

IMPACT REPORT

Vol.
2019 – 2020

Certified



This company meets the
highest standards of social
and environmental impact

Corporation

Introduction



When we earned our B Corp status at the end of 2019, our agency was completely different and so was the world around us. Fast-forward a matter of months and the pandemic had changed almost everything about the world and in ways we couldn't possibly have imagined.

Although it was tough on businesses and entrepreneurs the world over, we are proud to have survived and thrived in amongst the chaos.

To reflect this, we evolved how we tell our impact story too.

We no longer talk about how many energy saving light bulbs we fitted, how many EcoBricks we stuffed with crisp packets or our travel emissions.

Because we haven't worked from our office in months.

And we haven't travelled to or from anywhere.

**INSTEAD, WE
EVOLVED INTO A
FULLY FUNCTIONING,
TOTALLY REMOTE
OPERATION.**

So this report captures the changes we've made in the face of adversity and how, during an extraordinary life event, we worked hard to create more impact than ever before.

What's changed?



Through collaboration and continually holding ourselves accountable, we know the business we build can add value and create a sustainable impact on the world around us. That hasn't changed.

When we earned our B Corp badge of honour, we defined specific commitments to report against and track every year. These commitments were to charities, people, our team, planet and transparency. Since then, we've had to be more flexible in our approach to reporting as some of the elements we measured against were no longer relevant. In addition, we've introduced new goals and focuses in-line with new forms of impact we've created, but that weren't within our reach when we started out.

**WHILE THE METRICS AND FORMAT
MAY HAVE CHANGED SINCE WE
STARTED, THE FOCUS IS ON WHAT
MATTERS...**

...IMPACT.

Setting the scene



If you haven't come across us before,

STUDIO REPUBLIC EXISTS TO BE A CATALYST FOR POSITIVE CHANGE, SOCIAL JUSTICE AND ENVIRONMENTAL PROTECTION.

We're a creative and digital agency with a clear purpose - to leverage everything we do as a force for good. We work with charities and purpose-driven organisations that care as much about making more than just profit. We create measurable impact through powerful communications using critical thinking, unbound creativity and intelligent digital delivery.

Previously operational out of two offices in Winchester and London, we employ 12 team members and this year have worked with 12 key clients whose services and products impact communities from a local to international scale.

Everything we create is first and foremost, accessible but it's also sustainable. We design, build and iteratively evolve our work over time so that we never have to start over. It's a sustainable approach to creation that delivers ongoing value and reduces waste.

Our business is our people and we work hard to ensure our entire team feels valued, challenged, inspired, empowered and heard.

The impact we make is wholly positive and we never cause any unnecessary harm to the environment or communities we operate in. Because of this stance, we will not work with a lot of damaging companies and sectors.

INFLUENCES on **our BUSINESS**



BLACK LIVES MATTER



As a result of many of our daily freedoms being reduced or altogether removed due to the pandemic, life has presented society with an opportunity to pause and reflect.

It's within this time of internal and external reflection that we have come face-to-face with previously unacknowledged inequalities. In particular, the horrific on-camera murder of George Floyd under the knee of an American police officer sent shockwaves across the globe. While sadly, George's death was by no means the first murder of its kind, it put the bigger picture of systemic racism on everyone's agenda and opened millions of peoples eyes to the everyday injustices experienced by black people.

In direct response, the Black Lives Matter movement took to the streets around the world, conversations about racist behaviour and how to be an active ally dominated social media and TV news

coverage brought the conversation into peoples living rooms where it could not be ignored.

As purpose-led people, each of the Studio Republic team took time to educate themselves on black history in the UK and beyond, and the challenges faced by black people and people of colour in the present day. During black history month, a handful of the team shared what they had been watching and reading that helped them on the journey.

We also shared a public and transparent acknowledgement of our lack of diversity at Studio Republic. Not as a token nod towards a hot topic, but to put a marker in the ground from which point we would actively work to attract and nurture a diverse pool of talent within our business, which remains a focus for the senior leadership team.

