



IMPACT REPORT 2025



MESSAGE FROM OUR CO-FOUNDERS

At The Ripple Effect, we're proud to say that Communications with Conscience® is more than just a tagline.

It's the foundation of everything we do.

Together, we've built a business focused on trust, authenticity, and impact. Every campaign and strategy we create is designed to help our clients achieve their goals whilst making a meaningful, positive contribution to the wider community.

Integrity and transparency have been the foundation of our approach from day one, and our commitment to driving change is what keeps us moving forward.

This year, we have taken some huge steps in our journey to enhance both our environmental and social performance, and we couldn't be more excited to share some of these highlights with you in this our very first Impact Report.

This report is a celebration of what we've accomplished so far and a roadmap for where we're headed next. We're incredibly proud of what we've achieved, but we're even more inspired by the opportunities ahead.

Frankie & Sam

Co-Founders

As part of our commitment to transparency, accountability, and meeting B Corp certification standards, going forward we will be publishing an annual Impact Report on our website.

These reports will showcase the actions we've taken over the past year, outline our future plans for continuous improvement, and assess our performance against previous commitments. Our aim is to give you, our valued stakeholders, meaningful insight into how we operate as a responsible business, whilst also inspiring others in our industry to embrace more sustainable and ethical practices.





OUR MISSION & VALUES

At The Ripple Effect, we are committed to expanding our work with clients in the charity, not-for-profit, and ethical business sectors whilst leveraging our Third Sector expertise to enhance the impact of ethical campaigns across all industries. Our mission is to partner with brands that share our values, crafting purposeful communications that inspire trust, spark change, and deliver measurable results.

Our vision is to redefine success in the PR and communications industry by proving that profitability and ethical practice go hand in hand.

We believe that **Communications with Conscience® is a vision that goes beyond the conventional** and will become a defining approach for the majority of brands in the years to come, creating meaningful impact while driving sustainable growth.

WE ARE AT THE FOREFRONT OF THAT **REVOLUTION.**

TALKING THE TALK, WALKING THE WALK

At The Ripple Effect, we are excited to announce that we have started our journey towards becoming a certified B Corp, an achievement that will reflect our commitment to building a responsible, sustainable business.

For us, this isn't just a badge. To truly be the Communications with Conscience[®] agency, this rigorous process has led us to evaluate every aspect of our business and ask ourselves:

How do we define success?

For a PR agency, where campaigns often focus on short-term wins, it's all too easy to get caught up in the thrill of high-impact, attention-grabbing work.

And while that's satisfying, it doesn't always lend itself to long-term purpose. If we're serious about embodying the values we promote for and through our clients, we need an accountability structure that holds us to those same high standards. B Corp is providing just that, a comprehensive framework that drives us to ask: are we practising what we preach?

This journey has been transformative - not only in how we approach our work, but in how we define success. Rather than simply checking off a list of criteria, we're using this process **to challenge ourselves**, rethink our policies, practices, and potential for impact. As we progress through the application, we're more aware than ever that the "ripple effect" extends to everything - from how we support our team and serve our clients, to the wider community we're part of.

Over the coming months, we'll be making some tangible changes, from refining company policies and improving our evaluation tactics to launching initiatives that better align with B Corp values. We're in the early stages, but already, we're seeing this process as more than just an external certification; it's a commitment to growth, continuous improvement, and a purpose that stretches beyond profit.

Becoming a B Corp is about choosing to raise the bar on what we thought was possible - and that's something we're excited to fully embrace.



IMPACT AREAS

The B Corp certification assessment, known as the B Impact Assessment (BIA), evaluates performance across five key areas of impact: **governance, workers, community, environment, and customers**. Meeting the required standards means taking a closer look at everything from our workplace practices to our environmental footprint.

We've structured our report around these categories to facilitate clear year-on-year comparisons and to align our efforts with other B Corp businesses. In addition, we have mapped our actions and commitments against the UN Sustainable Development Goals to provide a comparison against organisations not following the B Corp process.



