching and habitat loss. Together we can save our one shared home.

**CHIARA CADEI,**  
PARTNERSHIPS MANAGER, WWF



## 03 ENGAGING USERS WITH RESPECT

# 03 ENGAGING USERS WITH RESPECT

### Podcast: The Good & The Bad of Adverstising

“The show that asks: If the world was our client, what would the brief be?” <https://good-loop.com/podcast/index>

Hosted by Amy Williams and Dino Myers-Lampzey (Founder of The Barber Shop). Each week they’re joined by a special guest as they discuss how to tackle various gritty societal challenges.



Our experience at The Wildlife Trusts of working with Good-Loop and their partner brands over the last 2 years has been nothing but positive! Thanks to them and their viewers, over £20,000 has been raised for our organisation. Funds such as these help us to stand up for bees and other insects, work with farmers, organisations and landowners to manage their land in a wildlife-friendly way, and support our work to secure better protection for our precious marine mammals.

**LEANNE MANCHESTER,**  
DIGITAL MARKETING MANAGER, THE WILDLIFE TRUSTS





## Green Media: Tackling the Climate Crisis

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# MAKING ADVERTISING A FORCE FOR GOOD



### CLIMATE POSITIVE WITH OUR MEDIA FORMATS

Good-Loop has partnerships with fantastic Reforestation and Rewilding Projects - to protect our planet for future generations

### MEASURE THE CARBON OUR ADS EMIT

Good-Loop has partnerships with global NGOs, providing Gold Standard and Verified Carbon Standard carbon offsetting.



### OFFSET THE CARBON OUR ADS EMIT

Good-Loop has developed a proprietary methodology to measure the carbon cost of any digital advert, using data transmission.



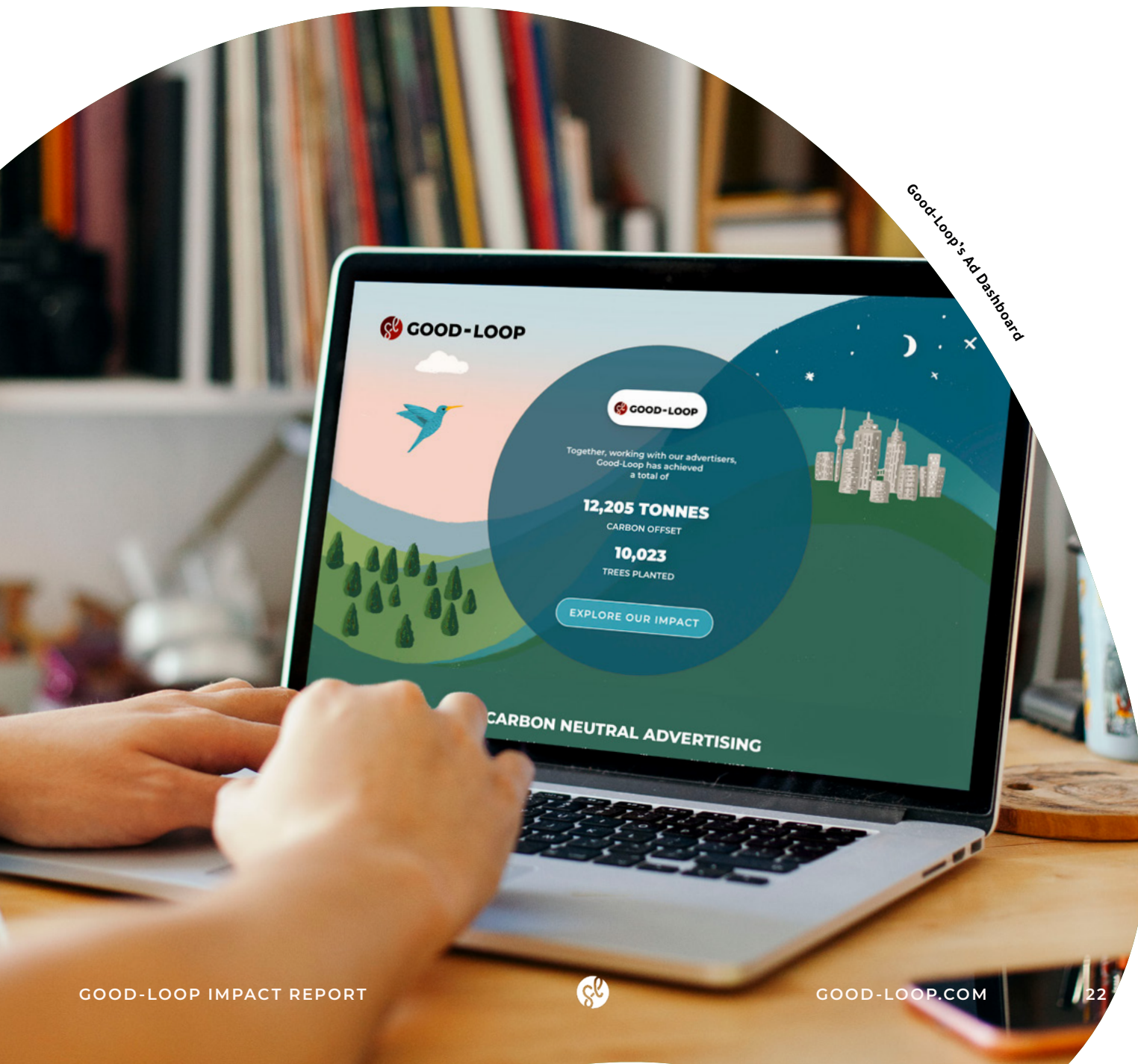
## Green Media: Tackling the Climate Crisis

Digital advertising is a major contributor to carbon emissions around the globe. The internet (including our gadgets and the systems used to support them) has a [larger carbon footprint than the airline industry](#), with online video and display ads generating the most emissions per [£1 of media spend](#).

