

hyphen<sup>8</sup>

# Impact Report

2026



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# 1

# Our impact story so far



# Introduction

When I co-founded Hyphen8 in 2012, I wanted to build close, long-term partnerships with nonprofits doing truly meaningful work. Sharing our first-ever impact report - full of real stories and the difference we're making alongside such inspiring organisations - feels like a genuine milestone.

Achieving B Corp certification in 2025 was an important moment of validation. It reflects our commitment to doing the right thing: delivering real value to the nonprofits who put their trust in us, creating a fulfilling and rewarding place to work for our talented team, and building a business with a social conscience that considers both people and our planet.

From a personal perspective, I have had the joy and privilege to volunteer over 150 hours of my time as a member of the Specialist

Volunteer Network run by Inspiring Scotland. It is so fulfilling to help smaller charities with limited resources and I am grateful for opportunities to share my experiences.

This report is not just a look back at what we have achieved, but an opportunity to set clear intentions and hold ourselves accountable for delivering on them in the future.

I hope you enjoy reading our story so far as much as we enjoyed putting it together.



**Elaine Forth**  
Co-Founder and CEO

# Our values

Our 8 values influence everything we do – the way we work with each other and the way we work with our customers.

They are not just words that are written then forgotten, they provide a common thread that drive the design and delivery of our solutions.

“What makes Hyphen8 special is the genuine passion for positive change that flows from the leadership team through every part of the organisation. We don’t just help nonprofits create impact, we live our values every day in the way we support each other and the causes we care about.”



**Garry Willis**  
Lead Solutions Consultant



## Take pride in what we do

We are a trusted partner with integrity at our core



## Put people first

We go beyond the tech and focus on the experiences of people



## Make a difference

We add value and are focused on our philanthropic goals



## Support each other

We respect each other’s well-being and act as one team



## Nurture personal development

We invest in continual learning to grow the skills of our talent



## Share our knowledge

We are thought leaders who strive to empower others



## Think creatively

We challenge ways of working and embrace innovation



## Don’t forget to have fun

We love what we do and share smiles along the way

# How we make a difference

One of our core values is to ‘Make a Difference’ by creating meaningful value for the organisations we work with and the causes they support.

**The 8 in Hyphen8 has a meaning:**

**At least 8% of our profit and time is given back to make a difference to charitable causes.**

It is so important to us that we use our profit for good and in this report, we are proud to showcase the ways in which we have an impact.

We are grateful to the people that put their trust in us both as customers and as employees.

## Charitable donations

## Pro bono time

## Accelerator solutions

## Happy staff

## Helping our planet

Each year we assign a % of our profit to support charities with causes dear to our heart with donations and sponsorships, fundraising activities and matched funding.

We dedicate at least 8% of our time — often more — free of charge to help smaller nonprofits with limited budgets transform how they work through the effective use of modern technology.

We offer an ever-growing range of licence-free, configurable solutions designed to fill gaps in Salesforce native functionality.

As well as making a difference to our customers, we also want to have a positive effect on the lives of our talented team by providing a rewarding and fulfilling place to work.

As a socially responsible B Corp, we want to play whatever role we can to contribute to the protection of our beautiful planet.

# 2

# Impact on nonprofits



# Charitable donations

In addition to the pro bono days that we offer smaller charities so they can benefit from transformational solutions, every year we donate a percentage of our profit to a wide range of causes through direct donations, fundraising challenges or sponsorships.

Global Green Grants

£8,500

Unrestricted donation to Global Green Grants to help fund their mission to find solutions to environmental harm and social injustice. (see section [4. Our Planet](#)).

Celebrating women

£3,950

Donations and sponsorships to support our ongoing 'celebrating women' focus showcased on page 9.

Matched Funding

£1,751

We match donations of up to £100 each made by our staff every year to charities close to their hearts. £1,751 is the total matched to more than 16 charities since 2020.

Calums Cabin

£1,500

Annual donation (currently in year 3) to fund form solution licences for Calums Cabin, a family charity established in memory of their son Calum. See page 11 for their story.