OUR PEOPLE

At The Ripple Effect, we recognise that our success is driven by the dedication and hard work of our team. We are committed to providing benefits and opportunities that not only meet but exceed statutory requirements and industry standards. With a 100% employee satisfaction score this year, we are proud that our approach prioritises the well-being, fair treatment, and development of our team, creating a supportive and inclusive work environment. We firmly believe that when our employees thrive, our business does too.



EMPLOYEE BENEFITS

We are committed to offering our employees a range of supplementary benefits, including a sustainably invested pension, yearly anniversary vouchers, company-wide access to the Pirkx well-being platform and quarterly enrichment days dedicated to volunteering or developing new skills. In addition, annual bonuses are paid across all levels if company targets are hit, to ensure the hard work and dedication of our team is recognised.



BALANCED LEADERSHIP TEAM

We are proudly majority female owned and are committed to maintaining equal pay for all roles, regardless of age, gender, ethnicity, religious belief, neurodiversity, socio-economic background or sexual orientation. This balance reflects our belief that diversity in leadership leads to stronger decision-making and a more inclusive work environment.



FLEXIBLE WORKPLACE

We don't mind how our employees work, as long as the work gets done. As a hybrid company, we offer our employees the flexibility to work from our new office on Eel Pie Island, or from home. We understand the importance of work-life balance, which is why we provide a flexible working guarantee and operate using a 4-day work week, at 5 days' pay. This allows our team to adapt their working hours to their individual needs and commitments.



COMMITMENT TO DIVERSITY, EQUITY, AND INCLUSION

We are dedicated to cultivating a workplace where diversity is celebrated, equity is upheld, and inclusion is prioritised. We provide comprehensive diversity, equity, and inclusion training for all employees and have established specific, measurable goals to enhance diversity across our organisation. This is central to our mission of fostering a culture where everyone feels valued and empowered.



LIVING WAGE EMPLOYER

We are proud to announce that we have obtained official Living Wage Employer status. We are committed to ensuring that all our team members earn a wage that reflects the true cost of living - we recognise the significant impact that fair pay has on the financial well-being and quality of life of our employees. We also strive to collaborate with partners and suppliers who uphold similar standards, supporting fair wages across our network.



HEALTH CHAMPIONING

We actively sponsor and encourage our employees to engage in health and wellness activities during the work week. Access to the Pirkx platform enables our team to explore all things related to wellbeing – from mental health to medical care and holiday savings.



EXTERNAL TRAINING BUDGET

We have created a dedicated budget for external training, empowering our employees to pursue learning and skill development opportunities beyond the workplace. By supporting staff in their professional growth, we aim to help them reach their full potential and build rewarding, fulfilling careers.



COMPETITIVE PARENTAL LEAVE

We believe family comes first. To support our employees during one of life’s most significant moments, we offer enhanced parental leave that exceeds statutory requirements. Paternity leave is currently set at 4 weeks full pay which tops up the normal 2 weeks at statutory pay legal requirement. Maternity leave is offered at 8 weeks full pay, topping up the legal requirement of 6 weeks at 90%, to 8 weeks at full pay. Our goal is to ensure that our team can focus on their growing families without the added stress of financial concerns, fostering a supportive and family-friendly workplace.



EMPLOYEE DEVELOPMENT SCHEMES

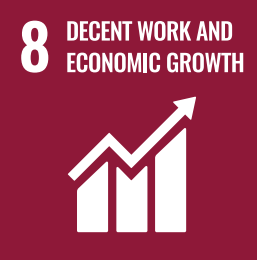
We are committed to empowering our team to grow both personally and professionally. We offer a wide range of training opportunities to help our staff advance in their roles, develop new skills, and prepare for career progression including cross-skills training for career advancements.



COMMUNITY

While The Ripple Effect operates on a flexible and hybrid basis, with our office in Eel Pie Island and team of workers across various UK locations, we remain dedicated to contributing positively to the success and growth of our local communities.