During 2021, Good-Loop developed a proprietary methodology to measure the carbon cost of any digital advert, using data transmission which is open source and free to use on our website: <https://good-loop.com/resources/carbon-calculator>.

A more sophisticated version - our Green Ad Tag technology - can be embedded into campaigns to measure digital advertising's carbon footprint in more detail. Good-Loop's Green Ad Tag is like a viewability tag for the planet.

Our 1x1 tracking pixel detects data transmission in real-time, allowing for variations in creative, adtech usage, territory, device, and time of day. This bandwidth usage is then combined with data on the climate impact of the local electricity grid to enable brands and agencies to closely track and then offset CO2 emissions through their own dashboard.



We are delighted to be working with Good-Loop and their partner brand ConoSur Organic.

Thanks to them and their viewers, nearly £5,000 has been raised, which allows us to restore a full hectare of forest (about the size of a football pitch) in the Atlantic Forest in Brazil, growing an estimated 2000 trees.

LOUISE TIDEMAN,  
SPONSORSHIP MANAGER, WEFORREST



We also encourage advertisers to go beyond simply carbon offsetting and focus on bold positive action. This includes providing advice on how advertisers can reduce the carbon footprint of their digital ad campaigns and using Good-Loop's ad formats to support carbon-friendly sustainable causes and initiatives with every view or ad engagement. Our successful This Ad Plants Trees format (available for video and banner ads) uses Good-Loop's 50%-for-charity model to fund positive climate action. A tree is planted every time someone chooses to watch one of our ads.