Hope and Play

£1,000

Donation to Hope and Play, a charity dedicated to helping the lives of Palestinian children who are denied these basic rights. They do this by building spaces to play, offering learning opportunities and providing trauma support to children.

Children's Hospice South West

£634

2 of our team were locked in jail until we reached bail to raise funds for Children's Hospice South West, who help make the most of the short and precious lives of children with life-threatening illnesses.

# Celebrating women

As a 100% women-owned tech consultancy, (which is a rare breed!) one of our goals is to support gender equality and provide a work environment where every person can thrive.



## Some of the ways we support this:

- Flexible working options so staff can choose to work part-time, 9 day fortnights, flexible working hours to balance family life
- Awareness training for all staff on gender-specific topics such as Menopause
- Continual review of our maternity and paternity staff policies to ensure that they go beyond the standard
- Supporting staff preferences to report to a Line Manager of the same gender

Through our charitable donations and sponsorships, we support women of all ages to achieve equality and to pursue and maintain good physical and mental health.

## £700

to sponsor our CTO Dan's daughter's girls' football team to fund kit, water bottles and pitch hire for a year

## £1,000

donation to White Ribbon Alliance, a charity that advocates for women's and girls' health, rights, and gender equality.

## £2,250

a donation of £2,250 to the Teenage Cancer Trust to sponsor Cardella Curley in the 2026 London Marathon at age 50. This achievement fulfils a lifelong dream and honours the memory of her 18-year-old niece, who was tragically lost to leukaemia.



4 of our 6 leadership team are women

## 55%

of line managers are women

## 41%

of total staff currently are women

## Customer impact story

# Women Win



Women Win is a global women's Fund dedicated to advancing gender justice and empowering women and girls worldwide. Originally founded to promote girls' leadership and life skills through sports, the charity has expanded its work into three core areas: gender equity in sports, women's economic resilience in global supply chains, and fiscal sponsorships for emerging women's funds.

“

Hyphen8 really stood out because they didn't just focus on the technology; they took the time to understand the people behind it. Their unique, people-centred approach resonated with our team and the partners we serve.”



**Hannah Strauss**  
Digital Coordinator

The team was experiencing a number of pain points with their current Salesforce solution:

- Complex data structure made it difficult to customise reports to accurately track programme impact and inform decision-making
- Inefficient partner data management - cumbersome data entry and disjointed processes were reducing engagement levels
- User frustration and lack of collaboration – too much time spend on many offline workarounds and inefficient processes

Their goal was to create a system that empowered everyone who used it.

Hyphen8 re-designed a more flexible, centralised platform that can keep up with the growing complexity of their programmes and allow them to expand into new areas.

- The new user-friendly interface makes data entry more accessible and less time-consuming to better align with the needs of partners
- Engagement with the platform has increased, leading to more comprehensive data insights
- Data accuracy has improved, reducing errors and the need for manual corrections
- Internal global teams are empowered to track key metrics and progress more effectively
- Funders receive more transparent and data-driven reports, strengthening trust and support



## Customer impact story

# Calums Cabin



Everything was paper-based, it was really holding us back from doing more of the impactful work we wanted to do. It could take days or weeks to process a single booking, delaying much-needed holidays for families. Thanks to Hyphen8, we now have a system that ensures everything runs smoothly, saving me 90 days a year in admin. Elaine and the team have been amazing giving us confidence to use the system and do things for ourselves”



**Francesca Bowman**  
Booking Coordinator

Calums Cabin is an awe-inspiring charity based on the Isle of Bute, Scotland, offering holiday experiences for families across the UK with children facing cancer. Inspired by 11-year-old Calum, who was diagnosed with an inoperable brain tumour, his dream was to create a sanctuary for families to make memories together. Since its founding, they have provided holidays for up to 17 families each week, giving them much-needed respite during incredibly challenging times.

The charity was introduced to our CEO Elaine through Inspiring Scotland’s Specialist Volunteer Network and it was love at first sight!

**We provide pro bono time and annual donations to pay for a form solution licence to enhance their existing Salesforce:**

- **Online booking management;** all bookings, and cancellations are now online significantly reducing previous delays and manual errors
- **Automation;** Instant confirmation emails and rebooking of cancelled slots
- **Real-time calendar views** help manage and track property bookings effortlessly
- **Enhanced fundraising and event management:** empowering the team to enter and import data across all donation channels to improve reporting

The team now spends less time on admin and more time supporting families.