Through a range of initiatives, we aim to give back to the areas that support us, fostering connections and driving meaningful impact in the regions where our team members live and work.



WE ARE PROUD TO HAVE DONATED OVER **£16,000** TO CHARITIES SINCE OUR LAUNCH IN 2022.

In Y1, we donated over £2,900 – this rose to over £7,400 (+155%) last year (Y2), and in Y3 we gave over £6,000.

Upon founding The Ripple Effect, we established a formal commitment to charitable giving, donating 2.5% of profits to our independent charity partners each year. Enabling our team to vote on which charities we support, we ensure our team's voices help guide our donations.

To maximise our impact, we strive to build lasting partnerships with these organisations, hence we have recently formalised a full year pro-bono support package for each of our charity partners. For FY 2024-25 we supported Switchback and Winston's Wheels, and we have just appointed our new partners for 2025-26

- Thin Blue Paw Foundation, a charity supporting retired police dogs following years of service
- River Action UK, an organisation dedicated to protecting Britain's rivers



DISCOUNTED SERVICES:

As part of our Communications with Conscience[®] ethos, we offer a 10% discount on services to charities that are members of CharityComms.

VOLUNTEER DAYS:

We are committed to making a meaningful difference in our local communities. To support this, we offer every employee one fully paid enrichment day each quarter to engage in voluntary community service or learn a new skill. We track volunteer hours and set pro-bono targets to ensure our community engagement efforts are impactful and effectively managed. Two of the team have spent their enrichment days volunteering at FoodCycle, preparing meals and engaging with guests.

OPPORTUNITIES FOR YOUNG PROFESSIONALS:

We aim to champion young people in achieving their professional goals and establishing connections. To do this, we've established a LinkedIn Group for 30 under 30 alumni to connect, and host events twice a year to bring these people together.

In 2025 and beyond, we plan to open this to any PR professional under the age of 35, ensuring everyone has a safe space to get more comfortable with networking.

POLICY ADVOCACY:

We are dedicated to advancing social and environmental standards across various industries; as such, we offer support in name and signed petitions.

CLIENT PARTNERS

At The Ripple Effect, we pride ourselves on delivering Communications with Conscience®. We build trust and inspire change through meaningful communications, ensuring that every campaign and strategy we develop not only achieves our clients' goals, but also contributes positively to the wider community.

Our client partners are the cornerstone of everything we do.

We are dedicated to continually refining and enhancing our policies and processes to ensure we consistently deliver the exceptional standards of customer care for which we are known.

We deeply value the trust our customers place in us and remain committed to transforming our clients' PR and creative communications outputs. Our approach is rooted in integrity, transparency, and a genuine commitment to making a difference.

Centricity: We aim to meet our clients' needs with creativity and precision. We reject the idea of a "one size fits all" approach and work with our partners and clients to deliver outstanding results.

Feedback: We are committed to continuously improving our services by listening to and analysing customer feedback. Through our feedback programme, we integrate insights directly into our service design, ensuring that we not only meet, but exceed our customers' expectations. This approach enables us to drive meaningful improvements and adapt our offerings to the ever-changing needs of our customers.

We are also adding Win/Lose pitch reviews this year to ensure that we are constantly evolving when pitching for new business.

2025 will see us launch a post-project client satisfaction survey, reinforcing our dedication to delivering exceptional outcomes. This is a metric we will actively report on going forward, alongside our internal staff satisfaction surveys.

