



# Impact Report 2022





When we received our B Corp Certification last year, I was overjoyed, proud, relieved and a little bit daunted. We had become part of this great community but I was immediately aware that there was so much work we could be doing even better.

For those not familiar with B Impact Scores, your certification is based on achieving a minimum score level of 80 out of 200, it doesn't sound very much but considering 50.9 is the median score for ordinary businesses, you see how much opportunity there is to have a greater impact than an ordinary business.

We qualified with a score of 90.3 which is a very respectable score for initial certification but as a team we are very conscious there is a big gap between 90.3 and 200, meaning there is a lot we could be doing better.



In our first official Impact Report, we want to share with you what our goals were for our first year as a B Corporation, what we've achieved and what we've still got to do to be the best business we can be.

We haven't completed all the goals we set out to achieve in our first year but we have made some pretty solid progress. As our company grows, we are trying to balance the day-to-day responsibilities of our clients and our other stakeholders and it can be a challenge.

Being part of this community is a great honour for us and a great momentum to keep pushing harder for better business by constantly improving.

*Laura Capell-Abra*

Laura Capell-Abra  
Founder of Stress Matters

## Our Values



Be brave enough to ask why everyday. Challenge the status quo and innovate when we can see a more creative solution.



Be the person that makes change happen. Set targets and smash them, asking for help when needed. Go above and beyond and show passion and determination to make it easy for everyone to bring their best self to work.



Be empathetic to others and practice self-care. Contribute to an environment where collaboration is expected and isolation is not accepted.

# Strategic Vision



# Business for Good

## Overall B Impact Score

Based on the B Impact assessment, Stress Matters earned an overall score of 90.3. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 90.3  
Overall B Impact Score
- 80  
Qualifies for B Corp Certification
- 50.9  
Median Score for Ordinary Businesses

We have designed our business to balance profit with people and the planet. This certification is evidence of our commitment to making a positive impact in the world.



Certified



Corporation

# Our Year in Numbers

14.6

TONNES  
CARBON OFF-SET  
SO FAR

138

HOURS OF  
VOLUNTEERING

45%

INCREASE IN CONFIDENCE  
SCORES POST-WORKSHOP  
INTERVENTIONS

165

MENTAL HEALTH FIRST  
AIDERS TRAINED

12

PEOPLE'S MENTAL  
SAFETY FLAGGED  
DURING DIAGNOSTICS

100

DIAGNOSTICS  
COMPLETED

£934

DONATED  
TO CHARITY

26

PEOPLE TRAINED AS PART  
OF OUR REDUNDANCY  
MENTAL HEALTH TRAINING  
PROGRAMME FOR FREE

WE HAVE VOLUNTEERED OUR TIME TO THE FOLLOWING:

S\_CIAL  
M\_OBILITY  
F\_UNDATION

Sunnyside  
Trust

the  
Youth  
Group

EA Events  
Apprenticeships

jobcentreplus

WE REGULARLY DONATE TO THESE CHARITIES:

Our Time

Helping young people affected by  
parental mental illness

mosaic  
trust

YOUNGMINDS

# Priority 1: Our People

Every business says it, and maybe they believe it but we know we definitely believe that our people are what make our business.

As such, we are proud of what we do to support our people.

We have retained all team members and we had an extra person join our little tribe.

**Unlimited holiday** for everyone that they actually do use, team members averaged 38 holiday days per year.

Monthly **career conversations** where projects are off the agenda and the team member's long term goals are the agenda.

Fortnightly **Pause for Developments** for the whole team to learn and practice presenting.

Monthly **Learning Days** where learning something new is the focus and meetings come second.

Budget of **£500pp for development** to ensure learning can come in different forms.

The **Stress Matters Library** where team members can share learnings sustainably.

Remote-first but all team have access to **work.life co-working** (hi fellow B Corp!) spaces to mix up their surroundings.



# Priority 1: Our People

With big growth plans in 2023, we know that our people's health and wellbeing is paramount. We have set some clear goals in this area but also want to ensure that we continue all the things that make Stress Matters such a great place to work.

Sort out that additional pension provision that we didn't quite manage in 2022 and making them socially responsible investment options too.

We would like to be able to distribute 5-10% profits as bonuses to the team.

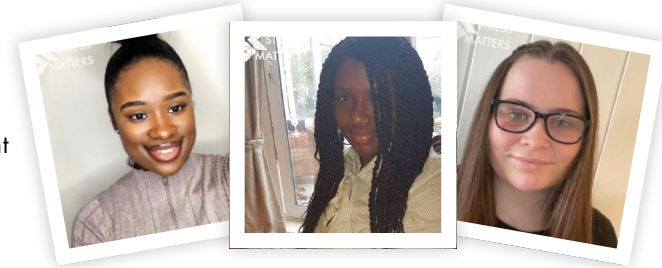
We would like to provide share options to the team.

