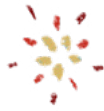




THNK

2020

IMPACT
REPORT



Good-Loop funds conservation education with WWF



Good-Loop funds Love Music Hate Racism

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 advertising which treats 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. This report evaluates the good work we achieved in 2020.

Good-Loop funds Ronald McDonald House Charities





Good-Loop funds The Brave of Heart Fund. Thematic photo (cc) Luke Jones, Unsplash.



Good-Loop funds The Trussell Trust feeding vulnerable families.

SCOPE OF THIS REPORT

THIS IS AN ANNUAL REPORT.

Time period: Covers activity during 2020, and reports totals for the end of 2020.

Campaigns are included based on the campaign end date.

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

Good-Loop funds handwashing and water stations with WaterAid



01

RAISING MONEY FOR CHARITIES



£933,011 DONATED DURING 2020
£1,625,300 TOTAL DONATED FROM
2017 UP TO END OF 2020

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.

CHARITIES DONATED TO IN 2020: 68

Figure 1: Top 40 charities donated to in 2020, size of circle is correlated to the total amount donated
Full breakdown of charity donations can be found [here](#).



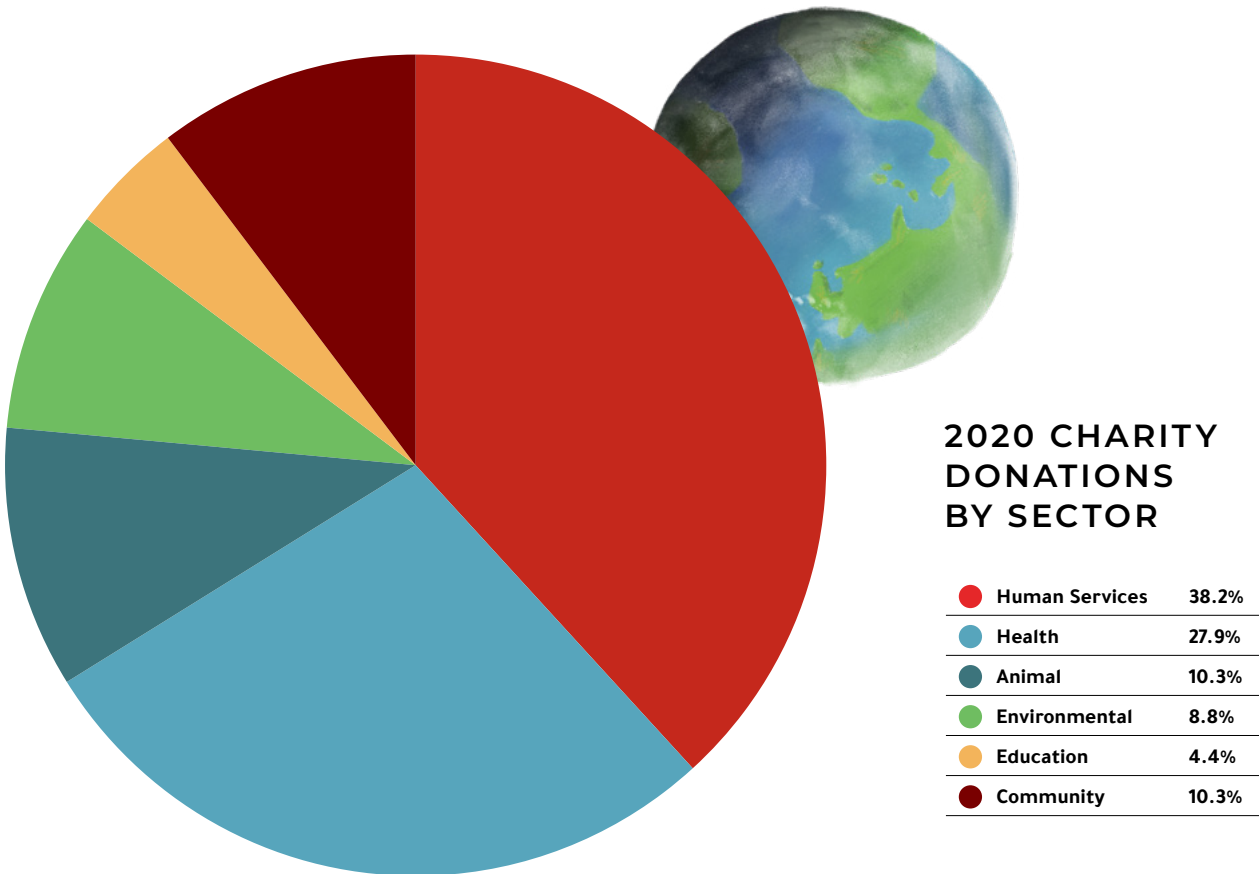
The amazing income generated by Good-Loop will support a wider selection of teams and projects – unrestricted funds are really useful and enable Centrepunkt to be dynamic with the way we support young people.