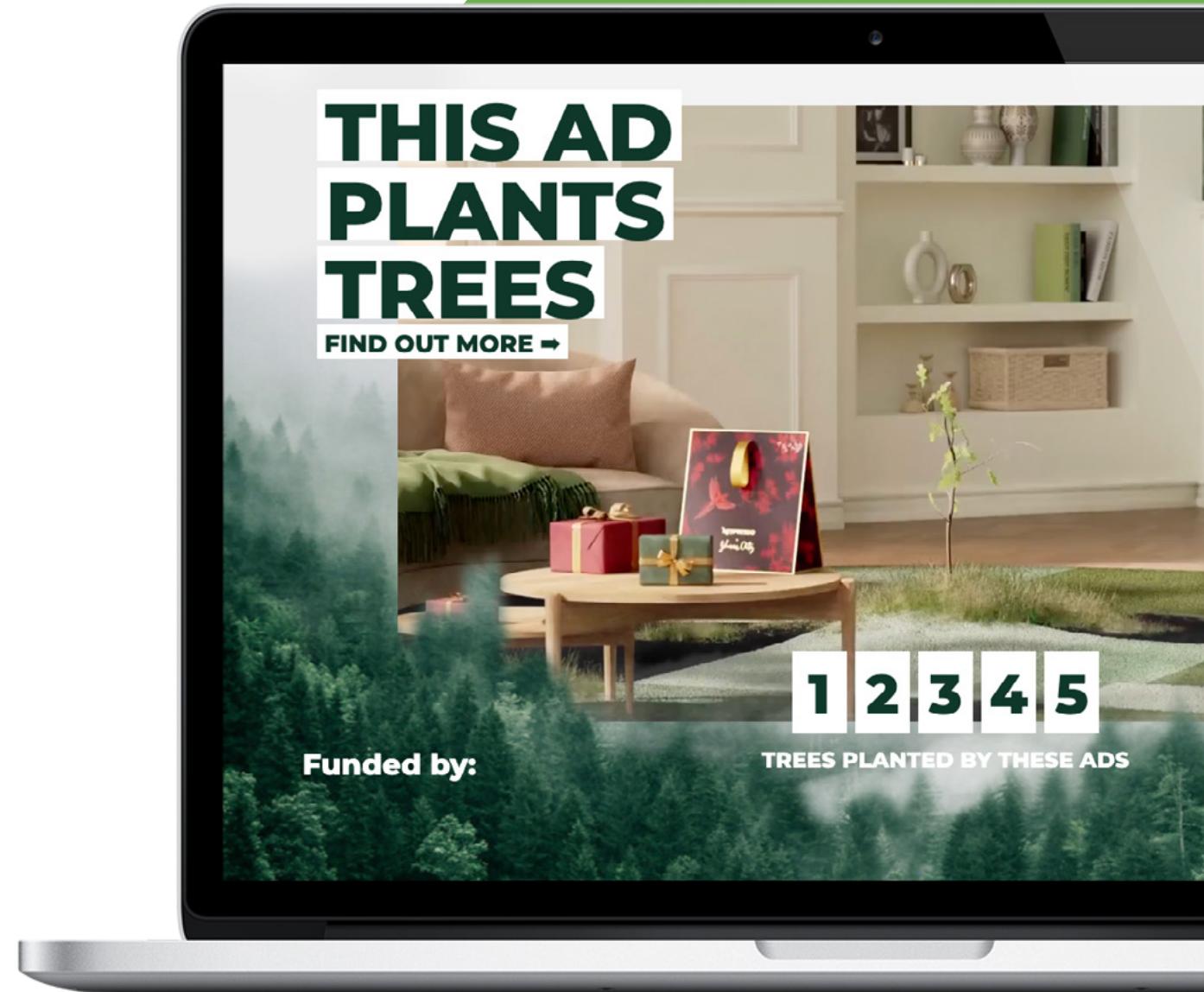
# This Ad Plants Trees

**715,260**  
TREES PLANTED IN 2021  
WITH EDEN REFORESTATION  
PROJECTS

**1 TREE IS  
PLANTED  
FOR  
EVERY 2-3 ADS  
WATCHED**



Image from Eden Reforestation Projects



TAPT Demo: <https://demo.good-loop.com/desktop/video/?gl.vert=VtAZ3mhX&gl.status=PUBLISHED&hide=social%2Cmobile-portrait>







Image from Plant For The Planet



We're delighted to be working with Good-Loop and its partner brands Nestlé Nutrition, EON Next and Magners.

Thanks to these brands and the people who engaged with their ads, over €96,057 have already been raised for our projects in France, Tanzania and Madagascar. As a result, 315,973 trees have been planted. Our partnership with Good-Loop has made it possible to reforest 113.23 hectares and offset 12.581 t CO2.

**AMELIE,**  
HEAD OF ACCOUNT MANAGEMENT, TREE-NATION



On behalf of all our Plant-for-the-Planet Climate Justice Ambassadors, we want to express a big thank you for the amazing support we've received through the Good-Loop campaign, which brings us another step closer towards our mission of a Trillion Trees. Let's fight the climate crisis together!

Stop talking. Start planting.

**MARCO JORDAN,**  
CORPORATE PARTNERSHIPS, PLANT FOR THE PLANET



Image from Tree-Nation

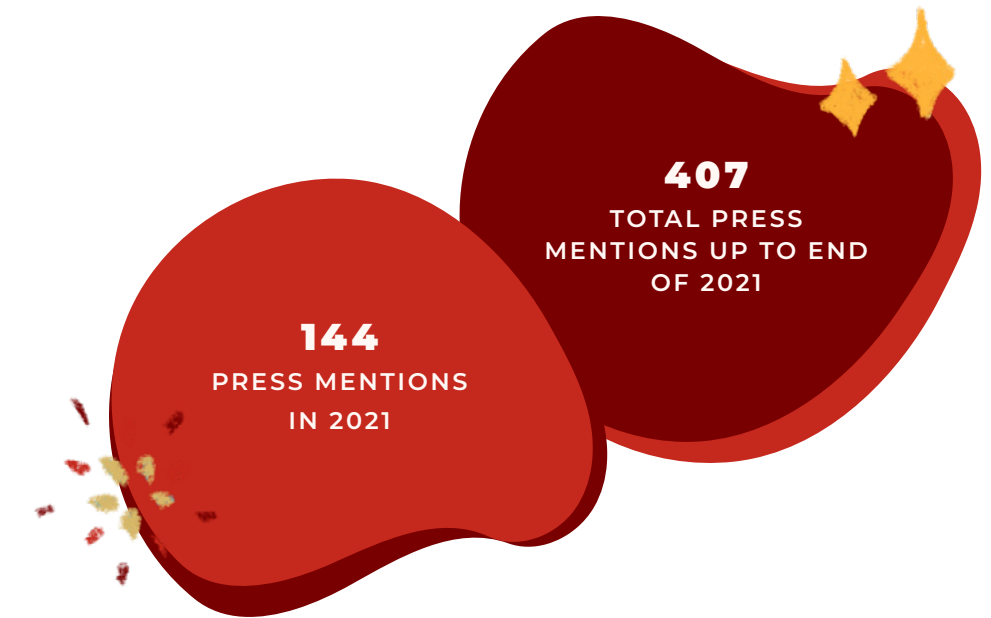




05

# THOUGHT LEADERSHIP AND PRESS

Good-Loop is a thought leader in the green media space, with mentions in respected publications such as The Drum, Mediatel, Campaign, Exchange Wire and AdWeek. Our impact goes beyond digital advertising campaigns, by providing thought provoking and educational insight into transforming the internet into a better and greener place.



“

Good-Loop, our ground-breaking solutions and hard-hitting thought leadership made headlines throughout 2021, generating a record number of press mentions. I'm especially proud that ahead of COP26 in Glasgow, Good-Loop led the way in exposing digital advertising's surprisingly large carbon footprint, running several articles in publications such as [AdAge](#), [The Drum](#), [MediaTel](#) (now Media Leader) and AdExchanger on how brands can reduce the impact their digital ads have on the planet.