We would like to take on an apprentice.

We currently have an equal number of dogs to humans in our team and we'd like to increase that – not for any reason other than dogs are super cute and actually pretty good for your wellbeing too!

We are aware that our HQ team is currently not a very ethnically diverse team. (We do have a 75:25 female:male split however) We plan to grow the team this year and that will be a focus for us but currently we ensure diversity of thought through our associates and our partners.

In 2022 we focussed heavily on providing opportunities for young people to come into our workplace and develop skills for them to be more employable. We wanted to focus on the sustainability of young people in employment. Stress Matters took part in the government's Kick Start programme where we had three local young people come and join us for a few months to learn skills that would then help them into a full-time job. As well as this we took on two University students to intern with us and see what the world of work looks like. Out of the five people that we temporarily took on, three of them have found full-time employment six months post our intervention.



# Priority 2: Our Clients

Stress Matters' vision is to create psychologically safe workplaces globally and as such, the way we interact with our clients and their people, is directly linked.

We are hugely proud of our clients. Not only are we proud that we work with them, but we are also proud of the positive steps they are taking to look after their people's mental health.

We continue to ensure third parties accredit our work. We provide MHFA training to the highest standards in conjunction with MHFA England.

All Stress Matters workshops and trainings are recognised by the International Stress Management Association

After every wellbeing intervention, we ask for feedback and have recently started using a service called Shoutout to capture video feedback so other clients know the feedback is from a friendly face!

Through this and other data points, we know exactly how happy our clients are.

We aim for a minimum score of 4.7 out of 5 when it comes to satisfaction from clients and we have not fallen below this in 2022.

Our products and services continue to improve mental health and wellbeing amongst our clients.

Our people are trained at least annually on the importance of keeping data private and acting in line with our legal and moral obligations.

60 Clients (In 2021, that was 25) and 5,000 individuals.

We ran:

- 85 proactive wellbeing workshops
- 8 public Mental Health First Aid workshops
- 7 private Mental Health First Aid workshops
- 8 private Mental Health for Line Manager workshops



## Priority 2: Our Clients

In 2022 we committed to the below two goals when it came to improving the way we work with and the impact we have on our Clients.



Formally defined the outcomes sought by our product or service and have developed a theory of change for them.



Measure long-term outcomes in order to assess whether the results of our product produce lasting positive impacts for our beneficiaries.

This has been a tricky one for us, we attended a great training course around how to develop a theory of change and have realised we are slightly outside of our skill strengths. However we see it as really important to understand this area fully though so we are going to hone in on this on one of our learning days (each team member has a regular learning day where they can spend the day out of meetings, off emails, simply learning something new)

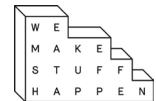
And we are now tracking the long term outcomes of our services but we feel that we need more data over a number of years for us to claim we have DONE this one.

# Priority 2: Our Clients

We want to ensure we have developed our theory of change and that we are pro-actively sharing the impact with all clients.

We want to run:

- Diagnostic support for 500 individuals
- 100 proactive wellbeing workshops
- 10 public Mental Health First Aid workshops
- 12 private Mental Health First Aid workshops
- 12 private Mental Health for Line Manager workshops



# Priority 3: Our Planet



2022 was the year for us of starting our awareness journey when it came to our impact on the Planet. We know that compared to many businesses we have a small carbon footprint due to us being a small, remove-first service team but that does not mean we can't do better.

In 2022, our goals were to:



Provide a list of environmentally-preferred vendors for office supplies.



