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Words.

Notes on our First Year

IMPACT REPORT 2026

Certified B Corporation

A hello from Mike

As a company, we've always tried to do good. And I like to think we've done pretty well.

That said, following our gut would only ever get us so far. We knew we'd need a helping hand to take the next step. So the B Corp dream was born.

The process is admirably rigorous, and it took us a few years to get here. But I'm proud to say we've now been a B Corp for just over a year.

I won't test your patience with every detail of what B Corp has given us, but it's worth sharing a few highlights.

On a practical level, we've loved becoming part of a network of similar-minded businesses. I'm looking forward to deepening those connections and learning from fellow B Corps. Plus, there's no denying that the certification helps attract potential clients who also value what it stands for.

But most of all, B Corp status has done exactly what it should do: sharpened our sense of purpose and responsibility. It's forced us to be extra-mindful of our actions and decisions. And it's a daily reminder to a bunch of writers that actions ultimately speak louder than words.

It hasn't been easy – and it shouldn't be. So I want to pay tribute to the Reed Words team who made it happen: Wendy, Angie, Matt, Gemma, and Sabrina. As well as to Sam, Caitlin and Jessica for managing our B Corp status, and to our partners at Ella. Thank you, everyone.

I'm so thrilled and grateful that we've completed this first year as a B Corp. And I'm well aware of how much more there is to learn and do in the future. So here's to progress.



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What we achieved in our first year

Once we were certified in April 2025, we wanted to make progress in three areas: giving back to our communities, making our business more robust, and checking in on our team's happiness.

Giving back to our communities

Every year, we give £25,000 worth of free verbal branding work to a UK charity.

Last year, we also donated $25,000-worth of work to a US charity.

This matters because, for non-profits, the right words can make all the difference: more partnerships, more funding, and more lives reached.

Our UK partner for 2025 was **ABandOfBrothers** – a charity that helps young men facing serious challenges take control of their lives.

We created a verbal identity to help ABandOfBrothers tell a clear story about who they are, and the difference their work makes.

We helped them articulate their perspective on complex topics like masculinity.

And we developed a brand voice reflecting both sides of what they do: practical work, and profound change.

"Reed Words helped us develop a powerful new tagline alongside a practical language framework that now guides how we communicate across our website, campaigns and community work.

The impact has been huge, giving us a much stronger and more confident brand voice that will help us connect with more young men, volunteers and supporters."

Andy Conway,
Social Media and Marketing Lead



Giving back to our communities

START LIGHTHOUSE

In the US, our partner was **Start Lighthouse** – an organisation that works to revive and restock empty public school libraries across New York City.

We worked with Start Lighthouse to create their brand story, and to communicate their remarkable impact.

"We're truly grateful to have been selected and to be part of this program.

Having access to this type of support and storytelling platform is incredibly meaningful for us, and we're so thankful for your role in helping us share our story and amplify our impact."

Rina Madhani, Co-Founder + Executive Director



If you work for a charity, watch out for details of our next scheme later this year

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Giving back to our communities

We've always offered our non-profit clients a 15% discount.

It's our way of supporting their important work.

In our first year as a B Corp, we were delighted to offer this support to two of our charity partners.

We work with the **London Symphony Orchestra (LSO)** to reach new audiences and deliver on their belief that "extra-ordinary music is for everyone, everywhere."

Our partnership has taken different forms over the years – from OOH promo campaigns to accessible and engaging event descriptions, and concert programmes.

In 2026, we updated the Orchestra's biography. This short but hard-working message communicates who they are, their ambitions, and the wide range of cultural and community projects in which they're involved.

Become fights alongside children and young people for a better care system.

We developed messaging to help convey the urgency of this work, and break through to different audiences – from young people who have experienced life in care, to donors and politicians.

We also defined a new brand voice that conveys the team's compassion – and their determination to fix a broken system.

Now, Become sounds more sure of itself. More ready to support young people, and fight to change a broken system.

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Giving back to our communities



Networking with emerging creatives

We've supported **Creative Lives in Progress** as a Company Partner since 2022. This sponsorship gives us a chance to meet less experienced creatives – designers, writers, animators, you-name-it-ers – and get stuck into discussions of everything creative.

We get to see exciting new work, and hear new thinking. They get insights into the industry, and practical advice that helps set good foundations for successful careers.

And that's important. Because we want the next generation to be better at this than we ever were.

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Giving back to our communities

FALMOUTH UNIVERSITY

We've partnered with Falmouth University for a few years now, hosting portfolio reviews and coaching sessions for design students in their final year.

Loughborough University

For the last few years, we've helped Graphic Design students from Loughborough University find their way into the world of branding.