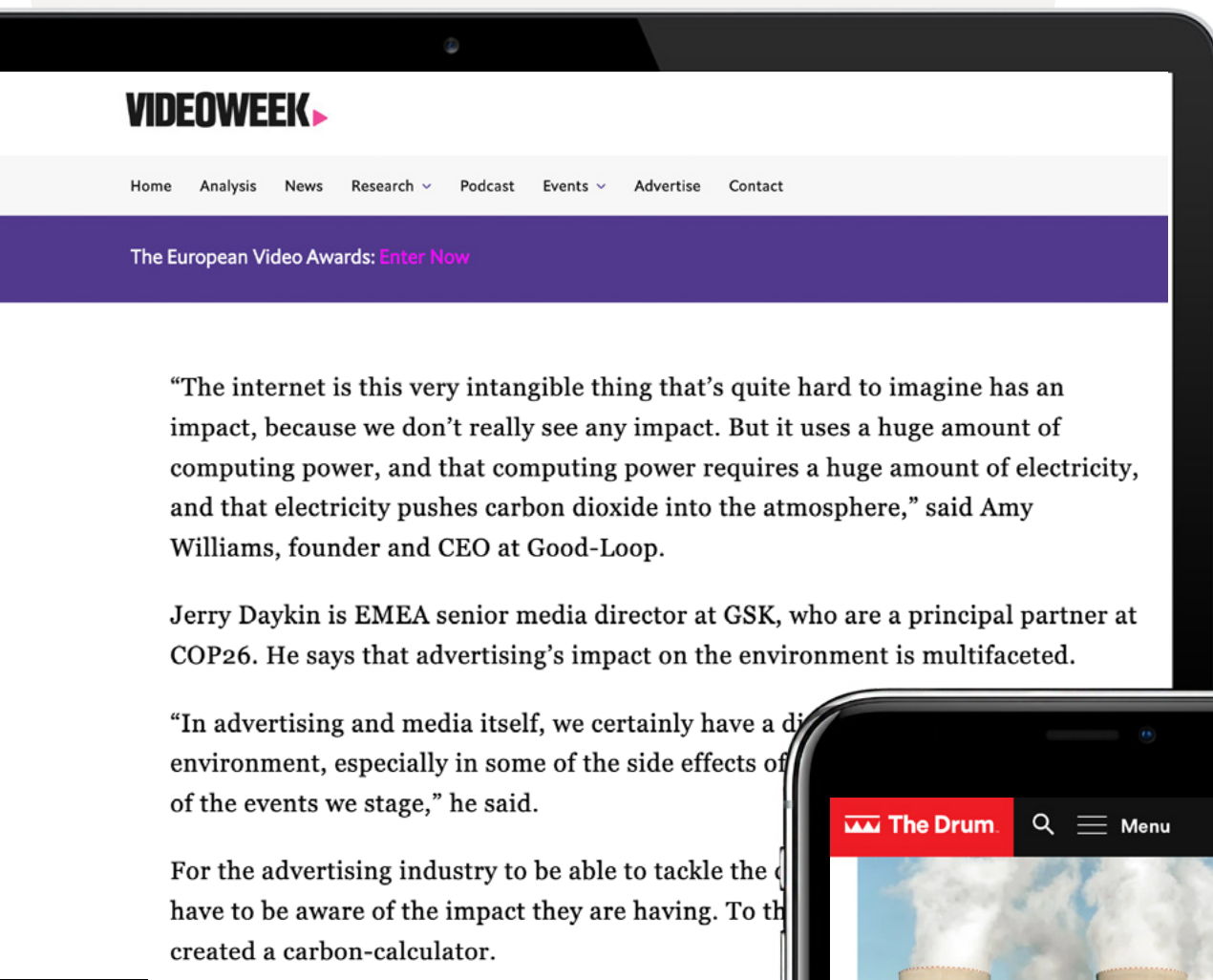
We also generated a lot of coverage around the incredible social and environmental impact our clients' campaigns are having around the world, including [Levi's support for eco-charities during Earth Day](#), [MG's tree planting initiatives](#) and [Quaker Oats' help in feeding struggling American families during the pandemic](#).

Good-Loop was also profiled in titles such as [Campaign](#), [Martech Series](#), [New Digital Age](#), [Marketing Brew](#) and leading Japanese business title [Nikkei](#), while we were featured in [The Times' list of the fastest-rising companies in the UK](#). Our marketing-leading solutions, including the [Green Ad Tag](#) and [Tabs for Good](#), also made headlines around the world, while CEO, Amy Williams, now regularly writes about the power of purpose through her columns in Adweek and Forbes.

So, as we expand globally, what's planned for 2022? Well, put simply, more. More publications, more mentions, more campaigns, more awards, more insightful commentary...more impact.

