



Impact Report 2022



# LEADERSHIP LETTER



## WELCOME!

A very warm welcome to The Trust Partnership's first impact report.

When we started up in 2005, we had an idea that we wanted to run a different kind of business – one built for the good of all (clients, staff, the sector we work in and the wider community). Since then our thinking has evolved, culminating in obtaining B Corporation status in 2016.

B Corps are for-profit companies certified by the non-profit B Lab to meet rigorous standards of social and environmental performance, accountability and transparency. Today, there is a growing community of more than 6,500 Certified B Corps from 89 countries and over 160 industries working together towards one unifying goal: to redefine success in business.

As a business we've certainly faced some challenges since the outbreak of the pandemic in January 2020, but our amazing staff, clients and suppliers have all adapted in extraordinary ways.

We've become a little leaner in our structures and systems, while expanding our client base and the staff team that supports them.

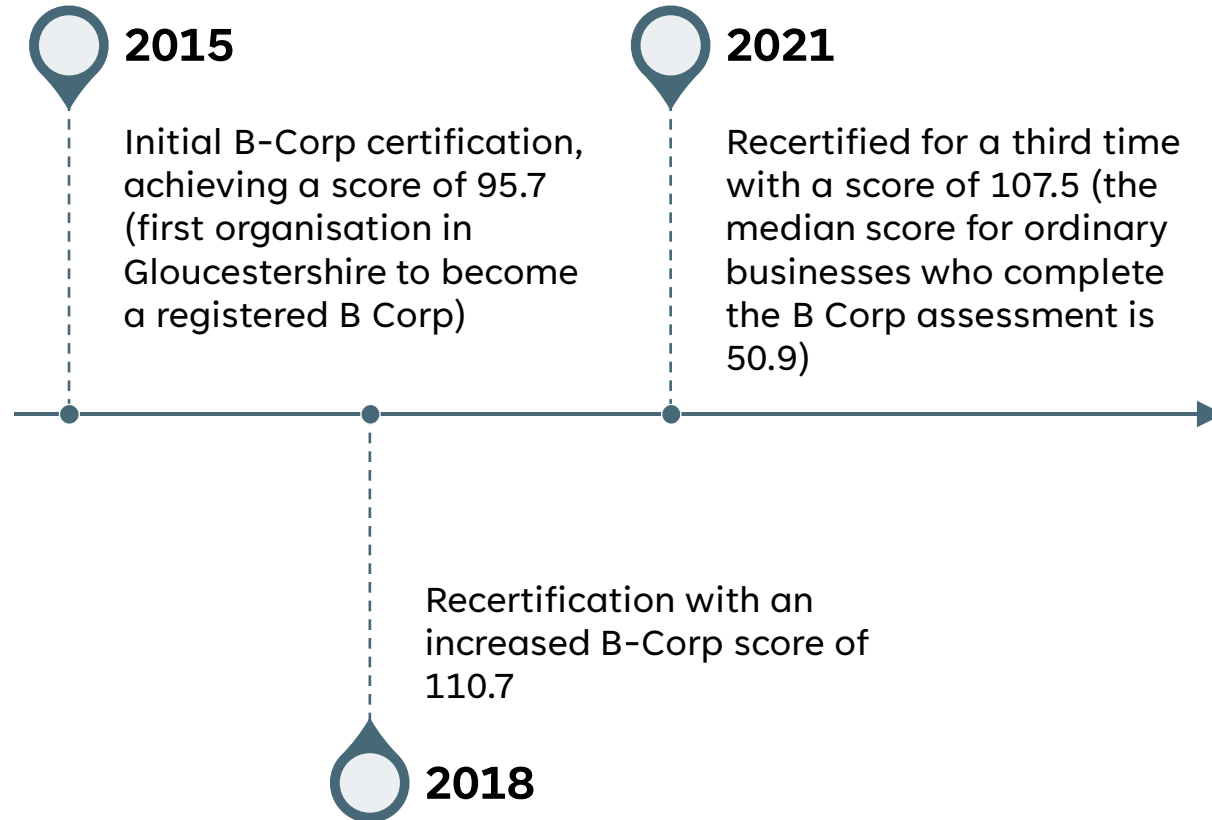
Our impact on the sector is greater than ever, with 45 endowed foundations under management, and ten almshouse charities. This means hundreds of millions of pounds in grants being managed efficiently and more than 300 social housing units providing a place to live for people in need.

While we know that how we work, and the sector we work in, is a little different, being a B Corp helps us stand up against a set of criteria to check our progress; a benchmark, so to speak. It keeps us going in the right direction and calls us to account.

We hope you enjoy this brief report; there will be more to come in the ensuing years.

**Benjamin Janes**  
**Founder and Chief Executive**

# JOURNEY TO B CORP CERTIFICATION







## SHOOTS OF SUCCESS

We are recognised by B Corps as being ‘Mission Locked’.

In other words, our business model is intentionally designed to create a positive outcome for our customers in helping them become operationally more efficient, ensure they are regulatory compliant and save them costs too.

Given that our customers are also charities, we serve a wider group of stakeholders, the charities’ beneficiaries, or customers if you will, who are drawn from diverse backgrounds, often in traditionally underserved communities.

Closer to home, we are particularly proud that more than 90% of employees record that they feel ‘satisfied’ or ‘engaged’ in their work.

