

SLEEPING GIANT MEDIA'S

# IMPACT REPORT 2025

Digital marketing, insight and education to awaken performance potential. Committed to enacting positive change for people, planet and communities.

# INTRODUCTION

## A message from Luke Quilter, CEO

2025 marked a defining year for Sleeping Giant Media, one where we turned long-held commitments into certified action. On 23 September 2025 (on our 17th birthday no less!), we officially became a Certified B Corporation, joining a global movement of businesses using profit as a force for good. We believe passionately about making a positive impact on the world around us.

Our focus on fairness, sustainability and transparency has been at the core of our identity since day one. In 2025, we deepened that focus from reaffirming our Real Living Wage Employer status to championing systemic change as part of the Better Business Act.

This report reflects how our Giants have worked together to make a meaningful, measurable impact across our business, our community and our planet.





## ABOUT US

### Who We Are?

Sleeping Giant Media is an award-winning digital marketing agency based in Kent. Founded on the belief that business can be both ambitious and ethical, we've built a company that combines measurable results with meaningful impact.

Our team of Giants brings together expertise in search, content and performance marketing but what truly defines us is our culture. We're driven by curiosity, collaboration and a genuine desire to help people grow, whether that's our clients, our community, or each other.

We believe great work starts with great people. That's why we've built a workplace focused on development, inclusion and wellbeing. Where every Giant is encouraged to communicate openly, take accountability, stay positive and be self-aware.

## What We Do

We help businesses grow online, responsibly. Our services include search engine optimisation (SEO), paid media, content marketing and data-driven strategy, all designed to deliver long-term, ethical and sustainable growth. We partner with brands that align with our values and share our belief that marketing can and should make a positive difference.

What sets us apart is our commitment to doing things the right way. We're transparent with our clients, collaborative in our approach and focused on continuous improvement. Every campaign, piece of content and strategy is guided by integrity and a responsibility to people and the planet.

As a Certified B Corporation, we're proud to be part of a global movement that's redefining success in business. Our certification isn't just a badge, it's a promise to keep improving, to challenge ourselves and to ensure that profit and purpose always go hand in hand.

We also integrate AI tools and technologies responsibly into our work, using them to enhance efficiency, creativity and insight while ensuring human oversight, transparency and ethical standards are always maintained. We believe AI should serve people, not replace them.



## MISSION STATEMENT

**Awaken Potential: Digital marketing, insight and education to awaken performance potential. Committed to enacting positive change with people, planet and communities.**

We want to be recognised as a purpose-driven organisation that harnesses collaboration, education and insight to unlock the potential in both people and businesses. We're committed to a culture of inclusivity, sustainability and continuous learning, ensuring that growth, both personal and professional, is accessible to all. We balance purpose and profit, integrating ethical marketing practices into every aspect of what we do. We prioritise the well-being of all our stakeholders, clients, our team, communities and the planet, so our actions contribute to a more equitable, sustainable future.



## OUR VISION



Throughout everything we do, we employ innovative digital strategies and strategic partnerships rooted in shared values, all driven by a collective vision for positive change.

Our goal is to be a catalyst for change making a real difference through every action, while ensuring our business practices uplift society and our planet.

- **People:** Empowering our team by championing diversity to achieve exceptional outcomes.
- **Planet:** Long-term commercial sustainability aligned with our commitment to positive social and environmental impact.
- **Communities:** Ongoing initiatives with local and underserved communities with a focus on education to drive a more equitable society.

## 2025 CORE PRIORITIES

- **Empower the Teams** - The team are empowered to drive decisions that will be best for the business. The customer delight at the centre of the decision making, which leads to better financial outcomes.
- **Operational Excellence** - Our systems, processes and people that are on rails to enable the teams more time to focus on the important things.
- **Customer Delight** - We don't want satisfied clients, we want clients delighted with our services. We create Wow moments by understanding their needs better than they do and solving challenges before they arise.
- **Enjoy The Journey** - We find the wins in the work we are doing right now. We celebrate any and all success and help build positive momentum which in turn will drive more positive outcomes.
- **Culture Of Learning** - Feedback is a gift. We seek it out, understanding it and learning from it is essential to our growth.