The IMPACT of COVID on CHARITY & SPORT



Speaking selfishly for a moment, it seemed a cruel coincidence that the sector we work most with was one of the worst hit by the pandemic, despite the need for their services being greater than ever, with funding from governments, corporates and individuals grinding to a halt. In addition, grassroot sport and sporting events - on which many charities rely for their funding - were also cancelled or severely delayed. The National Council for Voluntary Organisations CEO, Karl Wilding, estimated the total loss for the UK charity sector at around £4 billion.

But all was not lost. As the impossibly harsh realities set-in, the news organically kick-started new, more digital and far more creative ways of problem solving and unpredictable opportunities began to emerge from the mayhem, but more on that later.

REPOSITIONING THE AGENCY TO REFLECT THE NEW WORLD



Although very few agencies or indeed businesses in general had much spare time on their hands, it became clear to us that we had to evolve and pivot in-line with the winds of change. And we did. There wasn't an element of our business that didn't change in some way for the better, for the betterment of our offering, service, operation or marketing.

And to ensure that we were able to communicate this evolution as powerfully as possible, the agency underwent its first strategic repositioning and rebrand exercise in its 18 year history. Led by a creative strategist, the newly-expanded senior leadership team worked collaboratively within a story canvas workshop (usually experienced by our clients) to redefine a stronger and more confident vision for the agency. The output of which is a clear proposition and a space in the market we can wholly and truly own, as the impact agency.

Why?

To be a catalyst for positive change, social justice and environmental protection.

How?

We create measurable impact through powerful communications using critical thinking, unbound creativity and intelligent digital delivery.

What?

We empower causes with the means to directly impact lives.

The results are in...

Following this unprecedented year of change, we defined more relevant impact metrics for our business now and for the future. They are:

**1. TEAM WELLNESS,
COHESION &
PASSION FOR WORK**

**2. DIVERSITY
& INCLUSION**

**3. IMPROVING OUR
EFFECTIVENESS TO
MAXIMISE IMPACT**

**4. GOING OVER
& ABOVE**

These metrics, although bespoke to the nature of our professional dealings, are in support of the UN Sustainable Development Goals (SDGs).

WE WORK TO ENSURE THAT OUR ENGAGEMENT WITH CLIENTS INCREASES OUR ORGANISATION'S POSITIVE IMPACT WHILST SUPPORTING CLIENTS IN MORE DIRECTLY ACHIEVING THE SDGS.

SO LET'S REFLECT ON WHAT WAS ACHIEVED IN THE PAST YEAR...



**TEAM WELLNESS,
COHESION &
PASSION FOR WORK**

Highlights



- ✓ **MOVING FROM OFFICE TO REMOTE WORKING WITH RELATIVE EASE HAVING NEVER TRIED OR TESTED REMOTE WORKING BEFORE**
- ✓ **MORE SUPPORT FOR THE TEAM IN TERMS OF AN HR CONSULTANT, MENTAL HEALTH TRAINING, 1-2-1'S, ANONYMOUS SURVEYS, TEAM/DEPARTMENT MEETINGS, STAND UPS AND DOWN AND OVERALL MAKING SURE COMMUNICATIONS THRIVED UNDER ISOLATING CIRCUMSTANCES**
- ✓ **OUR PRO BONO EFFORT WHICH HAD A NATIONAL IMPACT AND TRULY AFFECTED LIVES**

Successes

DURING THE YEAR OF 19/20 WE HAD GROWN TO A SIZE WHICH REQUIRED TWO FLOORS OF AGENCY SPACE. BUT, THE CHALLENGES WITH TWO FLOORS ARE THE COMMUNICATION DIFFICULTIES IT PRESENTS.

Being in one large open plan office created a tighter team culture which we had lost by breaking the team over two floors. So, after several discussions, an anonymous survey and an overall team vote we agreed on moving back into one floor. In order to make the move feel like a new exciting venture for our team, we invested in new desks, plants, sofas and artwork for the walls to create a serene atmosphere. This was very well received and became a productive space with greater levels of comfort, inspiration and togetherness. (Of course, once the lockdown happened and we went remote, the team were offered the chance to collect any equipment they wanted from desks to chairs, laptop stands to additional monitors, plants etc. We felt it was important for the comforts to make their way to individual team members' houses).

