



GOOD-LOOP

2019 IMPACT REPORT

GOOD-LOOP'S ETHICAL ADVERTISING HAS RAISED OVER HALF A MILLION POUNDS FOR CHARITABLE CAUSES AROUND THE WORLD.

In 2019 we gave enough to fund...



41,000 TEST KITS
for Tommies

TOMS

355 SESSIONS
with a psychotherapist
for refugees through Helen
Bamber Foundation



714 MUSIC THERAPY
sessions for 2,856
vulnerable people



OVER £40,000 DONATED

to Street Games to help train more coaches and open up access to facilities in communities where they are needed



195 HOURS
of online peer-to-peer support



25,000 TREES PLANTED



250 BEACH CLEANS
with Surfers Against
Sewage



CARLING

COMMUNITY PROJECTS

- £22,500 was donated to assist with more outdoor initiatives, sports activities and buildings & kits.

MCDONALD'S

RONALD MCDONALD TRUST

- 170 nights of accommodation for sick children

CADBURY

AGE UK

- 4,800 calls to Age UK

DRY NITES

MAKE A WISH

- 1 Make a Wish moment

GOSH

- 55 nights of overnight accommodations for parents at GOSH

TOMMIES

- 41,000 Test Kits for Tommies

BUPA

MIND

- 511 calls to the helpline
- 195 hours of online peer-to-peer support with Mind
- 1363 guidebooks for GP surgeries

DOOM BAR

SURFERS AGAINST SEWAGE

- 1900 school visits
- 250 beach cleans
- 32 years of Safer Seas Services

GLASGOW CREDIT UNION

BEATSON CANCER CHARITY

- £3500 donated to Beatson Cancer Charity

WWF

- £6454.67 donated to their Wildlife Sampling Project
- £5823.58 donated to their Turtle Nestmapping Project

TOMS

ASHOKA

- £46,324 donated to help them continue their work

HELEN BAMBER FOUNDATION

- 355 sessions with a psychotherapist for refugees

GIVE SOMETHING BACK TO BERLIN

- £8,871 donated to help with their community outreach work

CENTREPOINT

- 285 personal care kits for a young homeless person
- 791 nights of safe accommodation for a young homeless person

DE REGENBOOG GROEP

- £4,743 donated to help with the provision of shelter and supplies for homeless people

LA RUE TOURNE

- Provided 245 sleeping bags for the homeless

H&M

SPRING CAMPAIGN - WWF

- 25,000 trees planted
- 600 families received handwashing stations
- 285 school kits

FALL CAMPAIGN - WWF

- £15,000 donated to WWF projects

DOMESTOS

UNICEF

- Over £10,000 raised as part of their initiative to drive better living and sanitation for disadvantaged children

COCA-COLA

STREET GAMES

- Over £40,000 donated to help train more coaches and open up access to facilities in communities where they are needed





AVIVA

RED CROSS DISASTER FUND

- 17 household kits for families in a crisis
- 70 kitchen sets for families

ID MOBILE

THE MIX

- 1 year of volunteer training and support
- 3 full counselling sessions
- 40 helpline calls

LOVE, BEAUTY AND PLANET

WWF

- Over £1,500 donated to help with their existing projects

VEGANUARY

- Donated over £700 to help pay for vital advertising to inspire thousands of people to try vegan.

WOODLAND TRUST

- Planted 687 trees

LINDA MCCARTNEY

DOVER FOOD BANK

- Over £1,500 donated to help with the provision of food

CAMDEN FOOD BANK

- Over £1,500 donated to help with the provision of food

GREENWICH FOOD BANK

- Over £1,500 donated to help with the provision of food

HOZIER PODCAST

GRENFELL

- Over £400 donated to assist with the provision of independent support to the former residents of Grenfell Tower

THE CIRCLE

- Over £300 donated to assist with their efforts

WAR CHILD

- Educational materials for over 400 children

NBC UNIVERSAL

CENTREPOINT

- 85 personal care kits for young homeless people

AMAZON MUSIC

NORDOFF ROBBINS

- 714 music therapy sessions for 2,856 vulnerable people

UNILEVER - DOVE

DOVE SELF-ESTEEM PROJECT

- Over £10,000 donated to assist with the running of the project

UN WOMEN

- 64 training sessions for 128 women in rural India

FYSIKOAERIOELLADOS

ARCTUROS

- Over £2000 donated to assist with the protection of wildlife fauna and natural habitat, in Greece and abroad.

KIVOTOS

- Over £2000 donated to assist with the provision of special care and protection to mothers and children.

CO-OPERATIVE BANK

CENTREPOINT

- 36 Personal care kits
- Up to 313 nights of accommodation for homeless young people

REFUGE

- 348 calls/cases handled
- Up to 626 School packs

AMNESTY

- Up to 137 human rights campaign