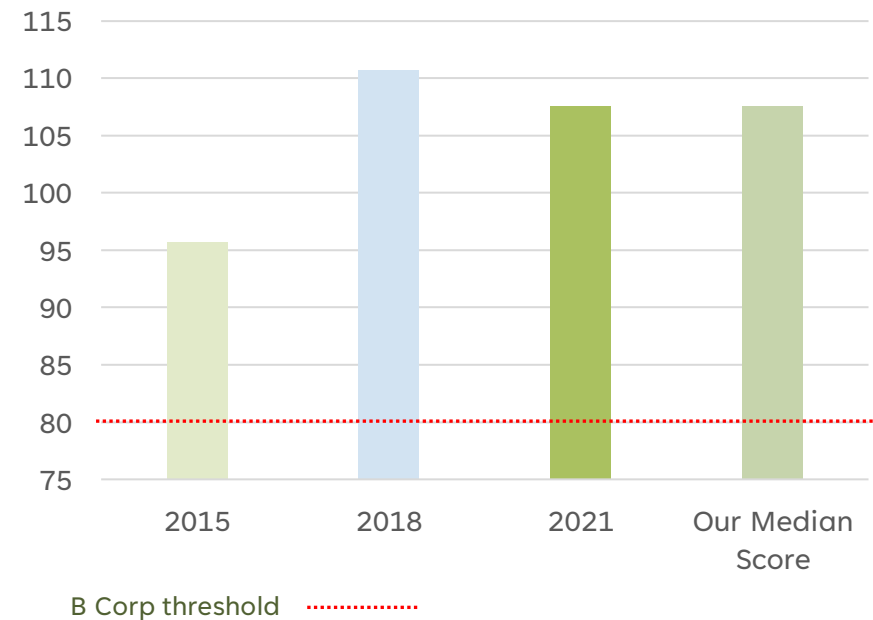
**“We’ve been blessed by our ongoing relationship with our trusted partners at The Trust Partnership, whose vision, agility and all-round professional ‘know how’ have helped us to move onwards and indeed upwards.”**

Niall Weir, Chair, West Hackney Parochial Charity

# B CORP VERIFIED SCORE, BENCHMARKING PROGRESS AND GOALS FOR RECERTIFICATION

	2015	2018	2021	RECERTIFICATION TARGET SCORE
Governance	11.3	17.4	16.9	18.0
Workers	28.6	29.7	30.9	32.0
Community	22.4	26.1	20.2	27.0
Environment	9.6	8.3	9.0	11.0
Customers	23.8	28.9	30.3	33.0
Disclosure Questionnaire	0.0	0.0	0.0	0.0
Operations Score	66.6	71.1	63.5	72.0
IBM Score	26.3	36.4	39.1	43.0
N/A Score	2.7	3.1	4.8	6.0
Completion	89%	100%	100%	100%
Overall Score	95.7	110.7	107.5	121.0

## B Corp Score by Year





# THE ROAD AHEAD

## CLOSING THE GAP

As our scores show, being a B Corp isn't easy. We are very aware that a dip in the graph can be perceived as a dip in performance but, in our experience, the opposite is true.

Since our recertification in 2021, we have welcomed 10 charities and almshouses as new clients, supporting many thousands of people in traditionally underserved groups.

We have also kept a consistent client base of more than 40 trusts, foundations and membership organisations which speaks to our ability to maintain relationships with clients and grow with them as their support needs evolve over time.

## THE CHALLENGES OF GROWTH

Our business focus has continued to expand since recertification, with a fivefold increase in the number of almshouses supported, as well as an increase of 18% in trust and foundation clients.

As a consequence, we have invested in our team to meet this need, recruiting from a wider geographical area (being a dispersed business is actually helping us) and bringing people in with new skills. We consider this an investment not just in The Trust Partnership's future but in that of the charities we support too.

It's not an easy balance. At a time of increasing inflation, many charities have less margin to absorb greater costs. We recognise that we need to understand our costs better so that we can be clear about the value for money we provide to charities.



# WE SAID, WE DID...

## CLIENT RE-CONTRACTING

To provide **greater clarity and transparency**, we have re-assessed all of our client contracts to ensure that they reflect up-to-date data protection provisions.

## LIVING WAGE

We've been concerned about our lowest-waged employees for some time. We have now raised all **salaries, even for our most junior staff, over and above the national living wage.**

## AGILE WORKING

The pandemic pre-empted this but we've become an increasingly dispersed and flexible workplace. Not only does this cultivate a family-friendly work environment, it also ensures that we can keep our operational costs lower and thus offer **better value for money for our charity clients.** They in turn can pass these savings on to their beneficiaries through greater grant-making.



# OUR PLANS FOR 2023



## ENSURE ALL CLIENT CONTRACTS REVIEWED

Finalise the process already begun in reviewing client contracts to ensure they are reflecting the cost of servicing our clients and include up-to-date data provisions.



## REGISTER AS A LIVING WAGE EMPLOYER

Formalise the important step we've taken in recognising staff through better pay.



## RESTRUCTURE OUR PRICING

We want to make our pricing structure easier to understand. We are therefore breaking down costs at the micro level so that our pricing structure is more transparent to key decision makers within the business.



## MAXIMISE CHARITABLE GIVING

We already match employees' donations through our online donation platform. We want to ensure that at least 90% of employees are utilising charitable giving in this way.





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