The last Friday of the month was a chance to put down our tools a few hours early and reflect on the month we'd had. Starting with a management overview, we would share any agency insight, then our business development position before individuals and/or teams would share any successes and celebrations they'd had across the month. This often finished with a game when we were physically together or an online game when we were locked down!

It became apparent that the management team could benefit from some additional mental health training, so we paid for three members of the team to go to Mind Bournemouth for a day to develop a greater awareness and understanding of mental health. We came away with useful tools which we were able to implement and support the team better. One of which was the Wellness Action Plan (WAP).

Inspired by truly skilled professionals, next we decided to seek external professional HR support from an independent consultant, Tracey Corney. From employment contracts to the management of data, to recruiting and handling sensitive data, Tracey helped ensure the back office was well invested in from a compliance perspective.

Of course, this quickly transitioned through the process of lockdown into more serious employment matters like the furlough scheme and eventual redundancy process which we unfortunately had to deal with. Fortunately we had Tracey's experience to help navigate the unique challenges COVID posed. It was a huge reassurance to know we had the support of somebody that put the welfare and mental wellbeing of our team at the forefront of every business decision we were forced to make.

Successes

We still believe we made the right decision for the sake of the business and as many of the team as possible.

One of the mechanisms which was introduced during lockdown was the MD's monthly 1-2-1 sessions. It became apparent that loneliness was a new feature created by working in isolation. So, this was a chance to speak on a personal level to each member of the team and to talk about some of those more difficult challenges we were all facing. Thus normalising the struggle and changes which we were all feeling. That communication piece has been mentioned several times because that is the one aspect of remote working which had to be challenged/ resolved. We introduced a morning stand up and stand down at the end of each day. These two touch points were the minimum level of face-to-face interaction that were enforced. However, project meetings and department calls were planned throughout the week to ensure we were maximising this contact time. Of course we monitored the anonymous survey responses and pulled these honest insights from our team into weekly management discussions.

One huge learning from lockdown was that each member of the team has their own personal challenges, so providing flexibility and behaving in a human way is the kindest offering. Family comes first, so if that means work needs to revolve around more important homelife commitments, then that is ok.



Challenges

AS THE FIRST LOCKDOWN CAME INTO FULL SWING WE TRIED NOT TO PANIC TOO MUCH OR MAKE ANY KNEE JERK DECISIONS.

This meant that we had to assess after one full month how we could feasibly continue to pay the entire workforce 100% of their wages (regardless of whether we had work for them to do or not). The decision we arrived at, was firstly for the management team to drop their wages by 50% to try and keep everybody employed for as long as possible. Secondly we asked the team whether anybody could voluntarily take any less than their full wage/salary for one month and then reassess. Kindly all of the staff volunteered to take less than their full monthly wage (depending on needs) and this offered more time to assess the forward strategy as the situation unfolded.

We repeated this same process for a total of 3 months (Apr-June '20) before realising that furlough would be a better option for certain team members. This was a really tough decision but one that needed to be made to protect as many of the remaining team as possible.

Unfortunately the economy didn't bounce back as quickly as we needed for certain team members and we were forced to make four redundancies. This posed difficulties of a different kind and that was pressure to make the remaining team feel secure and install optimism during a pandemic where nobody knew what lay ahead.

One hugely welcome distraction was our pro bono impact. The MD and Business Growth Director were discussing furlough for each other and both agreed we should give it one last month to live and breathe our true brand values and offer help wherever we could. So, the quest was not commercial, just aid. Like most other people, we were desperate to be of service. It was this decision and mindset which quickly led to an introduction into the mass participation steering group which sparked a conversation that ultimately led to the 2.6 challenge being created.



2.