**DAVID WATERHOUSE,**  
COMMUNICATIONS DIRECTOR, GOOD-LOOP

# Green Media Thought Leadership



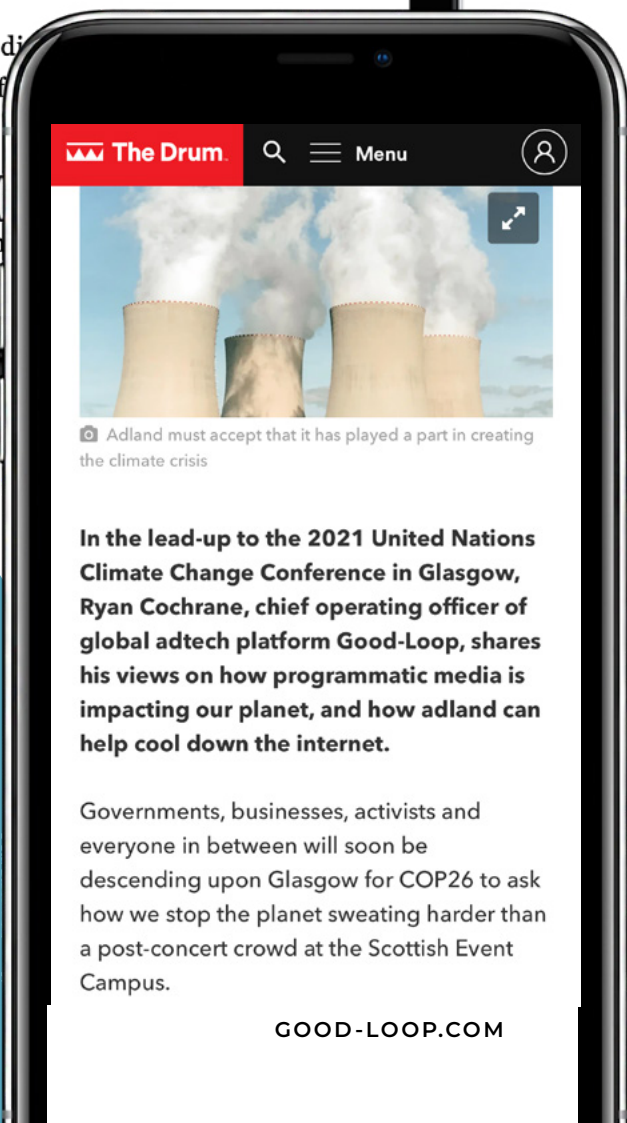
“The internet is this very intangible thing that’s quite hard to imagine has an impact, because we don’t really see any impact. But it uses a huge amount of computing power, and that computing power requires a huge amount of electricity, and that electricity pushes carbon dioxide into the atmosphere,” said Amy Williams, founder and CEO at Good-Loop.

Jerry Daykin is EMEA senior media director at GSK, who are a principal partner at COP26. He says that advertising’s impact on the environment is multifaceted.

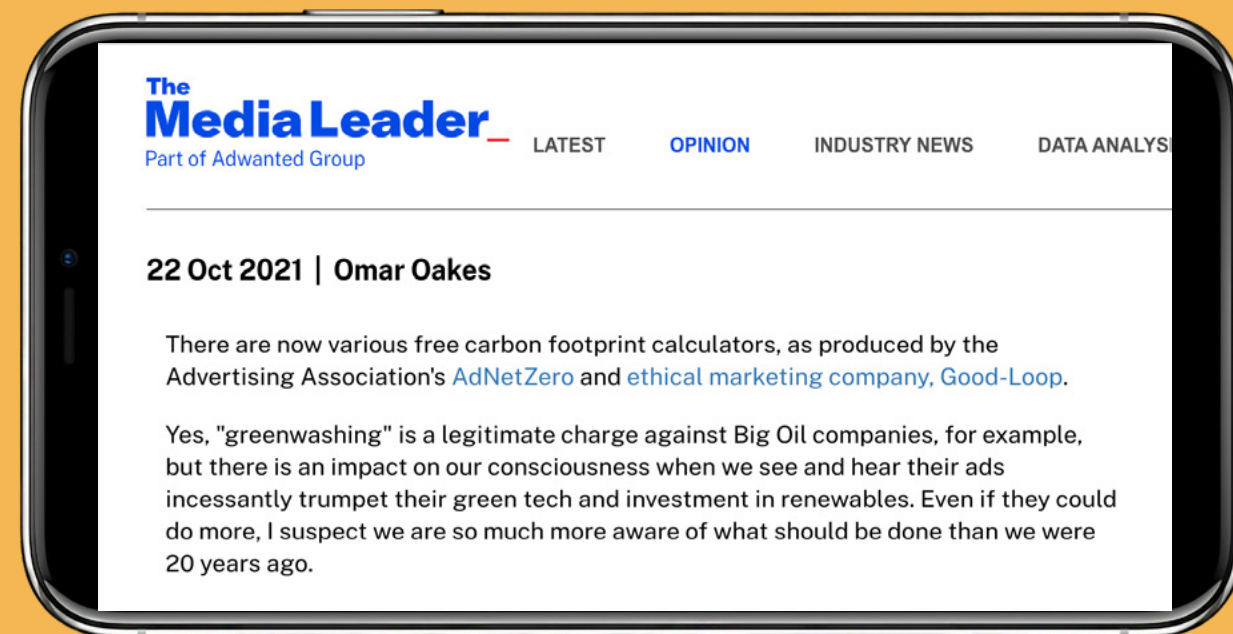
“In advertising and media itself, we certainly have a direct impact on the environment, especially in some of the side effects of the events we stage,” he said.

For the advertising industry to be able to tackle the climate crisis, we have to be aware of the impact they are having. To that end, we have created a carbon-calculator.

Good-Loop in The Drum / [Link to Article](#)



Good-Loop in VideoWeek / [Link to Article](#)



Good-Loop in The Media Leader / [Link to Article](#)





## Notable Awards

**May 2021** - Good-Loop campaign with Pantene in support of the trans and non-gender conforming community through Gendered Intelligence was shortlisted at the [Purpose Awards](#) EMEA 2021.

**June 2021** - Good-Loop CEO Amy Williams was named among the Scottish regional finalists for [EY's Entrepreneur](#) of the Year programme.

**June 2021** - Good-Loop & Havas' "[GiffGaff Gives Back](#)" campaign, which encouraged people to recycle and reuse their old mobile phone handsets, picked up an accolade at the 2021 Purpose Awards.