TESTIMONIALS

Praise is earned. Our hard work is reflected in our customer feedback, which we would love to share with you:



**OpenTable PR Team,
OpenTable**

"The Ripple Effect is a trusted & valued partner who we have collaborated with to deliver PR campaigns informed by their research – which has generated quality earned media coverage, globally. They consistently deliver meaningful insights with a high level of responsiveness and attention to detail, and are experts in their field who have a deep understanding of the media landscape"



**Kieran Connolly,
CEO, Sports Fun 4 All**

"The whole process of working with The Ripple Effect has been seamless, and they have overachieved and doubled our initial target of media coverage. They were attentive and communicated with me regularly throughout the whole process. I recommend them to anyone looking for PR or marketing support"



**Isabella McRae,
Big Issue**

"The Ripple Effect delivered a campaign that not only rallied public and political support but also achieved real, tangible progress. From concept to execution, their expertise and strategy were instrumental in making #PlanForThe136K a campaign that couldn't be ignored"



**Phil Kerry, CEO,
New Horizon Youth Centre**

"The whole process of working with The Ripple Effect has been seamless, and they have overachieved and doubled our initial target of media coverage. They were attentive and communicated with me regularly throughout the whole process. I recommend them to anyone looking for PR or marketing support"



**Antonia May Cross,
Head of Influencing, Switchback**

"I am so proud you got to see the amazing men your PR support and fundraising has directly impacted. Such a joy to have a charity partner so engaged – and also a team that's just such good fun! And really 'gets' Switchback."

Stefani – your media support in the run up has been amazing – that 'iPaper The Weekender' piece may be my favourite bit of Switchback media ever - you were efficient, swift and totally advocated for us as your client – the perfect PR rep throughout – smashed it"



CASE STUDIES



**NH
YC** NEW
HORIZON
YOUTH
CENTRE

THE CHALLENGE

In 2022-23, 135,800 young people (16-25) sought council help for homelessness—372 per day or one every four minutes.

In early 2023, over 120 charities, led by New Horizon Youth Centre (NHYC), launched #PlanForThe136K, urging the Government to implement a strategy to tackle the crisis.

THE APPROACH

NHYC needed a high-impact campaign to force Westminster to engage. With 120+ charities involved, the approach had to be simple, inclusive, and easy to support.

The Ripple Effect recommended a parliamentary petition as the most effective tactic to mobilise three key audiences: young people, the voting public, and politicians. Aiming for 10,000 signatures to trigger a Government response, the petition sat at the heart of an integrated #PlanForThe136K campaign spanning PR, social media, national print ads, and out-of-home activations like buses and billboards—all designed to build pressure on policymakers.

Beyond the petition, we've continued as NHYC's PR partner, providing reactive commentary on the Labour Manifesto, CHAIN data releases, and proactive storytelling around the



THE CHALLENGE

Challenging MND approached The Ripple Effect in 2023 looking to raise the profile of their Founder and to raise awareness of the organisation.

The main challenge they face as an organisation is other high profile MND charities and their high profile ambassadors which have the majority voice share.

THE APPROACH

Alex Gibson, the charity founder, is an extraordinary man, and has been the face of the charity since its inception. In order to raise his profile we created different profiling pathways to highlight the more family focused side to his work around leaving a legacy and separately highlighted his many athletic achievements as an inspiration to never give up. A key goal for Alex was to be featured on a national TV segment, so we focused on a broadcast-first approach to achieve this. charity's Q4 emergency accommodation spending.

Separately, we also nominated him for a series of awards including a British Empire Medal and Pride of Britain for which he was recognised.

As an ongoing mechanic, we interviewed the charities beneficiaries to pitch as 'real life' case studies throughout the year.

Imogen Thomas was recognised as a potential ambassador to bring onboard having recently experienced a devastating MND diagnosis for her mother. We negotiated Imogen's time without fee to further our media relations and social potential reach.



KAYAK

THE CHALLENGE

KAYAK approached The Ripple Effect as a PR partner to assist them in creating a tool to help consumers set realistic saving goals towards their anticipated holiday spend.

THE APPROACH

Using combined research verticals (desk research and consumer opinion polling) we established consumers average spend frequency of purchase across each of their regular expenditures.

The data was used to create a calculator which took into account how long consumers were willing to save for, and what they were willing to go without to add funds to their holiday saving allowance. The resulting saving potential sum would then be inputted into the KAYAK platform to generate potential holiday destinations with in their budget.

A microsite was created to host the calculator, and this was then linked to within our press release and earned media outreach.