DIVERSITY & INCLUSION

Highlights



- ✓ **AS A RESULT OF EXPANDING OUR UNDERSTANDING ABOUT ACCESSIBLE AND INCLUSIVE DESIGN IN DIGITAL, WE PRODUCED AN EASY-TO-FOLLOW GUIDE SPECIFICALLY TO BE USED BY OUR INDUSTRY PEERS**
- ✓ **INVITED TWO MEMBERS OF OUR IN-HOUSE TEAM TO JOIN THE AGENCY BOARD, ENSURING OUR LEADERSHIP TEAM HAS A MORE RELEVANT AND REPRESENTATIONAL VOICE WHILST INTRODUCING BROADER AGENCY UNDERSTANDING AND EXPERIENCE INTO OUR STRATEGY**
- ✓ **EXPANDED OUR RECRUITMENT REACH TO NATION AND IMPROVED OUR PROCESS TO ENSURE IT WAS MORE OPEN AND FAIR TO POTENTIAL RECRUITS**
- ✓ **CREATED A NEW ROLE FOR AN EXISTING TEAM MEMBER TO PROMPT INTERNALLY INCLUSIVITY STANDARDS**

Successes

AS DISCUSSED, 2020 WAS A PARTICULARLY POIGNANT YEAR FOR REFLECTION, WITH INEQUALITY AND INJUSTICE AT THE HEART OF MANY OF THE VIRAL NEWS STORIES.

As a Winchester-based organisation, we have historically struggled to find and recruit employees from diverse backgrounds and cultures including black and other ethnic minority candidates. While we want to avoid tokenism which is arguably as naive and damaging to progress, it's important to acknowledge that while we have diverse representation in some ways such as gender, sexuality, age etc. we have weaker representation in others such as race and religion. But the silver lining that presented itself as a result of the pandemic was how little (if at all) we needed an office to operate successfully.

After handing over the keys to our office and without a Winchester postcode to tie ourselves to, we were able to expand our recruitment strategy in order to appeal to candidates who are interested in working remotely. Needless to say, this has been a fantastic shift that has enabled us to meet talented people across the country who all share our values and desire for impact. Although there is still a long journey ahead of us, we're putting in the work to ensure our processes are considered, inclusive and open and that we contribute to programmes supporting the needs of diverse young talent, such as LiveWire Sport's Diversity in Digital mentoring programme.

We also ramped up our education and application of inclusivity to digital, with opportunities to learn from the experts as well as users themselves. Following a number of interesting conversations with The Big Hack team at Scope, we distilled an array of practical guidance aimed at the digital and creative industries into an interactive design guide. Indeed, of the top 1 million website homepages examined by WebAIM, 98.1% had detectable WCAG (Web Content Accessibility Guidelines) 2 failures (up from 97.8% in February 2019). Despite there being just and fair reasons to design in certain ways, ignoring the need for accessible design can effectively exclude 14.1 million disabled people in the UK (that's 1 in 5 people).

The guide to inclusive design is a simple interactive PDF that was made by designers for designers complete with a progress tick list to help ensure that whatever digital products they create, they make them accessible too.

Successes

As part of our evolution as a business came the changing shape of our team. One specific change we made for the benefit of our work and the people who use our products was the new appointment of a dedicated Quality Assurance and Data Analyst. The new position ensures we have a dedicated champion responsible for the accessibility of our work in-house, guaranteeing digital standards and constantly improving our approach to ensure we stay ahead of the curve.

Part of our QA process is now to ensure that our websites adhere to high standards of accessibility, readability and inclusivity. Just a short while after the position was created, we won a significant and exciting contract with the National Deaf Children's Society which enabled us to co-design a dedicated social platform with and for deaf young children with the aim of reducing experienced isolation. The project, which spanned the year, involved the input of deaf children and young people from scoping through to design, build and go-live, taking their communication needs and wants on-board to shape the final output which is something specifically designed for them.