**September 2021** - Amy Williams shortlisted for EY entrepreneur of the year award [UK final](#).

**October 2021** - Amy Williams shortlisted for [AdTech personality](#) of the year.

**December 2021** - CEO and Founder, Amy Williams, nominated for [Campaign Female Frontier](#) award.



We're excited to partner with Good-Loop and Bayer Consumer Health. Not only has our partnership raised over £24,000 so far, but we've also built a long-term relationship with Bayer thanks to the introduction from Good-Loop.

We love that this form of advertising is helping the public to hear about our free services for young women, as well as providing much-needed funding for our work.

LILY KENDALL,  
CORPORATE PARTNERSHIPS MANAGER, YOUNG WOMEN'S TRUST



Image from Young Women's Trust



## Good-Loop is Net Carbon Negative

Being net carbon negative is something we're very proud of at Good-Loop. To enable us to remain net carbon negative as a company, we annually evaluate our carbon footprint and offset this accurately via Ecologi.

We completed the [BIMA carbon negative course](#) to calculate our accurate base footprint across scope 1,2 and 3 to ensure we are running at an exact "carbon negative" level.



**Company CO2 Emissions (tonnes) in 2021: 90**

**Average CO2 Emissions per person (tonnes): 4.3**

**Average CO2 Emissions per person per day (kgs): 18.5**

**Equivalent air miles travelled: 309,718**

06

# BEING AN ETHICAL COMPANY



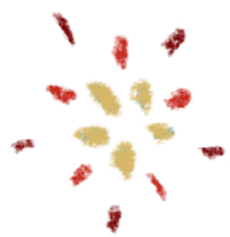
Image from Ecologi



Image from Ecologi



As a comparison, our base company footprint in 2019 was 81 tonnes, therefore taking into account more staff and more advertising campaigns moving through our pipelines, a 9 tonne increase is to be expected. Also worth noting, tonnes per person in 2019 was 5.1 and has now decreased to 4.3, driven by an increase in staff using public transport/cycling to work. We invest in certified carbon projects to ensure we're offsetting as effectively as we can. Here are the projects we invested in to offset 2021's footprint:



Producing electricity from solar energy in Vietnam / [Link to Project](#)

Protecting and restoring the Pacific Coast of Colombia / [Link to Project](#)



Clean electricity from hydropower in India / [Link to Project](#)