LUCY COLEMAN,
SENIOR CORPORATE DEVELOPMENT MANAGER, CENTREPOINT

02

IMPACT

With funding for UK, USA, and international-development charities, this year's impact is spread around the globe. Help has gone to a wide mix of causes:



We are incredibly grateful to E.ON UK for choosing to support Alzheimer's Society in this way. By raising £17,000 E.ON's donation could fund a specialist Dementia Adviser for 7 months during the coronavirus pandemic, providing vital support and guidance for people affected by dementia when they need it most. Thank you for your continued support.

SIAN MEECH
SENIOR CORPORATE ACCOUNT MANAGER

Our donations made a tangible difference in 2020. In 2020 we donated enough money to fund:

BRITISH HEART FOUNDATION (BHF)

236 hours of consultation with specialist nurses via phone and email.

CENTREPOINT

714 essential hygiene packs for homeless centres.

REFUGE

54 nights of refuge for women who need a safe place to stay.

MAKE A WISH

4 special "make a wish moments" for seriously ill children.

GREAT ORMOND STREET HOSPITAL (GOSH)

621 nights of hospital accommodation.

TOMMY'S

365,575 test tubes for pregnancy related research & healthcare.

WORLD WILDLIFE FUND

104 workshops on environmental conservation.

WATER AID

850 handwashing stations in Mozambique, plus **333** water taps in Sierra Leone.

NSPCC

549 counselling hours for children and young adults.

RSPB

25 covert bird of prey cameras.

CALM

332 helpline calls for people struggling with their mental health.

HELPING REFUGEES

115 wash bags for refugee camps.

GLAUCOMA UK

773 calls to the glaucoma helpline.

SAVE THE CHILDREN

24,287 children given antibiotics for pneumonia.

THE HYGIENE BANK

583 mother and baby care packs.

PROSTATE CANCER UK

544 hours of specialist nurse care.

FARESHARE

5,349 meals provided.

THE TRUSSELL TRUST

465 vulnerable families fed.

RSPCA

2,214 weeks worth of dog food for animals in rehoming shelters.

CATS PROTECTION

4,196 weeks worth of cat food for animals in rehoming shelters.

CANINE PARTNERS

117 weeks of care for dogs in training.

NATIONAL LITERACY TRUST

116 books for children, skills workshops for **58** teenagers.

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.

03

ENGAGING USERS WITH RESPECT

**IN 2020
33.1 MILLION
PEOPLE SAW
OUR ADS**

CAMPAIGN EFFECTIVENESS:

Q4 2020 surpassed all of 2019 combined, with 198% of our targets. Covid provided a catalyst for more Purpose Marketing in 2020 as a whole - brands were keen to do good. We're seeing a significant increase in sustainability conversations in agencies and clients in 2021 which may be reflected in the 2021 Q1 impact report. 33.1m is a massive amount of people seeing our ads, resulting in more money for charities, so this is a great achievement.