We additionally sourced Rachel Riley, TV presenter and mathematician, to front a media day and provide accompanying quotes.



THE KENNEL CLUB
CHARITABLE TRUST

THE CHALLENGE

Each year around 7,000 people in the UK rely on registered assistance dogs, with training costs reaching £36,000 per dog over its working life.

For its 2023 Christmas fundraising campaign, KCCT tasked us with celebrating these incredible canine heroes and showcasing the life-changing impact they have daily, whilst

THE APPROACH

Our overarching campaign platform was 'A Celebration of Dogs with Jobs', an uplifting creative concept, which The Ripple Effect used for inspiration for the campaign tactics.

We needed a campaign which would connect on an emotional level, and we needed some star power, and teamed up with legendary photographer and dog-lover Rankin - the man who has photographed King Charles, Kate Moss, David Bowie and more - and put the service dogs at the heart of the campaign.

We curated a list of ten service dogs and their humans for Rankin to snap a series of very special pawtraits: from Thunder, the end-of-life support Husky; to police trauma Shiba Inus Rosie, Riot and Dennis, the dogs had huge media appeal.

We brokered a partnership with the renowned Saatchi Gallery to showcase the Rankin photos, an exhibition which ran for a week from December 10th to 18th. Normally costing £150,000, we secured the space for a charity rate of £10,000.

ENVIRONMENT

This year, we have reinforced our commitment to sustainability by introducing policies that promote sustainable practices across both our physical and virtual offices. From actively encouraging recycling to switching to renewable energy sources, we are taking significant steps to minimise our environmental footprint and contribute to a more sustainable future.



TARGET SETTING

We have committed to setting and sharing annual environmental performance targets, starting with this report. By doing this, we aim to motivate our team and inspire collective action, in addition to ensuring transparency and accountability to both our internal team and external stakeholders.

RENEWABLE ENERGY

100%

energy used at our Eel Pie Island office is produced using renewable sources

with over 50% of this being produced using low-impact methods.



SUSTAINABLE TRAVEL

Our Eel Pie Island facilities are designed to facilitate the use of public transportation, biking and cleaner burning vehicles, enabling our employees to reduce the environmental impact of their commute. We have additionally formalised our limits on corporate travel within our ESG Policy. The island itself is a motor-vehicle-free environment.



SUSTAINABLE OFFICES

We have implemented waste reduction programs in our office and, in recognition of our broader impact, have developed a comprehensive Environmental Policy that promotes environmentally responsible practices across our team's offices. This includes initiatives such as recycling and the procurement of sustainable office supplies. To further our commitment, we have appointed Stefani as our internal Green Lead (our Queen of Green) to spearhead our sustainability efforts, ensuring continuous progress and accountability. Additionally, we have introduced energy conservation measures—such as Energy Star appliances, automatic sleep modes, and after-hour timers—to reduce our overall energy consumption.



EMPLOYEE TRAINING

We provide all employees with annual training focused on social and environmental performance principles, ensuring our team is equipped with the knowledge to contribute to our sustainability goals.

Our commitment to sustainability is an ongoing journey, and we will continue to seek innovative ways to reduce our environmental impact while growing our business responsibly.



GOVERNANCE

At The Ripple Effect, we recognise the importance of strong governance in ensuring transparency and accountability, recognising that these principles strengthen our business for both our clients and team. This year, we have put in place several new governance practices that reinforce our dedication to ethical operations and sustainable growth.



FINANCIAL TRANSPARENCY

We believe in open communication and shared success. To foster trust and inclusivity, we share our financial performance data with all employees on a quarterly basis, and publicly report our financial statements. This transparency not only builds trust but enhances the sense of ownership and engagement among our employees. To further support this, we offer education programs around financial information and terminology, helping our team understand and engage with the data.



BOARD REVIEW

Each year, our Board of Directors (membership publicly available) conducts a thorough review of key performance indicators related to our social and environmental impacts. This process ensures that our sustainability initiatives are effectively monitored, aligned with our long-term objectives, and prioritised at the strategic level.