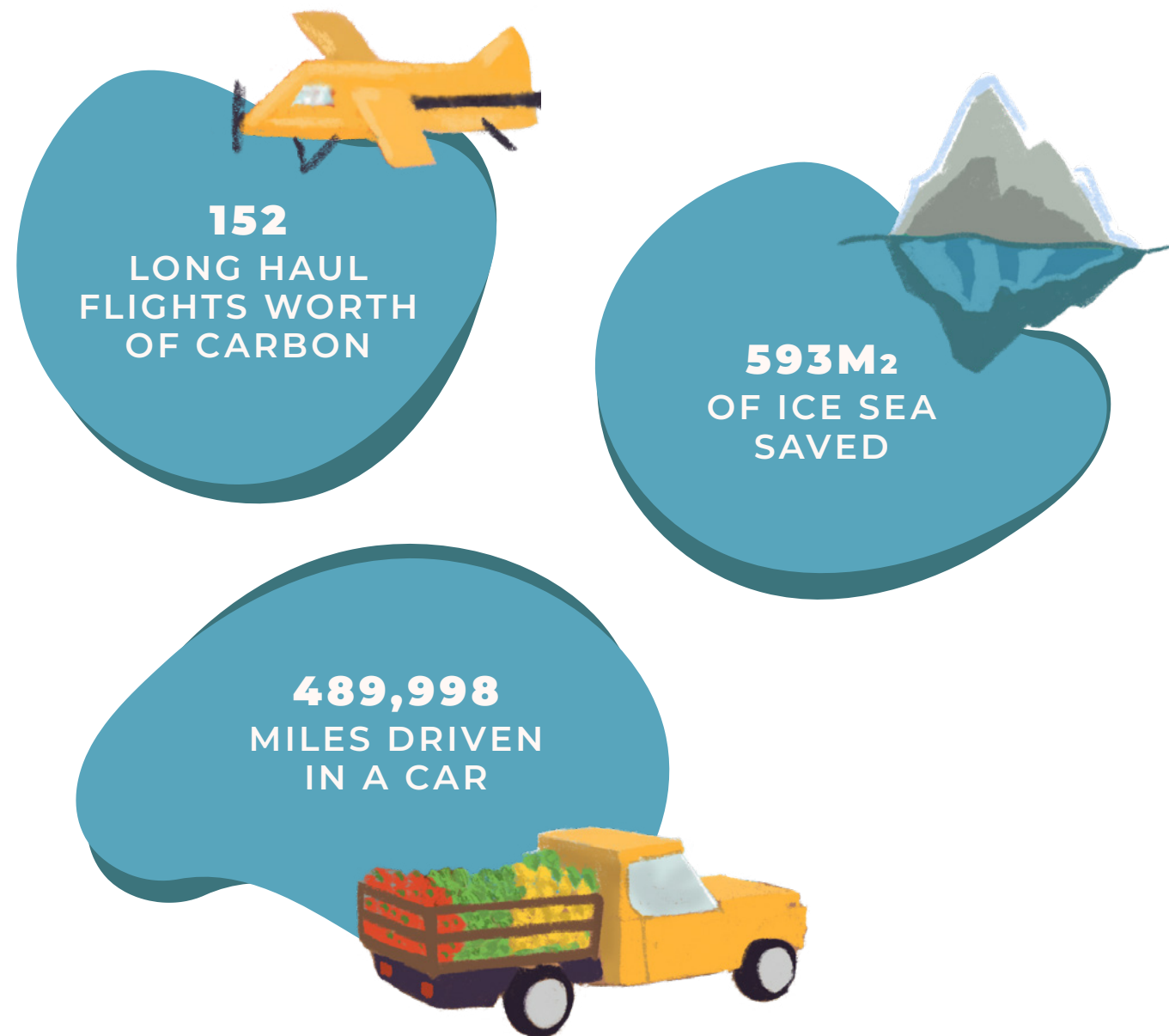


Wind Power Generation in Vietnam / [Link to Project](#)





With our offsetting to date, we have offset 197.5 tonnes of CO2, which is equivalent to:



Alongside carbon offsetting, we implement carbon reduction strategies where possible, such as running our servers on renewable energy, buying pre-loved tech rather than brand new, and encouraging cycling/lift sharing to work.

Good-Loop was among the first ad-tech companies to receive a B Corp certification: Certified with a score of 84.3:

See <https://bcorporation.uk/directory/good-loop> for details.



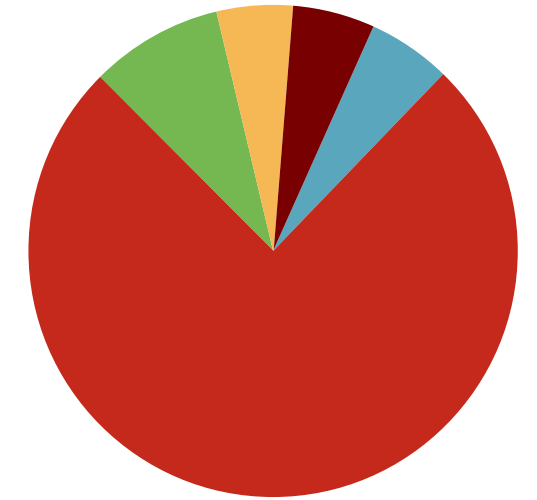
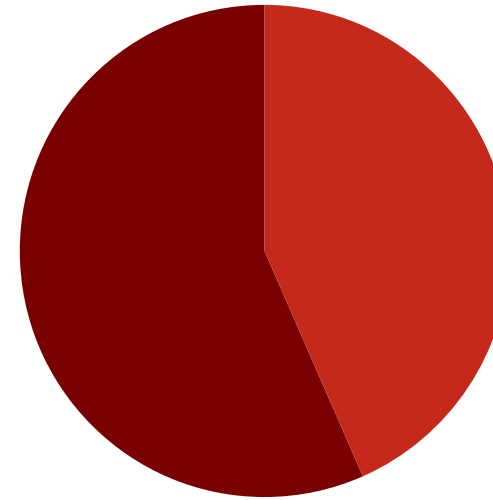


# Volunteering

- The [London team](#) headed up the Thames to pick up trash as part of International Coastal Clean-up Day's #BigWetWipeCount
- The Edinburgh team took part in the Portobello Beach Clean.
- At Christmas we donated [8 Christmas gift boxes](#) to RMHC
- And the [Edinburgh team](#) attended "The Tree of Kindness", hosted by Social Bite, and donated 10 gift bags for homeless men, women and children in Edinburgh.



# Diversity and Equality of Opportunity



At the top of the company, the Leadership Team of 4 people is 50% male / female - perfectly equal. All four are white British. With a fair HR policy, there is a 52% likelihood of this (based on 2011 census data for the working population), so this is consistent with our equality goals. As the Leadership Team grows, we expect to attract more diversity, which we will track. Overall, company diversity is healthily in line with the UK population mix. This is better than the average gender balance for the UK tech sector (31% female, source: Office of National Statistics). Our diversity policy is to proactively advertise jobs in a range of places to get diverse applications. Then hire and promote the best people for the job.

# Fair Pay

- Good-Loop pays the Living Wage or above to all workers, including part-time staff, interns, and contract staff.
- Pay spread: the highest earner (including on-target commission) is paid 5.0x the lowest earner. This is well within the range for a B-Corp (upto 10x) and fits our pay policy target of 5x or lower.
- Gender pay gap: Women are on average paid 6% (£2,700) less than men. Looking at the salary variations, this difference is only one tenth of a standard-deviation.
- To increase fairness, we have a bi-annual company-wide pay update instead of individual pay decisions, which allows for holistic fairer decision-making.
- The gap between highest and median earner is 2.5x, which is a healthy range.
- Good-Loop has an open pay policy, where pay information is transparent for all staff members. This helps avoid pay gaps or unfair pay.





## Sharing Open Source Code

- We make a range of code freely available on GitHub. Note that we do not open-source commercially sensitive IP. Our open-source code has received over 400 favourite stars from developers. GitHub does not provide a count for downloads, but this can be expected to be considerably larger (e.g. 100x). We know of two companies using our open source code -- SoGive and Fortinet. Given the number of stars, we expect there are many others.

## Supporting Learners

- Training budget of £1,000 per person.