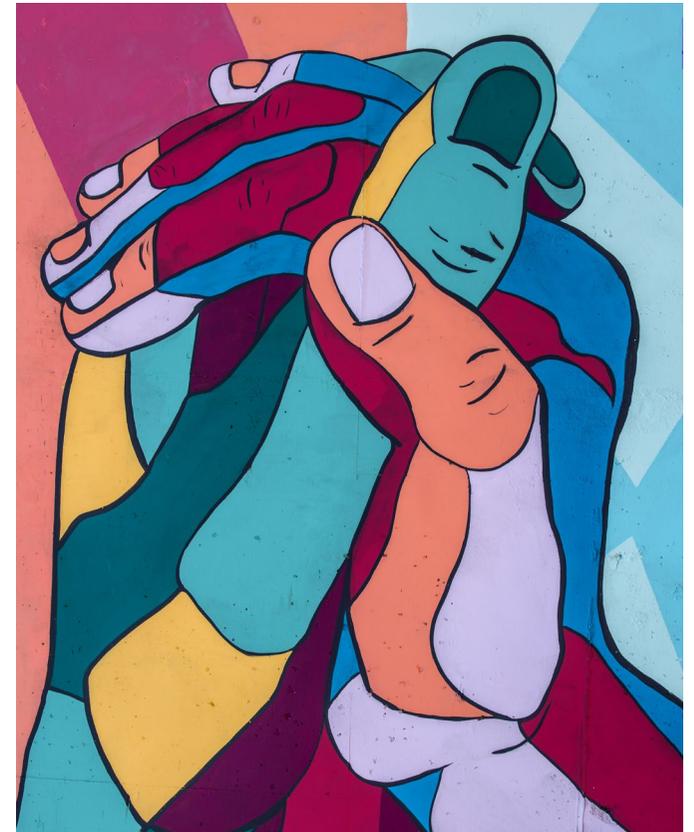
Challenges

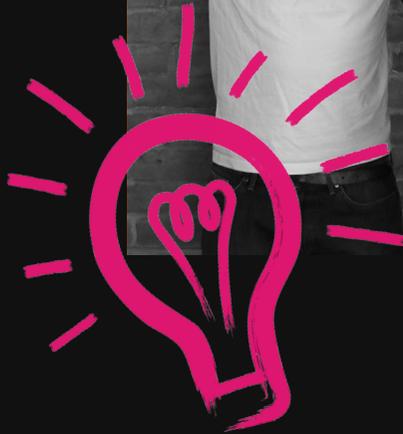
WHAT THIS YEAR TAUGHT US WAS THE NEED TO BE CLEAR ABOUT WHY DIVERSITY AND INCLUSION IS CRITICAL TO OUR BUSINESS AND THEREFORE WHAT OUR GOALS WERE BEFORE WE TRIED TO SHIFT BEHAVIOURS.

It was by listening to specialists at industry events and engaging in conversations that we identified the need for more diverse representation and diversity of thought within the team. That is to say, how can we truly solve complex client challenges - on a national or international scale - without a diverse team of voices and thinkers to tackle it?

Indeed, with an interest in tackling the biggest challenges modern society faces including inequality, we had to ask ourselves how well (if at all) we could represent the communities we most sought to engage with? Diversity of thought results in a better quality of work. Period.

So this will continue to be a key focus for our leadership team with regards to attracting and retaining talent. We historically relied on pre-existing networks to find and recruit talent and this was one of the attributes feeding into the resulting lack of talent diversity.





IMPROVING OUR EFFECTIVENESS TO MAXIMISE IMPACT

Highlights



- ✓ **RESHAPED OUR CLIENT SERVICES APPROACH TO WORK MORE COLLABORATIVELY WITH OUR CLIENTS THAN EVER BEFORE**
- ✓ **INVESTING MORE INTO OUR PROJECT MANAGEMENT SYSTEMS SO THAT WE COULD MAKE OUR PAID CLIENT TIME A JOYOUS PROCESS WITHOUT ANY REMOTE TEETHING PAINS**
- ✓ **REALIGNED OUR SKILL SETS TO SIT CLOSER TO OUR SERVICE OFFERING SO THAT WE COULD BE SPECIALISTS (RATHER THAN GENERALISTS) IN THE AREAS WHICH WOULD MAKE THE MOST IMPACT**

Successes

THE PERIOD BETWEEN 2019/20 SIGNIFIED A TURNING POINT IN OUR END-TO-END DELIVERY PROCESS AS A TEAM, DRIVEN BY OUR HUNGER TO MAKE A BIGGER IMPACT WITH OUR CLIENTS AND THE CHALLENGES FORCIBLY BROUGHT ON BY THE LIFE-CHANGING EVENTS OF THE COVID PANDEMIC.