SOCIAL AND ENVIRONMENTAL TRANSPARENCY

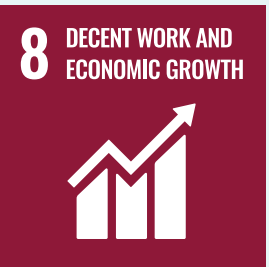
Through our annual Impact Reports, we will disclose specific, quantifiable social and environmental targets, providing clear insights into our sustainability efforts and progress toward our environmental and social goals.



OBJECTIVITY

We are committed to maintaining the highest standards of integrity. Our reporting is based on comprehensive third-party standards to ensure objectivity and credibility in all our disclosures.

Through our governance structure, we are reinforcing our commitment to responsible business practices, ensuring that The Ripple Effect continues to thrive as a business that values integrity, transparency, and accountability.



WHAT'S NEXT?

We are thrilled by the progress we've made so far and are confident that the benefits we've shared are just a small preview of what's to come; there is always more we can do to elevate our social and environmental initiatives.

Together, we can make this journey a success, creating a business that benefits everyone it touches.

Our dedication to continuous improvement drives us to set even higher goals for the year ahead. Below, we outline our key ambitions for the next 12 months:

ENVIRONMENTAL IMPACT

To measure the impact of the policies and processes we have put in place this year to reduce our environmental impact, we have set the targets for the next 12 months of:

- Increase the proportion of employees that commute to work using sustainable transport options to 100%;
- Ensure 100% employees receive annual training on our environmental policies and standards, in line with updated best-practice

SOCIAL IMPACT EXPANSION

We hope to take a leadership position within the PR and Communications industry. By further establishing the Communications with Conscience[®] narrative, we aim to inspire other agencies to adopt our approach and encourage others to implement charitable giving processes within their organisations.

We have focused our commitments for the next 12 months on achieving quantified targets across our community engagement initiatives. These include:

- We have begun the process to hire an intern via the Taylor Bennett Foundation, providing opportunities for individuals from ethnic minority backgrounds to engage with our work;
- Expanding our work with clients in the charity, not-for-profit and ethical space, whilst also using our Third Sector experience to increase the effectiveness of campaigns from all brands who believe in ethical PR;
- Increasing donations to charity partners by 100% through further client wins – in Y1 we donated over £2,900, last year (Y2) this rose to over £7,400 (+155%). We'd love to see this rise to at least £14,800 per year by the end of 2027;
- Achieving a utilisation rate of above 50% of our provided paid quarterly enrichment days; and
- Providing pro-bono services to at least 3 organisations (our two charity partners and one other organisation)
- Ensure 100% of team members receive training in ethical PR practices, such as inclusive storytelling and responsible communications.
- Working with office landlords to ensure better disability access for those using the island, including upgraded toilets and ramps
- Launch a consumer insights report shaping media narratives around key social issues.
- Support three campaigns focused on climate, diversity & inclusion, or social mobility, using PR to amplify underrepresented voices.

B CORP ACCREDITATION

We are currently working towards achieving B Corp certification in the coming months, further solidifying our commitment to high standards of social and environmental performance, transparency, and accountability. As part of this process, we have created a number of new policies and processes, as well as defined commitments to improve our operations. Over the next year, we will be working hard to implement these, as well as monitoring our impact to ensure we achieve what we have set out to do.

