

Agency For **Good**

AN ETHICAL MARKETING AGENCY

Our 5 Year Anniversary Impact Report 2019 - 2024

We believe Agency For Good can significantly increase positive social and environmental impact in the UK.

Our Good Team



Rich Sutcliffe
Founder / Strategy /
Coaching



Sam Britton
Web Design



**Matt Ingham-
Dempster**
Creative



Josie Armitage
Bid / Grant Writing



Lucy Leonard
PR / Strategy / Comms



Viky Sutcliffe
Social / Email



Christian Hardy
Video



Sam Charles
SEO & PPC



Sven Shaw
Creative

Our Good Customers

[SEE MORE HERE](#)



Why we do what we do

A little over 5 years ago we were seeing 3rd sector organisations getting charged over the odds for the type of organisations they are. The main reason for this was “industry pricing” which we have made our mission to disrupt. We believe that 3rd sector organisations should not have to spend ridiculous amounts of money to get a high level of quality. This also means those hard earned funds can be kept within their organisations to help their people and causes.

How we do what we do

The way we have set up our business and the ethos behind it means we can deliver and disrupt what is viewed as the norm.

We all work remotely, we keep our overheads as light as possible, we work with great people, we are Good at what we do and we are doing this for the right reasons - helping others create more social and environmental impact.

Academy

63 students

Our Agency For Good online Academy is an ongoing resource available to 3rd sector organisations. This helps those with little resources or skills to learn for free via video tutorials how to improve their marketing and digital. This covers such things as Forming an organisation, How to build your own marketing strategy, Using marketing tools, SEO and PR.

Awards

12 winners / £32,000

Our Awards programme has just come to the end of its first year and has so far helped 12 organisations by us providing Marketing Strategies, New Branding, New Websites, SEO and Social Media Support.

This allows organisations under 5 years old to get a kick start with their marketing and setting them up well for the future to create more social and environmental impact.

Free Consultancy

347 customers - 1415

Hours - £42,450 value

Our legacy approach to providing for 3rd sector organisations was one to one consultancy of 6 hours per organisation for free. This was discontinued and replaced with the Academy and Awards.

Customer Savings

£167,800

As an organisation based in Yorkshire with Yorkshire values when it comes to spending, we aim to keep our customer costs to a minimum. We average around 40% cheaper (and in 11 cases we have given away free websites) than other main providers in the sector.

This means we can help deliver quality services but with funds staying in their organisations rather than going to other companies.

This helps increase their social and environmental impact.

Projects Delivered

297

To date we have delivered 297 projects from small to large across
Marketing,
Branding,
Website,
Comms / Copy,
Name changes,
SEO,
Video and PR.

Websites Delivered

122

We build websites as good as anyone. Over the last 5 years, we have delivered 122 websites, some simple and some very complex but all sustainable for the organisations we build for. Our principle when building is that non technical users can update everything on their sites. This means they don't have to keep coming back to us and spending money, unlike other providers. Our ongoing costs are easily the lowest in the sector but with first class support and care.

**Total giving to
UK 3rd Sector
Organisations**

£245,400

The Future

I never thought we would be where we are now.

This is very much down to a stubborn determination on my part but mainly the support we have had from the community around us.

This includes our amazing team, customers, advocates and friends. A huge thank you goes out to you all.

We have no intention of changing our commitment towards our customers and the ethos we hold no matter the pressure from industry “norms”.

We will however always be finding innovative ways of helping our customers and 3rd sector organisations whether they are spending money with us or not.

We will always keep improving and trying to do better while ensuring all of our stakeholders have an easier and happier life.



Rich Sutcliffe