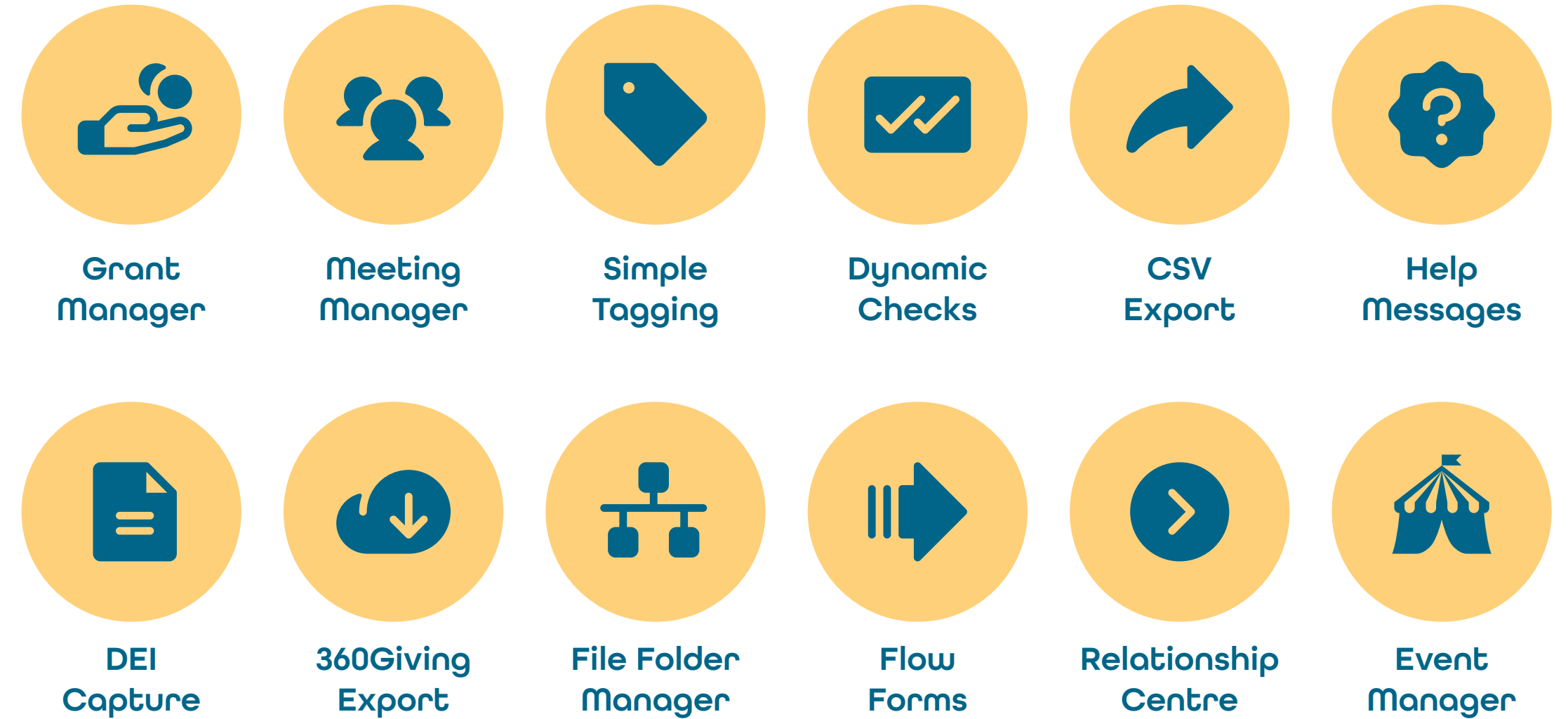
- One system replacing 20+ tools, spreadsheets, and emails, reducing complexity for staff
- All data is in one place, enabling better reporting, planning, and decision-making
- The efficiency of Salesforce enabled Calums Cabin to help 6% more families the following year
- The team can now instantly share reports for funding proposals and board meetings, saving hours