Although we couldn't foresee the impact the pandemic would have on our business (more on this later), we could certainly look at our potential to drive more impact through the products we delivered for our clients. So over the last year, a hard and heavy review went into every degree of our service to ensure it resulted in a collaborative and cohesive client-agency partnership and work that our team, the business and our clients could be proud of. And indeed it would require a key ingredient, our team. We had to ensure their skills, passion, and wellness aligned with our organisation's motivation to deliver more impact to our client's communities than ever before. So what did we do to maximise our impact?

It all starts with that very first handshake and the embarking of a journey of trust that we really value as a business. And we identified the importance of those early stages of that journey in particular as one that we could do more to improve. We knew it was not enough to take a brief, go into autopilot and deliver a project without flexibility if it didn't result in the outcome all of us wanted. So we shifted our focus on strategising

with our clients at scoping stage to distil the key user-based barrier(s) they were facing. It required unbound creativity, critical thinking, clear communication and trust to bravely "pull apart" the brief with our clients where it was required. Needless to say, this shift was a success. By actively listening to our clients and bringing in diversity of perspective and skill sets from our team, it created the space at the early stages that we needed for an all-round impactful user-focused solution that excited the project team (clients included) and equipped us with a more decisive route to delivering it.

And the work in our process did not stop there. As our demand for resource time increased, putting our resource time on a metaphorical whiteboard was not going to do the trick. Where we lacked a system to organise our projects, we could be sure it would grow more difficult to book our team's time effectively against the user-focused solution we were tackling for each client. We also wanted to protect our team environment to avoid silos, burnout and ensure everyone felt they were on the same path in their individual project input.

Successes

So we invested in Forecast, a project management system to say goodbye to juggling spreadsheets and welcome a better connected workflow into our process. We could now go into every project with more ease in knowing the workflows we had to work around and make sure every minute of booked time brought us collectively closer to that user-focused solution to impact our client's communities. Particularly when the pandemic hit, it made a huge difference to have this tech system already in place when adjusting to remote-working.

Finally, we noticed that there was an opportunity to reshape our team structure to better align with our service offering and increase our impact. Therefore, we put the focus back into having a team of specialists rather than generalists to bring success to our output and the client's project without a stone unturned. This change involved the new appointment of a dedicated Quality Assurance and Data Analyst and the building of a robust Client Services and Delivery team. This provided clear points of contact to our clients throughout and meant that every product had QA (Quality Assurance) and accessibility testing touchpoints throughout our process so we could guarantee high performance and inclusivity of all end users (as we discussed in more detail earlier).

The overall result of these adjustments brought a much bigger impact within our team and to our client's output. Firstly it enabled more user-focussed ideas that reflected the client's objectives at early ideation stage. By collaboratively challenging the route to achieving objectives and allowing for diversity of perspective, we were able to work better with the client in getting to the bottom of the brief and instilling trust and transparency from the beginning. By entering into a collaborative partnership with a client and a happy, organised team of specialists, we saw stronger levels of retention with our clients and harmonious long-term relationships, which was key to our survival during lockdown.

And we weren't finished there. By auditing our process in 19/20, it enabled us to see that there were no bounds to what we could do to further improve our process to make bigger strides to impact in the future. We will definitely continue to take this approach into the next year in being open to adapt and improve our effectiveness to drive further impact at large.