Monitor usage and set absolute reduction targets regardless of company growth

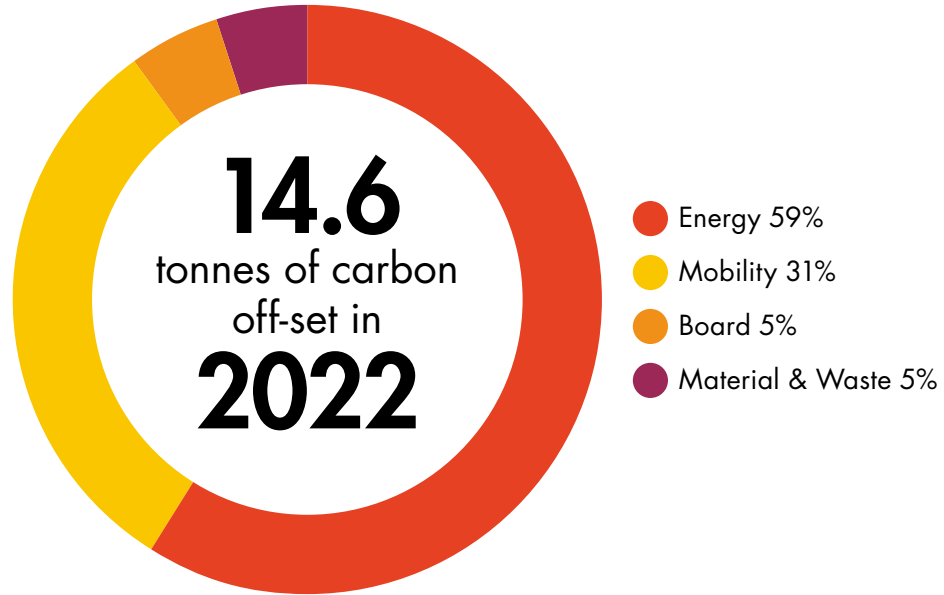
We have been tracking and off-setting our carbon footprint, what we have found challenging this year in terms of setting targets is when we originally looked at our targets, we were still operating very much remotely. As so much more of our work is now face to face, travel has naturally increased and whilst we have managed to maintain similar levels of carbon footprint, it has been challenging to reduce. It's a challenge but not impossible so one we need to focus more on this.

We have also ensured we consider The Planet on our volunteering days too and supported a local charity Sunnyside Trust by working in their gardens, tending to plants and maintaining local, public flower boxes.

The big goal is we are carbon neutral by 2024.

# Priority 3: Our Planet

Our carbon footprint breakdown in 2022.



Need some context? A meat-eating family living in a semi-detached house that travels abroad three times a year and drives a 4x4 averages 19tCO<sub>2</sub>e.

# Priority 4: Our Govern- ance

One of the surprise moments for us this year was when we were told we had been recognised for being Best for the World in Governance.



We are very proud as you would imagine and a special thank you has to go out to our Advisory Board who hold us accountable as we hold our clients accountable to making positive changes.

We discuss our social and environmental goals on a regular basis in our management meetings and at our board meetings.

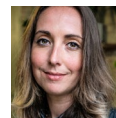
We have continued to run our redundancy mental health support programme where we provide free, accredited mental health training to anyone that has been made redundant. Through this programme, we have provided training to 26 people. We work with our partners in the recruitment industry and our trade body partners to promote this.

Our people are empowered to support our social and environmental goals in ways they see fit and this is included in their monthly career conversations.

## Advisory Board



**Leanne Rothwell**  
CEO at Not On The High Street



**Kimberley Wood**  
Vice President of Customer Success at Ultimate.ai



**Phil Honor**  
Group Marketing Director at Brunswick



**Helen Sanders**  
UK HR Leader, Global Specialty Fulfilment and Physical Stores at Amazon



**Paul Capell**  
Chairman and NED across a portfolio of businesses

## Priority 4:

# Our Governance

## Keeping ourselves accountable into 2023.

We didn't set ourselves any goals in this area in 2022, we wanted to continue the level of accountability that we had already built into our practices but there were other areas we wanted to focus our efforts on in 2022.

That's not the case for 2023 though... this is what we have set ourselves as a goal for this year:

Including social and environmental performance into our people's job descriptions and provide compensation based on their performance in these areas.

We want to be careful how we manage this as we want it to be a key part of the way our people work and think about work but we also quite like that at the moment, they do some of these things because they want to rather than they need to.

In 2022 we were so excited to become a B Corporation and were so focused on doing good, that we forgot to publicly tell people our goals, we just got on with them! So this year we want to create that extra level of accountability by keeping anyone that's interested up-to-date with our goals.



# Priority 5: Our Comm- unity

We continue working with local universities and the Job Centre to identify and engage traditionally underrepresented stakeholder groups/demographics. We also work with those looking to learn through apprenticeships as we know how creating a culture of learning and purpose can have such a positive impact on people's mental health, particularly young people.

Our team continue to focus on removing unconscious bias by regular training and DEI awareness.

Our people take part in civic engagement activities such as partnering with charitable and community organisations.

Providing discounted products or services to qualified underserved groups through our Redundancy mental health support programme.

Our people provide volunteering hours in paid time off, independently and as a team.

We always strive to work with local and independent suppliers and we have absolutely done that in 2022.

Our people selected an incredible line up of charities to support and every time a new client joins us, we ask them to tell us which charity they'd like us to donate to on their behalf.

We've continued working with the major voices in the events industry to continue our support work post the pandemic shut down of the industry and spoke on X panels/podcasts/interviews/articles.