# Our accelerator solutions

As part of our social purpose, we offer an ever-growing range of what we call accelerators. These are standalone solutions that can be installed to complement native Salesforce functionality and fulfil common nonprofit requirements:

- fast-track implementation to keep costs down
- compatible with any version of Salesforce
- licence-free to minimise ongoing costs
- easy to maintain to increase self-sufficiency



Nonprofits are constantly asked to do more with less, and that reality has shaped every accelerator we've built. When you see the same challenge holding back multiple charities and you know it can't be solved out of the box, it becomes a responsibility to act. Designing licence-free solutions that remove real barriers, save implementation costs, and can be owned and adapted by the organisation itself is how we make a genuine difference. Our accelerators are often game-changers; removing complexity, avoiding costly custom builds, and giving nonprofits enterprise-level capability without enterprise-level budgets. That's what sets us apart, and it's what motivates me to keep building them."



**Dan Probert**  
CTO

# Partnerships that last

Over the past 14 years, we've proudly partnered with more than 150 nonprofits. Of these, 15% have worked with us for over a decade, and half for more than five years. A selection of these long-term partnerships is highlighted in the timeline below.



# Ongoing trusted partnership

We believe that the best way to demonstrate our impact is to ask our customers! So we are delighted to share highlights of impact stories and statistics that show how we are:

- Transforming their processes to make them more efficient and improve the user experience
- Saving them huge amounts of admin time
- Empowering their teams to be self-sufficient, reducing external support costs
- Enabling them to analyse their impact more consistently and quicker
- Building dynamic portals so that they can engage securely with their external stakeholders



“I looked for partners who could help us use Salesforce more effectively. We shortlisted a few, but Hyphen8 stood out. They were knowledgeable, capable, and professional and most importantly, they really listened to what we needed rather than pushing their own agenda. They found the perfect balance between professionalism and informality. I could just message them when I needed to, and they’d respond straight away. The relationship felt natural and organic, which made the whole process so much easier.”

**Olivier Le Quellec**, Operations Manager



“Hyphen8 just get it. They aren’t just a backup - they’re a team of experts I can turn to for advice and validation. Hyphen8 has given me confidence and peace of mind. They’re not just a partner—they’re part of the team. If I’m off sick or on holiday, there’s no one else with admin access. Hyphen8 gives me confidence that if I ever need to step away, nothing will fall apart.”

**Robert Lethem**, Finance Director



“The team have been fantastic to work with throughout and have been so patient, flexible and have often gone above and beyond to ensure we delivered as per the business requirements. Being able to successfully launch a new system and programme in such a short time frame (and on budget!) was not easy, and we truly appreciate the collaborative partnership we’ve had throughout. We look forward to our ongoing partnership in the coming years!”

**Nahida Miah**, Head of Grant Services, Digital Experience Unit

# Saving time

One of the biggest impacts of our solutions is the dramatic reduction in admin time.

Through streamlined processes, centralised data, automated workflow and AI-assisted processes, we are freeing up a huge amount of valuable time for nonprofits to focus on relationships, strategies, planning and impact evaluation.



“Salesforce has actually given us more time to be human, we are able to spend more time with our grantees and donors in person. Our fund advisors, who were once bogged down with transactional tasks, now have time to be more reflective and thoughtful, building proper engagement strategies with donors.”

**Elizabeth Sams**, Chief Finance & Operations Officer



“Salesforce has transformed how we work, helping us automate processes, save time, and focus more on the impact we’re making. Before Salesforce, we needed extra staff to help with data entry during busy periods. Now, that’s no longer necessary. Having all our data in one place allows us to better track the impact of our grants. This helps us tell our story more effectively to donors and stakeholders.”