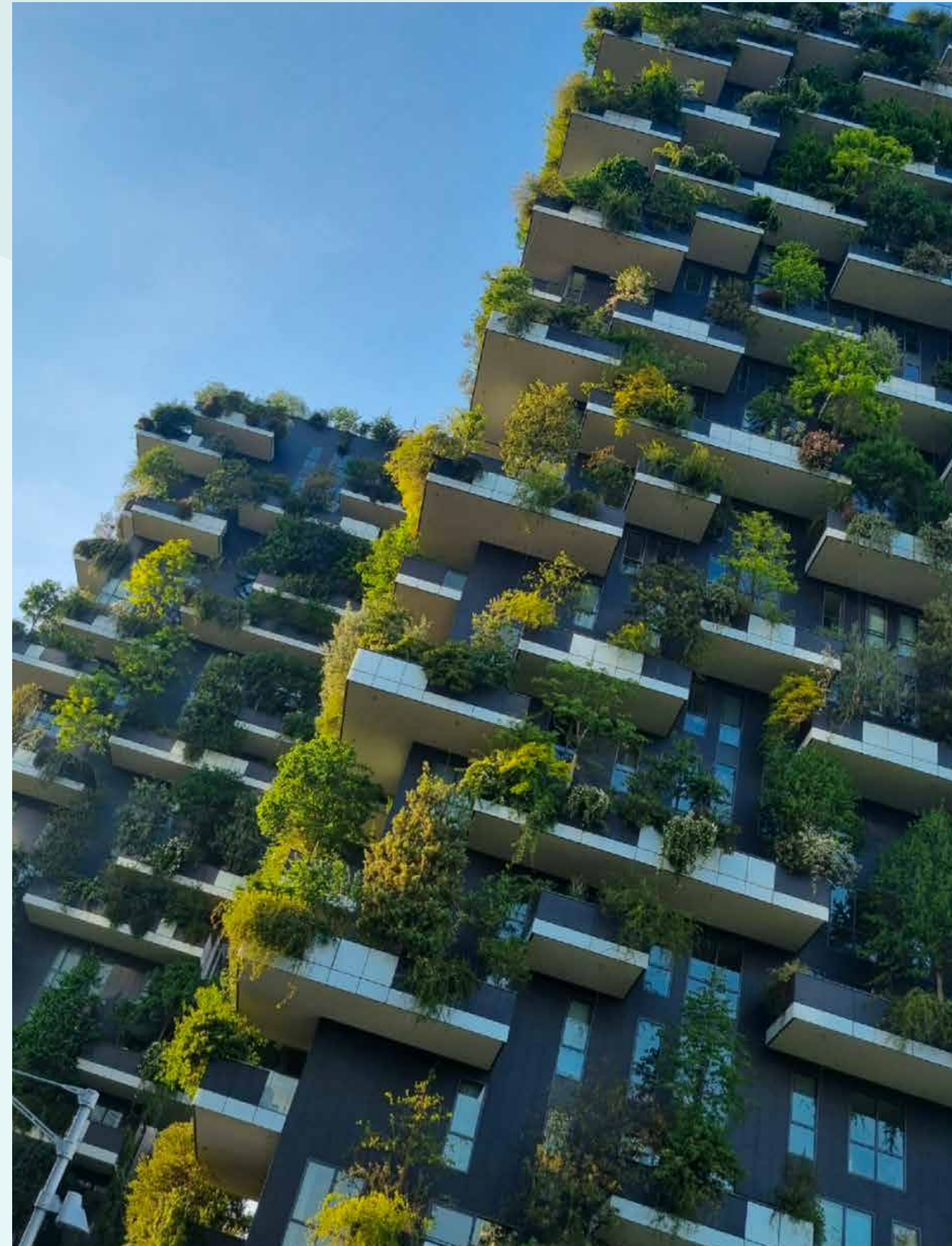
COMPANY GROWTH

Over the next year, we have set the target of growing our team to a minimum of 8 people.

IMPACT REPORTS

We will be creating another Impact Report 12 months from now, to detail our progress against the previously outlined targets. We also hope to include further improvements in our processes and policies.

By focusing on these priority areas, we aim to continue leading by example and deliver meaningful outcomes for all our stakeholders over



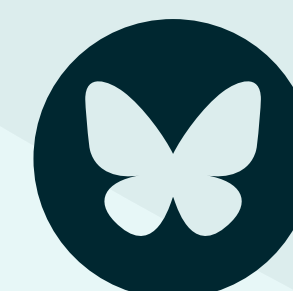


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Thank you for reading.