USER ENGAGEMENT:

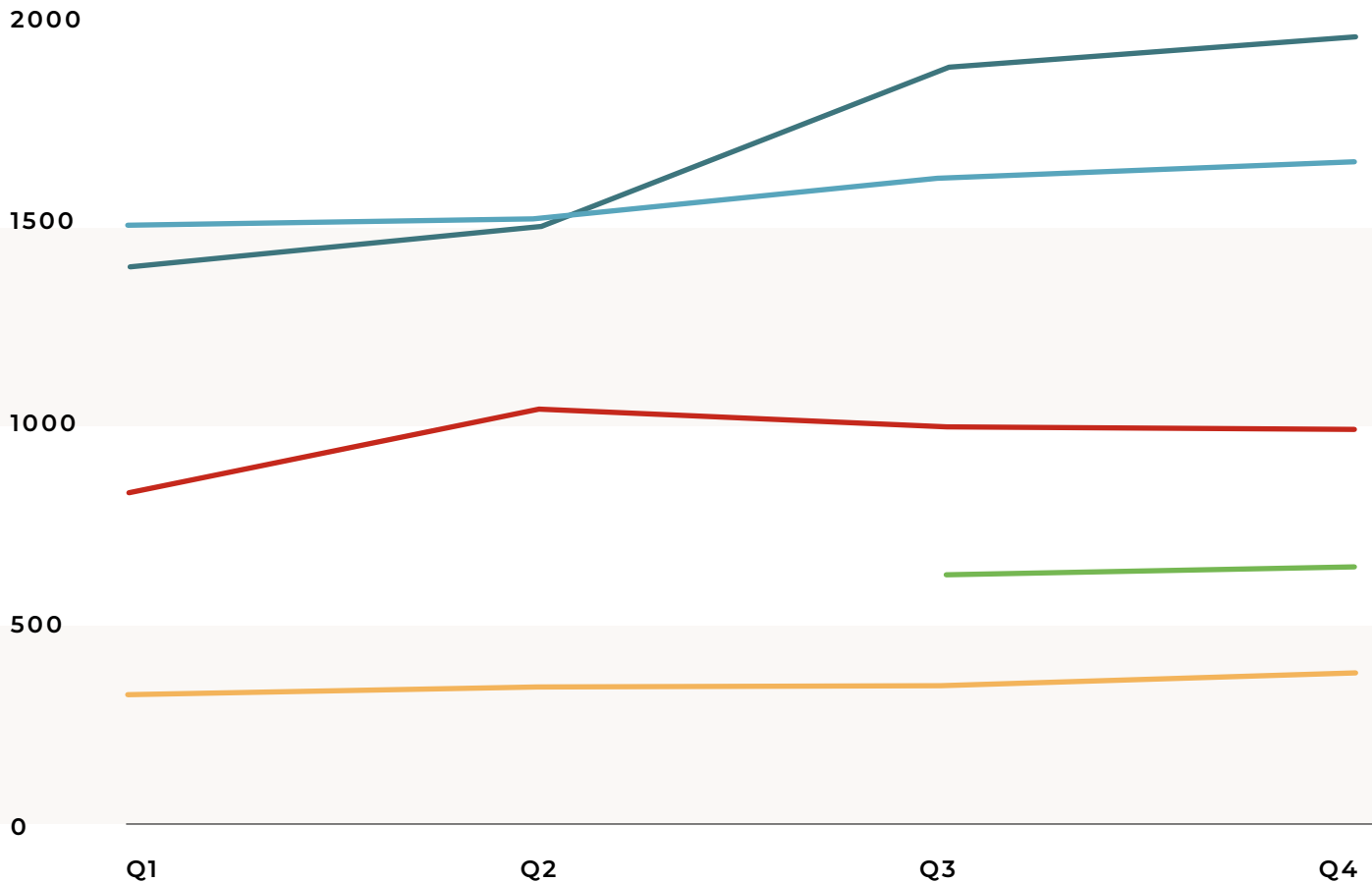
Across all our social media platforms we championed ethical and purpose-driven advertising.

**INCREASING
AUDIENCE
SIZE ACROSS
CHANNELS**

2020	Q1	Q2	Q3	Q4
GOOD NEWS	829 recipients	1,035 recipients	994 recipients	991 recipients
LINKEDIN	1400	1500	1893	1969
TWITTER	1500	1520	1618	1657
INSTAGRAM	N/A	N/A	621	641
FACEBOOK	327	350	357	378

2020 SOCIAL AUDIENCE

Throughout 2020 our audience size across social channels saw steady, but consistent growth. Largest community growth was seen for LinkedIn (41%^) and Facebook (16%^). Twitter (10%^) and Instagram showed slower overall growth. Our GoodNews recipient numbers have stayed consistently high, with an average open rate of 19%.