**Belinda Amankwah**, Operations Manager



## 50%

increase to processing speed to help 5,000 more families



## 20+

hours saved

## 75%

faster reporting



Board reports produced in minutes instead of 3 days



## 3 weeks

of audit preparation saved

## 7 days

reduction in grant application processing time



## 30+

admin days saved per year



## 90

days of admin time saved per year

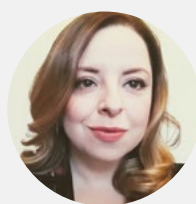
## 20

spreadsheets and tools replaced

# Transforming processes



**Human-centred design is how nonprofits can unlock more impact from the resources they already have. By re-imagining processes around real people and how they interact with technology – we remove friction, reduce wasted effort, and free teams to focus on meaningful work. The result is simpler, more accessible services, better experiences for applicants, partners and volunteers, and organisations that can spend more time delivering their mission instead of managing complexity.”**



**Kirsten Wolff**  
Senior Service Designer



THE GERALD RONSON FAMILY FOUNDATION

“Salesforce and Hyphen8 have given us the tools to operate with credibility, transparency, and accountability at all levels. It’s not just about managing grants—it’s about transforming how we work, think, and deliver impact. Our lives have completely changed! The integrity of our data and the confidence in our reporting is night and day compared to before. I used to have a knot in my stomach every time I had to prepare a report—now, it’s seamless.”

**Natie Shevel, CEO**



MERLIN'S  
Magic Wand

“We needed a system that could scale with us. Hyphen8’s expertise in the nonprofit space made them the perfect partner, I would recommend them to any nonprofit wanting to scale their impact and save time. Now, everything is centralised, automated, and ready to grow with us. Salesforce has revolutionised the team’s work, from the way we are able to have things automated, to the time savings, which ultimately results in us granting more Magic Days Out. It’s been a game-changer!”

**Elin Parry, Magical Programs Manager**

**Local Trust**

“Working with Hyphen8 has transformed how we manage and deliver funding. Their deep understanding of both Salesforce and the nonprofit sector meant they could tailor a solution to our unique needs. The system is intuitive, reduces admin, and gives us real-time visibility across all Big Local areas. If you’re looking to scale impact, build trust, and save time—Hyphen8 will get you there with confidence and care.”

**Adam Cross, Big Local Programme Coordinator**

# Deep sector expertise

Our work is built on deep nonprofit sector expertise. Having partnered exclusively with nonprofit and public sector organisations for many years, we understand the challenges and opportunities they face. Drawing on this experience, we share proven best practice to help organisations design systems and solutions that strengthen their impact.

## INSPIRING SCOTLAND

“Hyphen8 understood our challenges from the start and worked with us to create a solution tailored to our needs. Their expertise and collaborative approach made the transition seamless, and now we have a system that truly supports our mission.”

**Elaine Crichton**, Specialist Volunteer Network Executive & Fund Manager



“Hyphen8 supported us to build something radically different. Their service design team gave us the tools, the confidence, and the challenge we needed to do it properly. Hyphen8 have made a huge difference to the way we work and we are so thankful to them.”

**Richard Poynter**, Head of Grants (South), Lloyds Bank Foundation



“Hyphen8 challenged us (in a good way) on our processes, identified opportunities for streamlining, and shared best practice from other funders. We didn’t want to spend valuable time explaining what we needed, and Hyphen8 understood everything we said, as we shared ideas and opinions. We worked as one team with our partner with an open, collaborative approach.”

**Nina Frentrop**, Strategic Lead, Funding & Relationships Platform



“We needed a technology partner who understood the nonprofit sector. Hyphen8’s expertise in Salesforce for social impact meant they could build a tailored, user-friendly system that meets the foundation’s needs.”

**James McMeekin**, COO



“The Hyphen8 team has such deep grant-making knowledge that they provided invaluable advice on shaping our solution. The team’s expertise meant that the system truly fits our needs.”

**Nick Addington**, CEO

# Empowering community foundations

We have been proud to support the 40+ network of regional Community Foundations for over a decade through their Salesforce journeys. Our solutions have transformed fund management, significantly reduced manual admin time, enhanced user experiences and increased their self-sufficiency to maintain their own systems.



“Hyphen8 made the process so interesting - the team started thinking about using the technology in ways we’d never done before!”

**Megan Pitman**, Operations Manager



“We needed more flexibility and autonomy in how we manage funds. Ultimately, we wanted a system that would empower our amazing team to make more impact in our community by empowering them with the best tools, and that’s where Hyphen8 came in!”