## Empowering Staff

- Staff director, elected annually, attended all quarterly board meetings.
- Staff equity - 1.5% shared out equally among all team members.
- Revenue share: All staff get a small % of campaign profits,
- 360 job reviews -- completed annually for all team members, including the leadership team.

## Staff Wellbeing

- 6% staff churn / 94% staff retention
- Wellbeing budget - £100 per person, per month, to spend on mental & physical wellbeing eg. gym membership, massage, therapy.
- Emergency and Legal Aid Fund of £200 per year to help any staff member in trouble.
- Volunteering policy: Staff can do volunteer work on company time.
- Anniversary gifts for all staff
- Holiday bonus for loyal staff: An extra week after 3 years, and a one-off extra month after 5 years.



**Good-Loop is everything you would want from an employer: supportive, communicative, transparent, and, above all, empowering. The company is clearly invested in its team, and goes above and beyond to enable your success and individual development.**

**When everyone is provided the resources and support to shine, it's unsurprising that the result is utter brilliance across the board.**

**JENN CLARK,  
BUSINESS MANAGER, GOOD-LOOP**



Team away day to Oxford



**Good-Loop's work environment – including its people, its purpose, its company culture, and the goals it sets itself and the results it achieves – are really motivating and exciting.**

**CAROL RATTI,  
QA OFFICER, GOOD-LOOP**



Our Edinburgh Office





# 07

# CONCLUSION

Huge thank you to our friends, supporters, investors, advisors and customers for making 2021 our best year yet. With our Series A investment now sorted, 2022 is going to be even bigger and better!



Working with Good-Loop has been an absolute pleasure since our first introductions from our Corporate Partner TOMS in 2018. Over the course of our relationship with Good-Loop, Centrepoint has been the beneficiary of some great ad campaigns with TOMS, Come From Away, The Co-Operative Bank and Hilton Hotel Group, which have been seamless!

We couldn't recommend working with Good-Loop any more, the team are warm, knowledgeable and have afforded us some great opportunities to promote our important work within youth homelessness.

LUCY COLEMAN,  
SENIOR CORPORATE PARTNERSHIPS MANAGER, CENTREPOINT



If you'd like to hear more about Good-Loop, or want to get involved, do not hesitate to get in touch!

We're always open to new ideas and opinions: <https://good-loop.com/contact>

Want to join our team?: <https://good-loop.com/jobs/index>



# Appendix

We do not have quantified impact information for the remaining charities.

N.B. The impacts listed above are indicative not prescriptive. We don't ring-fence funding, as we feel it is better to trust the charity to assess the best use of funds. Cost/impact figures are as reported by the charity.

## Full List of Total Impact Conversions:

**GOSH:**

- 102 Nights of accommodation

**WWF:**

- 1,507 environmental workshops provided

**Prince's Trust:**

- 9 young people supported

**NSPCC:**

- 218 children reached

**Treenation:**

- 48,640 trees planted

**Jane Goodall Institute:**

- 143,352 seedlings planted in Burundi to increase the natural habitats of wild chimpanzees

**Young Lives vs Cancer:**

- 798 social workers for young children with Cancer

**WeForest:**

- 87 hectares (over 1,000 football pitches) of forest restored

**The Trussell Trust:**

- 638 families fed

**Outward Bound:**

- 82 kids given outward bound experiences

**Plant For The Planet:**

- 7,899 trees planted

**Bodensee Stiftung:**

- Over 30 hectares of agricultural land protected.

**Dog's Trust:**

- 1,859 Sampling kits for their ground-breaking

**MIND:**

- 500 Infoline calls funded, providing someone with vital support and information about help available for them.

**River Clean-up:**

- 13,475kg of trash collected from rivers.

**FareShare:**

- 78,680 meals to charities and community groups across the UK

**Save The Children:**

- 1,822 period kits provided, including feminine hygiene products and essential items like soap to communities and schools in Cox's Bazar, Bangladesh.

**Brook Advisory:**

- Brook's Education Specialists covered for 3.5 days a week for a whole year; during that year that Specialist could see as many as 2,000 young people providing them with information, advice and guidance around healthy relationships, consent, sexual health and staying safe online.

**Medicin Sans Frontiers:**

- 17,827 children vaccinated against measles in some of the most remote places.

**Centrepoint:**

- 250 initial mental health assessments for young people suffering from mental distress

**Refuge:**

- 67 refugees supported for 6 weeks, providing women escaping domestic abuse with safe emergency accommodation.

**Young Women's Trust:**

- 122 young women provided with a course of 1-2-1 coaching, helping her to stay motivated, identify her skills and find work.



**Living Without Abuse:**

- 80 - 100 of service users supported, these are people in Leicester, Leicestershire and Rutland who are suffering domestic abuse and/or sexual violence.

**CRISIS:**

- 2,423 people provided with a warm welcome and helped to take the first steps out of homelessness.

**The Girl's Network:**

- 38 girls to receive a full 12 month mentoring programme

**Challenged Athletes Association:**

- 10-15 individual grants funded for adaptive sports equipment, training and competition expenses.

**Viva Con Agua:**

- 8 water tests run in Zimbabwe to assure access to safe, affordable and sustainable drinking water.

**Make A Wish:**

- 2 'Make A Wish' moments

**Love The Oceans:**

- 12,689 lbs of trash collected from our oceans.







# 2021

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