We are delighted to be working with an innovative tech company like Good-Loop. We have been really impressed with how they have combined the public’s desire to do something positive with the simple action of watching an advert to raise substantial amounts for charity. We began our partnership towards the end of last year and thanks to Good-Loop and Kimberly-Clark, over £15k has already been raised for the seriously ill children at Great Ormond Street Hospital.

CHRIS CARTER
HEAD OF PARTNERSHIP DEVELOPMENT, GOSH CHARITY

04

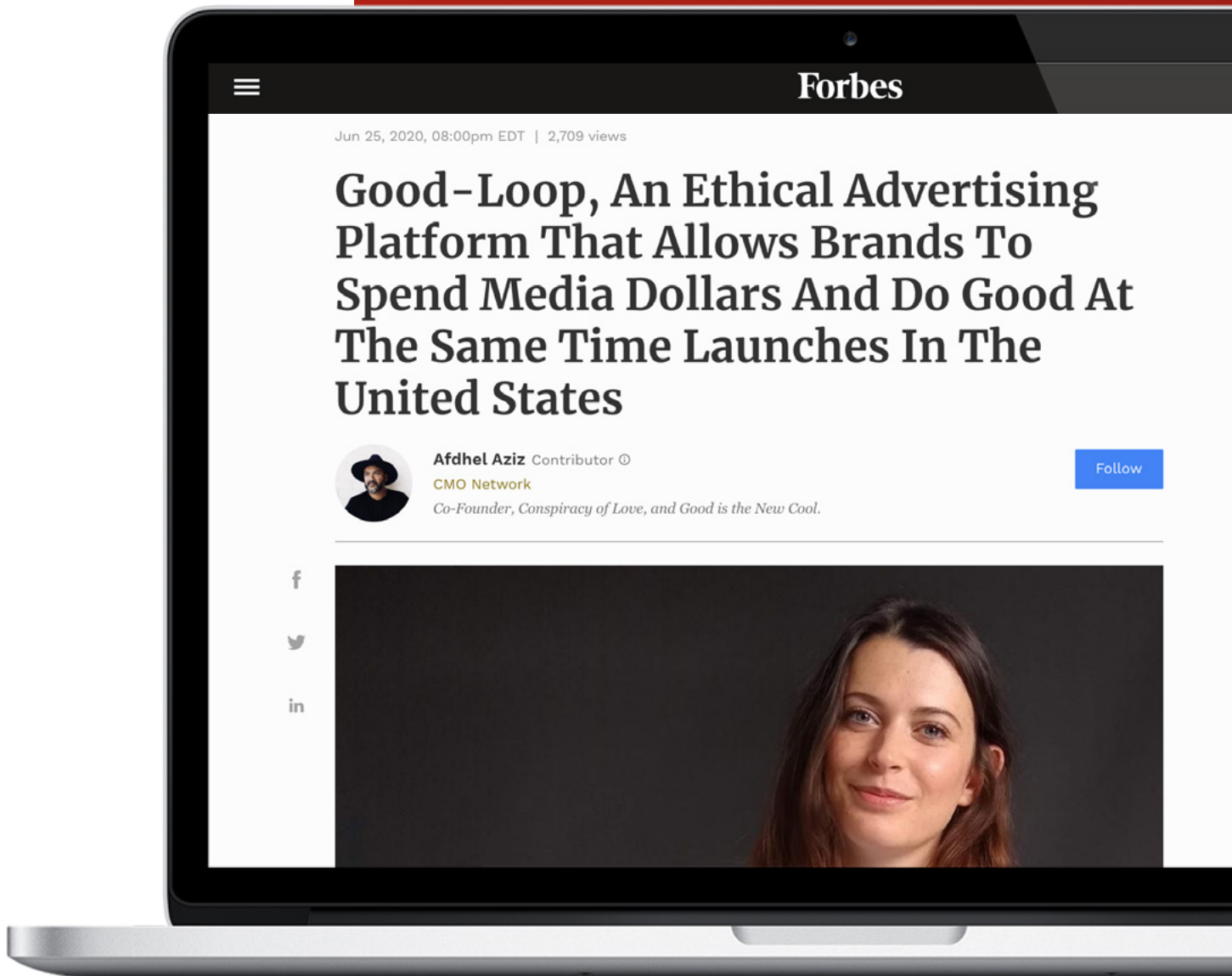
MAKING ADVERTISING A FORCE FOR GOOD



PROMOTING ETHICS & PURPOSE IN ADVERTISING

Due to the impact of COVID-19, speaking at events was reduced. During this period, we spoke at the following live and virtual events/provided thought leadership for:

- Big Data and AI World
- VivaTech Tour in London: Girls Just Wanna Have Funds
- [Future X](#)
- [New Digital Age](#)
- How to Lead A Sustainable Recovery, with BIMA and Microsoft
- [AdClub: Media Innovation Day](#)
- Virtual Conference DMVC2020: Brand Purpose in a Time of Crisis
- IAB Engage
- [The Catalysts podcast](#)
- [How AI Built This podcast](#)
- ['Progressive' Podcast](#)
- Marketing Society Digi Day
- Cognition X panel
- The Conscious Advertising Network podcast
- The Legacy Business School
- Marketing Society Digital Day
- Advertising Week virtual conference
- New Video Frontiers
- [Video Ad News](#)
- [Business Cloud](#)
- GoodCon
- [One Hundred](#)
- Festival of Digital Disruption
- BIMA Conference
- [TechRound's 29 under 29](#)
- [Conscious thinking podcast](#)
- MADFest London
- MindShare: "Why Purpose Doesn't Matter"
- VideoWeek: New Video Frontiers



PRESS MENTIONS IN 2020: 166 ARTICLES

(TOTAL UP TO Q4 2020: 266)

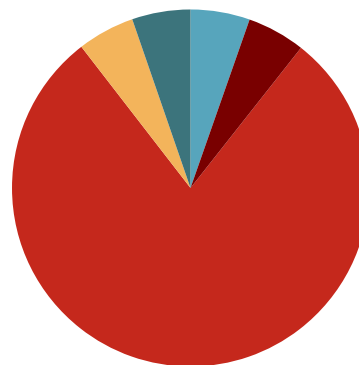
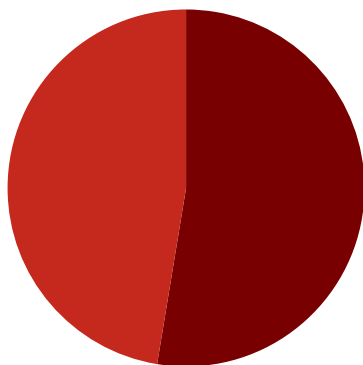
Including repeated mentions in respected industry publications (The Drum, Campaign, CogX) and mainstream press (Forbes, The Scotsman).

05

BEING AN ETHICAL COMPANY

- **Volunteering:** Disrupted by COVID. We did postal volunteering, organising and posting Christmas charity boxes for RMHC. The boxes were filled with an assortment of gifts and necessities to help the families being supported by the charity.
- **Carbon neutral or better:**
 - Our servers run on renewable energy. Our travel and office footprint is offset via monthly payments to Cool Earth.
 - We are running at an estimated “carbon negative” level (i.e. the net effect of our operations is good!), but we are working alongside the BIMA sustainability council to calculate our exact “base” carbon footprint, to ensure we are offsetting the right amount.
- **B Corp:** Certified with a score of **84.3**
See <https://bcorporation.uk/directory/good-loop> for details.

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 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.
 - To increase fairness, we have switched from individual pay-rise conversations through the year, to an annual company-wide pay update - which allows for holistic fairer decision making.
 - The gap between highest and median earner is 2.5x which is a healthy range. The CEO is paid only 1.5x the median earner.
 - 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 300 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**
 - 5% staff churn / 95% happy 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.

06

CONCLUSION

Inspite of the challenges of 2020, Good-Loop has achieved a lot of positive impact. Donations for the year are 75% higher than in 2019. With growth projected to continue, we aim to do even more in 2021.



We're eternally grateful for the large amount of money received from this campaign.

**CARA ENGLISH,
GENDERED INTELLIGENCE**





2020

IMPACT
REPORT