**Sara Osborne**, Former Director of Governance and Operations



“Hyphen8 came highly recommended and they delivered. Their expertise helped avoid costly mistakes and design a system that was future ready. We’d come up with an idea, and they’d provide really great guidance, sometimes challenging what we thought might work - and they were always right. They helped us do what works, not just what’s easy.”

**Jacqui Scott**, Chief Executive



“Hyphen8 brought a fresh perspective to how AI can be applied not as a bolt-on, but as an integral, secure, and seamless enhancement of the user experience. Their work has delivered measurable impact. Most notably, the automation of document checking for compliance has freed up significant staff time, enabling our teams to focus more on human-centred, value-adding activities. This shift has not only increased our efficiency but has also improved the quality of service we can provide.”

**Elizabeth Sams**, Chief Finance & Operations Officer

# 3

# Impact on our people



# Powered by people

A key ingredient of our secret sauce, and the reason that we retain so many loyal customers, is our talented team.



We are so proud to have brought together 36 unique individuals with different skills, backgrounds, personalities and life experiences. Everyone contributes to our success and what drives us is our shared passion and commitment to help nonprofits.

One of the key areas of the B Corp assessment evaluates how well we support our employees and we were proud that we scored highly based on the things we already do!

- Share transparent salary bandings for each role and at minimum maintain an annual cost of living increases for all staff
- Reward all staff with profit-sharing bonuses and a monthly wellbeing allowance
- Encourage a culture of open communication, trust and engagement including an annual staff survey
- Provide access to training, education, and career development opportunities
- Continually review our policies to encourage Justice, Equity, Diversity and Inclusion. Last year, we introduced a new menopause policy and ran a related company-wide awareness course

## Best Salesforce Partner to Work For

For the past 3 years at the Digital Revolution Awards



Our staff retention rate is high for our sector. Dan has been with us for over 12 years and stays to continue making an impact.



Over the years I have called myself an 'IMPACT enabler' as the more we can simplify processes for our clients the more time/money there is to spend for them to make a more direct IMPACT on the ground. Before I joined Hyphen8 I worked for a single nonprofit for 12 years and now get the chance to work with 100's of our nonprofit clients, most not directly, but most will be using some of the collective knowledge we have all gained over the years."



**Dan Croft**  
Senior Technical Consultant

# What our staff say

Our annual staff survey gives people the opportunity to feed back what it's like to work for Hyphen8 and to share their ideas or comments.

## 100%

of staff feel proud to work for our organisation

## 95%

of staff said that they believe that our organisation and their role helps to make a difference

## 95%

of staff said that they are inspired by the mission and purpose of the organisation

## 91%

feel that staff are well recognised for their contribution

## 95%

of staff said that there is a sense of openness and transparency

## 91%

of staff said that they have everything they need to do their job to the best of their ability

## 95%

of staff said that they are given tasks and responsibilities that stretch them and allow them to use creativity

## 95%

of staff said that more often than not they have a good day at work

“

When I joined Hyphen8, I didn't appreciate the sheer range of help and support nonprofits offer and how vital some of the services they provide are to the vulnerable and in need. It has certainly felt like a privilege to be able to reduce the time they spend on manual processes/standard admin tasks so they can spend more time evaluating and providing help and assistance as quickly as possible. I have met some truly passionate, inspiring and caring people, and in a world with lots of adversity, it's nice to be reminded how even small things can make a huge impact.”



**Steph Berry**  
Lead Solutions Consultant

“

I've worked for a wide variety of companies but Hyphen8 has the best team culture, the challenges that come with working with tech and a customer base that genuinely respects and loves what we do. Throw in our genuine desire to do good - to make peoples lives easier. Make jobs easier. When charities spend less time wrestling with tech, they spend more time improving the world. And in my mind, that means I'm improving the world.”



**Antony Daley**  
Senior Solutions Consultant



# Nurturing personal development

We are committed to **nurturing personal development** across our team. Through ongoing investment in learning and upskilling, we empower our customers to build confidence and independence in their use of Salesforce. Operating at the forefront of innovation requires agility, curiosity and a readiness to evolve our approaches.

