



2023 Impact Report





When we certified in 2022, 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.

2023 has seen Stress Matters make big progress in certain areas and achieve many of our goals. 2024 sees us starting our re-certification process and we are excited to see how our impact has increased over our time as a B Corporation. Our goal is to re-certify with a score over 100.



All our team are now supported with additional healthcare coverage, (naturally including mental health cover). Life insurance has been implemented at a senior team level and we are proud to present our Theory of Change.

We continue the challenge that all businesses have, but particularly small businesses, of trying to balance the day-to-day responsibilities of our clients and our other stakeholders whilst holding a spotlight on the way we do business.

As this balancing act hopefully settles in 2024, we aim to share a greater amount of our profit to our team and community whilst continuing to offer programmes such as our Redundancy Support Programme.

Being part of this community continues to be a great honour and we are constantly buoyed by the amount of new B Corporations joining, all with the common goal to do good business.

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

10.6

TONNES
CARBON OFF-SET
SO FAR

133.5

HOURS OF
VOLUNTEERING

46%

INCREASE IN CONFIDENCE
SCORES POST-WORKSHOP
INTERVENTIONS

160

MENTAL HEALTH FIRST
AIDERS TRAINED

113

PEOPLE'S MENTAL SAFETY
FLAGGED DURING
DIAGNOSTICS

195

DIAGNOSTICS
COMPLETED

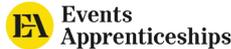
£520

DONATED
TO CHARITY

14

PEOPLE TRAINED AS PART OF
OUR REDUNDANCY
MENTAL HEALTH TRAINING
PROGRAMME

WE HAVE VOLUNTEERED OUR TIME TO THE FOLLOWING:



WE REGULARLY DONATE TO THESE CHARITIES:



Priority 1: Our People

Achievements

Making sure that people work in a psychological safe environment is literally what we do - so not surprisingly, we lean into this a lot for our team.

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

We have had **two new team members** join our little tribe and one went off to focus on her own spiritual wellbeing by travelling to India to increase her understanding and skills in yoga.

Unlimited holiday for everyone that they actually do use, team members averaged 33 holiday days per year. Plus of course all the bank holidays. To ensure we are acting inclusively, we also allow our team to select which bank holidays they want to adhere to rather than assume that our team all follow the same religious holidays.

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

Pause for Developments delivered by different team members every 3-4 weeks for the whole team to learn and practice presenting. Some of the topics we covered in 2023 were:

- Working with SAD
- Training with, not against your menstrual cycle
- Copywriting newsletters
- Updates in mental health
- How to make friends with LinkedIn
- Getting investment



Priority 1: Our People

Achievements

Bi-Monthly **Learning Days** where learning something new is the focus and meetings come second. Team members have extended their knowledge in the investment world but also lots of CPD around mental health support and marketing.

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

Our Stress Matters Library has been expanding dramatically, where team members can share learnings sustainably.

We continue to be remote-first but all team members have access to co-working spaces to give them the freedom to mix up their surroundings and work in a way that suits them. We have however continued to find that our **Team Huddle** days are what draws us together where we all commit to a day of collaboration F2F.

Our people are trained at least annually on the importance of keeping data private and acting in line with our legal and moral obligations. Including training around creating an inclusive environment for all, with training in unconscious bias and neurodiversity.

We had one young neurodivergent person join us for an internship this year and it was great to get their feedback as to how we can make our practices more inclusive. Due to a change in HQ location, we have had to start building up new relationships with the local educational establishments and this has taken some time but we are all set for 2024.



We wanted to be able to distribute between 5-10% profits as bonuses to the team and we did this following a couple of successful quarters commercially..



We wanted to provide share options to the team in 2023 but were also juggling the hunt for an investor. Our approach was to secure the investor and then tailor the most beneficial package after this. We decided to step out of the hunt for investors and re-focus on building the business in an organic way. This has therefore been added as a goal for 2024.



We wanted to make sure there were more dogs than humans in our team and we finally managed to achieve that! In 2023, there were 4 team members and 5 dogs!



We wanted to increase the diversity of our team and we achieved this at the very end of 2023 through 2 new hires who started in 2024 but we didn't officially achieve it in 2023...

Our People: 2024 Goals



Enhance our pension provision and provide a pension option that aligns with our values



Provide share options to the team

Priority 2: Our Clients

Achievements

As a Wellbeing Engagement agency, we know it's important for us to not only make workplace wellbeing easy for our direct clients in HR but also the team members/learners that are our end users.

One of our goals for 2023 was to



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

We have really focused on this in 2023 and have been focusing our impact analysis on improvement of confidence and knowledge rather than simply did our learners enjoy the course (which they continue to do!).

Our learners are now all contacted 3 months post their short workshop and 6 months post a longer half or full-day workshop and asked to complete a further feedback form to track learning.

As we would expect, their confidence and knowledge levels have increased immediately after the workshop but we are pleased to report that it is still much higher than it was prior to the workshop.



The other goal we wanted to focus on in

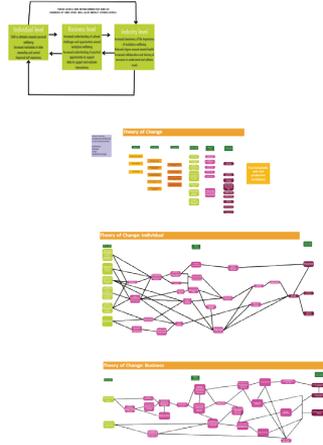


Formally defining the outcomes sought by our service and have developed a theory of change for them.