# Priority 5: Our Comm- unity

In 2022 we committed to the below two goals when it came to improving the way we support our community



We hosted our volunteering day at Sunnyside Rural Trust and we also hosted an event for our Client community plus students that were interested in learning about the future trends of workplace wellbeing at our Trend event that we hosted in 10-11 Carlton House Terrace.



We have a policy to give preferences to suppliers with ownership from underrepresented populations.

We have a very small number of suppliers and we haven't found much need this year to extend our supplier base but yes, we could have written the policy regardless, an easy one for us to prioritise going forward but we tend to align ourselves to goals that mean action rather than writing policies for the sake of it.

The additional challenge we want to set ourselves in 2023 is to change our banking approach so we work with a financial institution more aligned with our social and environmental goals.



SOCIAL  
MOBILITY  
FOUNDATION

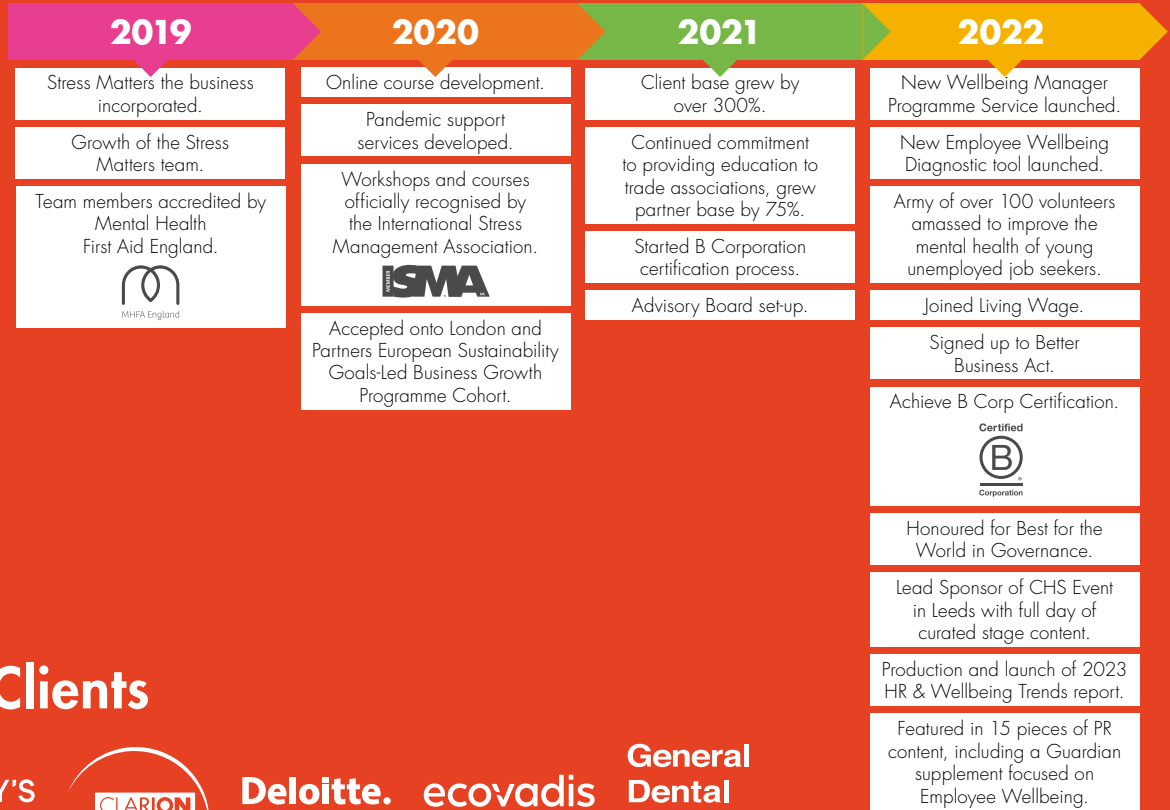
Sunnyside  
Rural Trust

the  
Youth  
Group

EA Events  
Apprenticeships

jobcentreplus

# Our story so far...



## Clients



BlackRock



Deloitte. ecovadis

General Dental Council

Hines



THE RESIDENT



STELLA McCARTNEY





# How can you help?

Make any contacts of yours that have been made redundant aware of our Redundancy Mental Health Training support programme. Details [here](#).

Talk about your mental health to help us reduce the stigma.

If you sign up to our newsletter, we share details on awareness days that can be a great conversation starter internally.

For more information contact:

[www.stressmatters.org.uk](http://www.stressmatters.org.uk)

[laura@stressmatters.org.uk](mailto:laura@stressmatters.org.uk)

0207 856 0290