That's why employee empowerment and engagement is a top priority, rooted in meaningful work, supportive leadership, inclusive culture, and providing opportunities for personal and professional growth.

- Structured onboarding and mentoring for new starters
- Balanced assignment of time between billable work and personal development
- Optional learning day every quarter to investigate new solutions, prepare for certifications or catch up on missed sessions or reading
- Funding of all Salesforce certifications and celebrate their achievement with vouchers
- Regular enablement and show and tell sessions to focus on best practice, solutions and new technologies



“

Hyphen8 truly values my growth, providing generous support for learning through Salesforce certificate vouchers and quarterly learning days. Their investment in my professional development motivates me to keep improving and stay current with all things Salesforce. It's empowering to work for a company that truly values my learning and development.”



**Lucian Roux**  
Senior Solutions Consultant

# Prioritising work-life balance

It is our responsibility to recognise that we will get the best out of our staff when they are able to find a work life balance that suits them.

“

Being able to hold a part-time (3 day a week) position makes a significant difference to me, both professionally and personally. It allows me to make a meaningful impact here and deliver a large amount of client work, whilst also giving me similar time and energy to put into my commitments outside of Hyphen8.”



**Jess McCormick**  
Solutions Consultant

“

I'm so grateful Hyphen8 made it easy to move to part-time working. It's given me the chance to spend more time with my daughter while still doing work I love.”



**Nick Klein**  
Lead Solutions Consultant

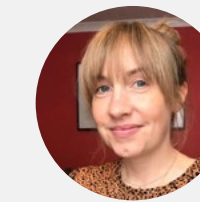
Whether it is family commitments or other passions and interests, we want to offer flexibility for staff to find time for both. A number of staff work part-time or 9 day fortnights or have different daily working patterns.

## We prioritise time off from work including:

- Generous annual leave with 1 day extra for every year up to 31 days
- Last Friday afternoon of every month off for all staff to focus on a wellbeing activity of their choice
- Our birthday off if it falls on a work day (nobody should work on their birthday!)
- Complete closure between Christmas and New Year so staff don't have to use their holiday allowance to spend time recharging their batteries

“

I'm really grateful to Hyphen8 leadership for giving me the flexibility to work part-time hours that fit in with my personal commitments. I feel I can balance everything much better, and I'm able to give quality attention to my work and still have time for myself and my family. It has given me the breathing space I needed to manage everything more comfortably. It's helped me feel more present, both at work and in my personal life.”



**Jacqui Lowe**  
Senior Service Designer



# Fostering a community

One of our values that never ceases to raise a smile is **Don't forget to have fun**. It's important to love what we do and despite working remotely in every corner of the UK, we still manage to form strong bonds.

On a daily basis this means maintaining our sense of humour and reminding ourselves to have fun even when times are challenging. We also aim to create a warm environment for the customer teams we are working with. From the top down, we encourage a culture where we aim to encourage a community vibe that is not always just about work.

- Twice a year we get together in person for socials where we spend 1-2 days sharing shenanigans
- Wednesdays at lunch – an hour every fortnight where we take turns to host silly virtual games, quizzes or challenges
- Morning hello – a 15 minute call for colleagues that don't work together on a daily basis to shoot the breeze
- Opportunity to form clubs and communities for people with shared interests such as book club, HyphenEarth, Women in Tech



“

Running our workplace book club has been one of the highlights of working at Hyphen8. It's a chance for people from all parts of the company to slow down, chat, and connect over something completely outside of work. We've read a bit of everything from Sci-fi novels to memoirs and thought-provoking non-fiction, and the conversations always take us in surprising directions. The club, to me, has become a small but meaningful part of our culture. It's been a lovely way to get to know colleagues better, share different perspectives, and build a sense of community through a shared love of reading.”



**Gemma Daley**  
Senior Solutions Consultant

# 4

# Impact on our planet



# Our emissions

HyphenEarth, our team of green ambassadors, has long championed environmental awareness within our organisation. As a certified B Corp, we now hold ourselves to even higher standards of environmental responsibility. Our commitment continues to grow as we deepen our understanding of our impact and take meaningful steps to reduce it.