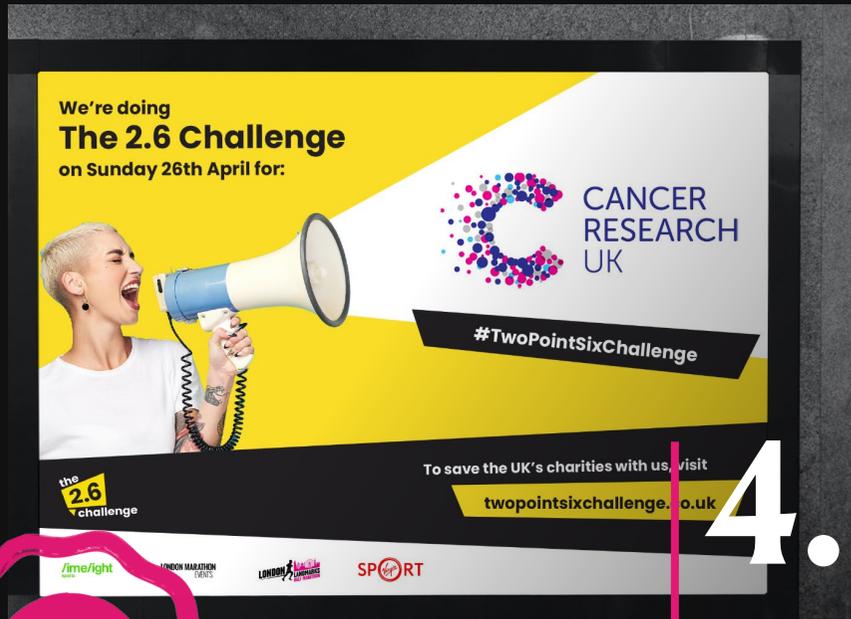
Challenges

THIS YEAR TAUGHT US THAT THERE WERE PLENTY OF PROCESSES WE NEEDED TO FURTHER FINE-TUNE AND IMPLEMENT.

Unfortunately, lockdown prevented us from taking that extra step towards us unlocking the wider potential of our goals in refining our process. Truthfully during lockdown, the priority for the business was to survive and protect our team as much as we could throughout.

This did reduce our foresight where we were forced to forecast month-to-month, and sometimes week-to-week in order to maintain some stability. In the upcoming year, we will continue to assess our process and its effectiveness against our team's wellness to ensure we can solve the right problems, create the best work for our clients and their community footprint as we come out of the other side of the pandemic.





**GOING OVER
& ABOVE**

Highlights



- ✔ **CREATING THE BIGGEST COLLECTIVE FUNDRAISING EVENT IN THE WORLD TO SAVE CHARITIES HIT BY THE PANDEMIC. AS THE CREATIVE AND DIGITAL PARTNERS BEHIND THE 2.6 CHALLENGE, WE'RE PROUD TO HAVE BEEN A PART OF THE COLLABORATIVE TEAM THAT RAISED £11.2 MILLION FOR UK CHARITIES IN APRIL 2020.**
- ✔ **RECRUITED HUNDREDS OF WORLD-CLASS ATHLETES AND A-LIST CELEBRITIES TO COMPLETE A CHALLENGE FOR THEIR CHOSEN CHARITY INCLUDING GARETH BALE, ROD STEWART & PENNY LANCASTER, MARK RONSON, TREVOR NELSON, STEPHEN FRY, PIERS MORGAN, JESSICA ENNIS-HILL, JONNY WILKINSON, POPPY DELEIVINGNE, FEARNE COTTON AND TOM DALEY AMONG MANY OTHERS**
- ✔ **FEATURED BY HUNDREDS OF NATIONAL NEWS OUTLETS INCLUDING BBC BREAKFAST, ITV NEWS, BBC SPORT, SKY NEWS, SKY SPORTS AND COMIC RELIEF'S THE BIG NIGHT IN.**

Highlights



- ✔ **DOMINATED SOCIAL MEDIA AS THE NUMBER ONE TRENDING HASHTAG ON TWITTER IN THE UK ON APRIL 26TH WITH 90K+ TWEETS. OVER 5,000 CHALLENGE VIDEOS WERE SHARED BY INDIVIDUAL FUNDRAISERS AND CHARITIES ACROSS FACEBOOK, TWITTER, INSTAGRAM & YOUTUBE GENERATING 1M+ INTERACTIONS AND 14.6M+ VIEWS**
- ✔ **CONTRIBUTED TO AN OXFORD BROOKES UNIVERSITY ACADEMIC PAPER DOCUMENTING THE RAPID, COLLABORATIVE DELIVERY OF THE 2.6 CHALLENGE CAMPAIGN, FOR PROSPERITY**
- ✔ **PRODUCED AND DISTRIBUTED A DEDICATED WHITE PAPER ENTITLED THE POWER OF 2.6 AND BEYOND DEFINING WHAT IT TOOK TO INSPIRE THE NATION AND WHAT OTHERS CAN LEARN AND DO TO THRIVE AS FUNDRAISERS IN THE FUTURE. 150+ COPIES DOWNLOADED FROM OUR SITE AND MORE SHARED THROUGH OTHER CHANNELS**

