



GOOD-LOOP IMPACT REPORT 2018

IN 2019 GOOD-LOOP'S ETHICAL ADVERTISING RAISED OVER £200K FOR CHARITABLE CAUSES. THAT'S ENOUGH TO FUND...



888 NIGHTS

of accommodation
for young homeless
people in the UK



1000 CALLS

To the Mind mental
health infoline to supply
supprt & resources.



Save the Children

FOOD FOR ONE YEAR

for 80 families in poverty in the UK



318 SCHOOL KITS

inc stationery & exercise books

180 VACCINATIONS

to protect children against measles

183 SOLAR CHARGERS

in community centres

Please find below a comprehensive list of all completed Good-Loop campaigns, how much was raised and the positive impact these could have.

TOMS

Centrepont

Give up to 888 nights of accommodation to young homeless people in the UK.

Ashoka

Help fund social entrepreneurship schemes in Germany.

Save the children

Support up to 80 families in poverty with essential ingredients and food items for a year.

Method

Mind

Answer 1000 calls to the Mind infoline, helping support people with mental health resources when they need it most.

Clothes Aid

Support fundraising activity for a range of charities through recycled clothes.

The Children's Hospital Charity

Help up to 800 kids at the Sheffield Children's Hospital take part in creative workshops, brightening up their time in hospital.





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Universal Music
Grief Encounters
40 calls to the helpline
14 child counselling sessions
7 grief relief kits
Air ambulance
1 Thomas Pack, emergency relief for air ambulance
Xlp
10 music classes for young people

Villa Plus
NSPCC
30 hours of specialist helpline practitioner time
Save the Children
180 measles injections
Tommy's
72 mums cervical stitches

NBCUniversal
Shelter
444 urgent calls to the shelter helpline
Save The Children
119 children a safe place to stay
Barnardos
51 children specialist support sessions for traumatic abuse

Nestle, KitKat
Nestle Cocoa Plan, operating with local NGOs in Cote D'Ivoire
68 vegetable growing kits
183 solar charges and
318 school kits

Cala Homes
Prince's Trust
135 young people an hour of one-to-one mentoring
Habitat for Humanity
Lay the cement for 10 4 bed homes in Malawi to house a whole family





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Unilever

Ditch The Label

1100 1-2-1 support sessions to help young people overcome bullying

Learning Through Landscapes

Helping encourage outdoor play, improve child self-esteem, and foster friendships and family bonding.

Benefit

Look good feel better

Helps support self-esteem and confidence sessions for women suffering from cancer

Refuge

6 nights for a woman and her children to spend the night in a refuge

Relish Broadband

Celia Hammond

Neuter, chip and vaccinates 23 stray cats, getting them ready for rehoming

Coppafeel

11500 text reminders to check for breast cancer

Streets of London

£800 towards a homelessness project grant

Dementia Strikes Children Too

Funding split between BDFA, MPS Society and NPUK