This year, our reported carbon emissions totalled 115 tonnes CO<sub>2</sub>e. While this figure is higher than in previous years, it reflects a more accurate and comprehensive assessment enabled by our new carbon emissions calculator. This tool has allowed us to account for previously underreported sources such as home working, events, and business travel, giving us a fuller picture of our footprint.

To address these emissions, we have taken proactive steps to offset our carbon output.

- We invested in CCP-accredited carbon avoidance credits through Ecologi, supporting landfill gas capture projects
- We contribute to global reforestation efforts via the Trillion Trees Reforest Fund, helping to restore ecosystems and sequester carbon over the long term
- Last year, we updated our travel, expenses, and homeworking policies to embed environmental considerations, including energy conservation and hazardous waste disposal
- HyphenEarth - our group of internal ambassadors for all things green maintains company-wide engagement on environmental issues through Teams-based education and awareness initiatives #WonderfulWorldWednesday



I've always cared deeply about nature and wildlife, but over time I've realised that making changes in my own life isn't enough. The scale of the environmental challenges we face means we need to influence the places we work and the people around us too. That's why I was really excited when Hyphen8 backed the idea of starting our HyphenEarth group. It's been amazing to see how many colleagues feel the same and want to help make our work—and our lives—more sustainable.”



**Jennifer Sowerby**  
Lead Solutions Consultant

As a virtual office, the majority of our emissions fall under Scope 3, originating from our supply chain. In recognition of this, we conducted a supplier audit to assess the climate commitments of our partners. This initiative contributed to our score of 11 in the environmental section of our B Corp assessment, reflecting our dedication to responsible sourcing. Looking ahead, we are developing and implementing a carbon reduction plan.

#### Key areas of focus include:

- Surveying staff about their energy use and supporting transitions to green energy tariffs
- Engaging with our pension provider to explore ESG fund options
- Transitioning from industry average to actual emissions estimates for key suppliers

We are also reviewing the new B Corp framework on environmental issues to guide our strategy and align with best practices in sustainability.

Through these actions, we aim not only to reduce our environmental impact but also to foster a culture of sustainability across our operations and partnerships.

Internally, we will continue to educate ourselves to make good lifestyle choices for our planet including what we eat, how we travel and being conscious of our energy usage.

# £8,500

of our profit last year was  
donated to Global Greengrants  
Fund UK

Global Greengrants Fund UK is an inspirational charity that believes solutions to environmental harm and social injustice come from people whose lives are most impacted. Every day, their global network of people on the frontlines and donors come together to support communities to protect their ways of life and our planet. Our unrestricted gift will contribute to their investment into harder-to-fund gaps not covered by restricted funding and to overheads essential to delivering their mission.



# Setting our intentions



For 14 years, we've strived to grow, learn and improve. Looking ahead, we aim to deliver even better services for the nonprofits who rely on us, create an environment where our staff feel supported and empowered, and lead by example in fulfilling our commitments as a certified B Corp.

In 2025, B Lab introduced a major restructure of the B Corp certification requirements to transition to a more rigorous, mandatory and tailored approach to address 7 core impact topics.

We will be re-certified in 2028 so are working through the new standards to identify the steps we can take to meet and continually improve on our baseline score.

# 91.6

B Corp assessment score 2025

## Our plans for the next 12 months:

- Schedule a B Corp review with Directors each quarter to set goals, evaluate progress and agree actions
- Publish public statements on our website to define our Purpose and our positioning on Lobbying, Human Rights, JEDI principles and climate action
- Conduct our annual staff survey to collect feedback in line with our Fair Work commitment and define clear actions for areas requiring improvement
- Draft a Justice, Equity, Diversity & Inclusion (JEDI) plan to define how we can ensure inclusive and diverse workplace and contribute to just and equitable communities
- Draft a climate action plan including our use of AI and reviewing our carbon emissions report
- Define processes to involve our defined stakeholders and represent their interests in decision-making
- Gather and share more impact stories so that we can evidence our social purpose from the perspective of our valued customers

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# Contact us

Drop us a line at [team@hyphen8.com](mailto:team@hyphen8.com) or send us your questions, comments, and feedback by filling out our contact form on our website [hyphen8.com](https://hyphen8.com).



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