Highlights



- ✓ **RELAUNCHING A GLOBAL SPORTS CHARITY TO LEVEL THE PLAYING FIELD FOR ALL ATHLETES, FROM GRASSROOTS UP TO THE BIG LEAGUES. HELPING A SMALL-SCALE BUT GLOBAL FORCE FOR GOOD CAPITALISE ON ITS RUNAWAY SUCCESS, WE GAVE KIT US OUT A BRAND AND DIGITAL REVOLUTION PRO BONO AND LAUNCHED A UGC SOCIAL MEDIA CAMPAIGN WHICH RAISED OVER £5,000 FOR GRASSROOTS SPORT KIT**
- ✓ **IN-LINE WITH OUR GOAL TO ENGAGE THE SPORT-FOR-DEVELOPMENT SECTOR, WE PRODUCED A COLLABORATIVE WHITE PAPER. EXPLORING HOW SPORTS BRANDS AND CHARITIES ARE CREATING POSITIVE CHANGE THROUGH AUTHENTIC MARKETING, WE INTERVIEWED INDUSTRY LEADERS ACROSS SPORT AND IMPACT. 200+ COPIES DOWNLOADED FROM OUR SITE AND MORE SHARED THROUGH OTHER CHANNELS**

Successes

WHILE WE HAVEN'T BEEN ABLE TO HOST ANY HACK FOR GOOD EVENTS THIS YEAR DUE TO A LACK OF CAPACITY AND LATER, PANDEMIC LOCKDOWN, WE HAVE DELIVERED COMMUNITY IMPACT THROUGH PRO BONO WORK.

Charities work tirelessly to combat some of the world's biggest problems but they don't always have the financial backing to keep up the momentum. From a commercial standpoint, agreeing to deliver charity work for little-to-no charge is a big decision, especially for an agency of our size. But as we've learned, the rewards of projects like these far exceed the commercial value - developing team cohesion, supporting the work of charities that matter to us and in the case of The 2.6 Challenge, earning our agency national visibility. We are now huge advocates for pro bono when the timing is right and the stars align.

In the summer of 2019 many of the team took volunteering days to join local Extinction Rebellion protests across the country, standing united against the injustices of climate change.

Putting new business on the back burner, the team reacted quickly to charities being badly hit by covid-19, by offering free 1-2-1 consultation sessions to help problem-solve their most pressing digital issues.

We also produced two free to download, in-depth industry white papers to share knowledge around sports marketing and virtual fundraising as wide as possible

Despite previously setting-out a target to become active donors by signing up to a charitable donation initiative, we directly impacted the donations received by nearly 4,000 UK charities through The 2.6 Challenge.



“

A huge THANK YOU to everyone for coming up with the 2.6 Challenge. An absolutely wonderful initiative and one so needed right now. Here at Marie Curie we've raised over £120,000 from 450 people taking part for us and this money will go immediately into providing much needed care across the UK at this time. As the coronavirus pandemic unfolds, our nurses and hospices are needed more than ever, our nurses and frontline staff are giving vital support to dying people and their families right now and this money means we can continue to do that – thank you.”

- Fiona Chilton, Head of Mass Participation Fundraising at Marie Curie

Thank you for taking the time to read our Impact Report —

It was a year unlike any other and despite the challenges, we have stayed true to our mission and cause with unwavering spirit.

The world needs more individuals and organisations to stand up and fight for our future, more than any time in human history. We look forward to sharing further insights on the upcoming year and exploring what a life after the pandemic will bring us.

To find out more about Studio Republic visit:
www.studiorepublic.com



This company meets the highest standards of social and environmental impact