Priority 2: Our Clients

Achievements

We have achieved it as you can see here



We know that as our range of services and products develop, we will need to continue to review this. We intend on doing this annually.

We have worked with 64 Clients in 2023 (In 2022, that was 60) and have again supported over 5,000 individuals.

We aim for a minimum score of 4.7 out of 5 when it comes to satisfaction from learners and we have not fallen below this in 2023.



We also committed to achieving the following in 2023:

- 10 public Mental Health First Aid workshops (we beat this by doing 12)
- 12 private Mental Health First Aid workshops (we achieved this)
- 12 private Mental Health for Line Manager workshops (we smashed this and did 16!)
- Diagnostic support for 500 individuals (we had 328 so didn't hit this but we after a couple of new client wins at the start of 2024, we know this will come very soon)
- 100 proactive wellbeing workshops (we only did 79 but as a business we have moved towards longer workshops hence the increase in our Mental Health for Line Managers programme above)

Our Clients: 2024 Goals



Consistently completing our Customer Satisfaction Survey with all clients

Priority 3: Our Planet

Achievements

On our Get Sh*t Done Week in November, the team fully embraced the Planet and on our walking tour of the Dorset 3 Peaks, we collected bin bags full of litter as we went. We try to ensure that at least half of our volunteering hours are connected to the planet.

In 2023, our goal was simple,



Monitor and set absolute reduction targets regardless of company growth.

We have been monitoring this on a monthly basis but have seen little reduction so far due to an increase in travel as clients bring their teams back to the office and want to host face-to-face educational workshops.

The team take a public transport-first approach and are conscious of securing accommodation that involves as little time in private taxis as possible. We have also been offering incentives to clients to take the remote option but we see this intrinsically linked to our impact on people and our purpose (connecting people in the conversation around mental health), so it's a challenging one for us to push back on if it's better for the team.



Our Planet: 2024 Goals



Off-set more carbon than we use

Priority 4:

Our Governance

Achievements

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 14 people. We work with our partners in the recruitment industry and our trade body partners to promote this.

In 2023 we wanted to



Share with our community what we were planning on doing and so this year we committed to sharing our goals on our website.



We also wanted to ensure that our people were fully aligned too, and we aimed to



Include social and environmental performance into our people's job descriptions.

At the end of 2023. We started the recruitment process for 2 new team members and this was included in the description. It is also embedded into our team's Growth Plans that are discussed on a monthly basis.

In 2023, we also committed to



Provide compensation based on team member's performance in these areas. Whilst provisions have been made for this, we have yet to provide compensation for the team members. On reflection, we hadn't set clear enough targets in each team member's contribution and so in 2024, we need to work through this in more detail.

Our Governance: 2024 Goals



Provide compensation based on team member's performance in their alignment to our company People and Planet goals.



Enrol over 30 people onto our Redundancy Support Programme

Priority 5:

Our Community

Achievements

We also continued to host team volunteering days and gave more space for team members to also independently volunteer in working hours for causes that are close to their heart.

In 2023 we committed to



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

We have committed this intention to paper in our policy. We have however not extended our supplier database extensively so we don't feel that we are having much impact on the community around us in this element. We have however re-located our HQ so we are re-focussed on sourcing new suppliers that are within our local community and where possible cross-checking this with ownership.

We also committed to



Review our banking provider in 2023. We have moved over to a new provider in 2023 and are pleased to now work with Starling, a paperless, branchless bank therefore has a much lower carbon footprint than our previous highstreet bank provider. They, like us, are also a Living Wage Employer.

According to the Good Shopping Guide, our previous provider, Barclays had a GSG ethical score of 21 and Starling has a score of 50 so we've secured a provider with a score more than twice as good and in the Top 20. We did look at providers higher up the ranking but needed to consider functionality as well as ethical approach.

Ethical performance in category



Our Community: 2024 Goals



Conduct further research into our core industry to understand impact and needs whilst giving back with useful support

Our story so far...

2019	2020	2021	2022	2023
Stress Matters the business incorporated.	Online course development.	Client base grew by over 300%.	New Wellbeing Manager Programme Service launched.	85% growth in sales
Growth of the Stress Matters team.	Pandemic support services developed.	Continued commitment to providing education to trade associations, grew partner base by 75%.	New Employee Wellbeing Diagnostic tool launched.	Acceptance onto Virgin Start-up Investment Accelerator
Team members accredited by Mental Health First Aid England.	Workshops and courses officially recognised by the International Stress Management Association.	Started B Corporation certification process.	Army of over 100 volunteers amassed to improve the mental health of young unemployed job seekers.	Launches Pocket Wellbeing Manager.
 MHFA England		Advisory Board set-up.	Joined Living Wage.	Secured our biggest ever client; Poundland with 18,000 employees
	Accepted onto London and Partners European Sustainability Goals-Led Business Growth Programme Cohort.		Signed up to Better Business Act.	
			Achieve B Corp Certification.	
			 Certified Corporation	
			Honoured for Best for the World in Governance.	
			Lead Sponsor of CHS Event in Leeds with full day of curated stage content.	
			Production and launch of 2023 HR & Wellbeing Trends report.	
			Featured in 15 pieces of PR content, including a Guardian supplement focused on.	

Clients



Poundland



LIONSGATE

Deloitte.



Sytner Group

THE RESIDENT

HRrevolution

ecovadis

Bicycle



Unique Venues OF LONDON





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:

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