First, we gave a talk on how words can supercharge their thinking. Then we invited them to the Reed Words office, to show them how an agency works (and what office snacks they can expect).

"We're thrilled that our industry partners at Reed Words give so much time and commitment to supporting our students. They've contributed valuable critique and dialogue to our students at a vital moment in their studies."

Steve House, Senior Lecturer + Head of Final Year – BA Graphic Design, Falmouth University

"It's moments like this that truly make a difference to the student experience and give incredible insights into how the industry works."

Charlie Henshaw, University Teacher, Loughborough University

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Making our business more robust

B Corp gave us the opportunity to think hard about how we really work, and identify the gaps we needed to fill to make our business more robust.

- We hired our first permanent Finance Manager, the wonderful Samantha Edginton
- We onboarded a new HR partner to support our team and keep our people policies up to scratch
- We achieved Cyber Essentials certification – a government-backed scheme to help organisations protect themselves against common cyber threats
- We wrote and launched new policies for how we work, operate, and grow



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Checking in on our happiness

We like to think we run a pretty happy ship at Reed Words.

But before B Corp, we'd never really checked in on how our team felt about working at Reed Words – the good, the bad, and the could-be-better.

Now we do.

Our team satisfaction results:

91% *of respondents scored 4 or 5 for satisfaction*

100% *of the team know our mission*

91% *understand how their work helps Reed Words meet its goals*

91% *feel motivated in their role*

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What we learned in year one

Our Managing Director Sam shares what we learned in our first year: what we achieved, what we didn't, and where we'd like to go next.

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What we learned in year one



Why does being a B Corp matter to Reed Words?

The reality of being a small business is you don't always have much time to think about *how* your business should run.

Gaining B Corp certification forced us to ask big questions like:

- *What do we really care about?*
- *What kind of work do we want to do?*
- *How do we want to do it – as a team, and as a partner?*

We've always been really well-intentioned. We want to do good – and we definitely don't want to do bad. So I like that B Corp holds us to account. It focuses our energy and gives us milestones to work towards that we otherwise wouldn't have.

Do you have a favourite B Corp-related project?

I'm especially proud of our work with ABandOfBrothers – a mentoring charity that helps young men take control of their lives.

This is our second year running our charity scheme, where we donate £25,000 of our time to a charity partner.

Not only do these projects stretch us creatively and strategically, they also give us a chance to work with brands who might not otherwise be able to afford our kind of work.

For an agency of our size, this is a big commitment. We're helping charity partners tackle thorny brand challenges – which can take months to solve. It's a really tangible investment that I don't think we'd have made if it weren't for B Corp.

What could we have focused more on, or been better at?

Overall, we could have made more time and space for B Corp. But the reality is that it's sometimes taken a back seat.

Being a B Corp is a serious commitment. You don't just get the certification, recertify three years later, and in the meantime do business as usual. There's so much detail and so much to keep track of. You've got to make time and space to uphold this responsibility – we're not doing it perfectly, but we're getting better.

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What we want to achieve next year

We've set ourselves three areas of focus for our second year as a B Corp. Some are more tangible and measurable than others – but either way, we'll report back on our progress next year.

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What we want to achieve next year

Run our first ever internship scheme

Brand writing is a niche (but mighty) discipline within the world of branding.

Compared to visual design, it has few of the university courses, grad schemes, or professional networks that would-be designers use to find their first role.

In other words: brand writing is a bit weird and mysterious, especially if you're on the outside trying to get in.

We can't change this on our own. But we can do more to help make brand writing more accessible.

Hence our first internship scheme: launched in July 2026, with our first intern set to join in October.

Review our environmental impact

Keen-eyed readers might be thinking: "I thought B Corp was about the environment – where's all that stuff?"

The simplest and most honest answer is: we haven't made as much progress on our environmental impact as we'd like.

It's true that this impact is already relatively light – we're small, we don't travel that much, we don't use masses of energy. Even so, we can always do better.

Right now we're tracking our carbon foot-print, in partnership with our friends at Ella.

But of course, tracking isn't the same as reducing. So in our second year, we want to make a more concerted effort to minimise our impact.

Be more B Corp

We want B Corp to be front and centre in how we show up in the world.

So, in our first year, we attended various networking events, and enjoyed connecting with fellow B-Corps.

But we want to go further, and play a bigger role in the B Corp community.

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Reed learning changing enjoying growing future Words.

An enormous amount of work goes into becoming – and staying – a B Corp. Thank you to all the partners we've worked with along the way:

B Lab
Ella
ABandOfBrothers
Start Lighthouse
Falmouth University
Loughborough University
Creative Lives In Progress

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