# OUR JOURNEY TO B CORP

**2019**  
**VISION & GOAL:**  
Sleeping Giant Media sets the course for B Corp Certification.



**2023**  
**COMMITMENT RAMP-UP:**  
Formal decision to pursue B Corp accelerates significantly.



**2024 - Strategy & Planning**  
Engaged consultant Roger Williams for BIA support.  
Developed Carbon Reduction Plan with Positive Planet.



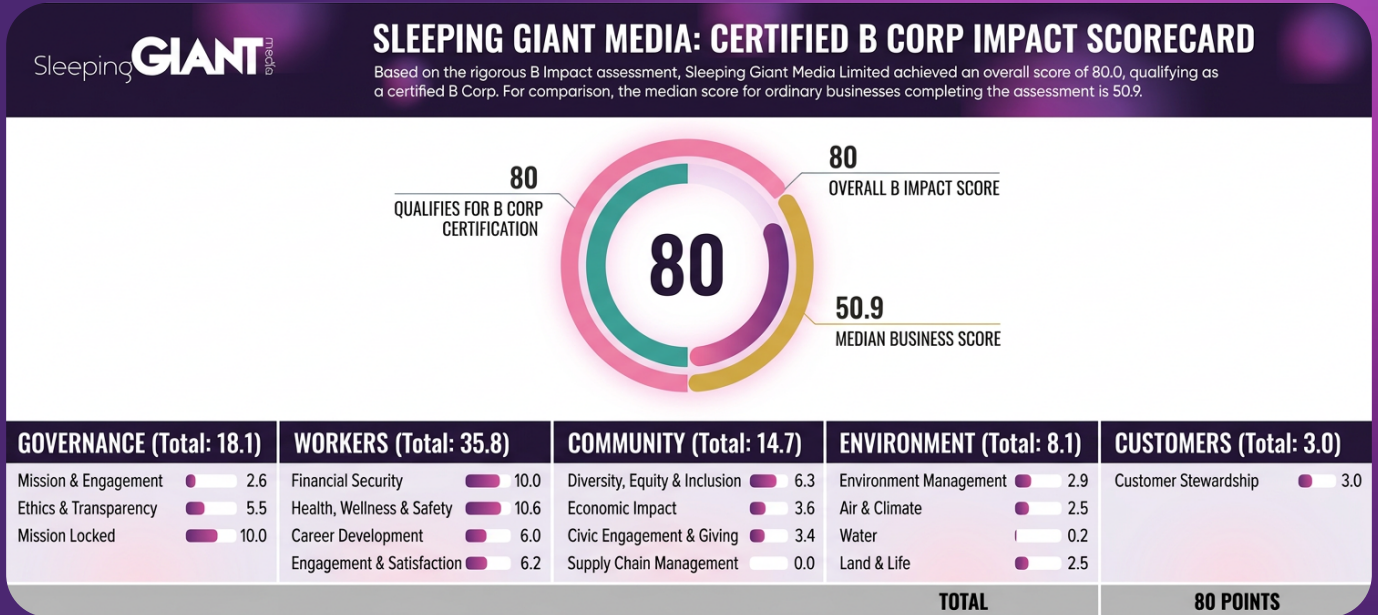
**2024 - Assessment Start**  
Initiated the official B Impact Assessment with B Lab UK.



**2025 - CERTIFIED B CORP!**  
Sleeping Giant Media achieves full certification.



# OUR B CORP VERIFIED SCORE



Certified with 80.0 points and proud to begin our journey

In September 2025, Sleeping Giant Media officially became a Certified B Corporation with a verified score of 80.0 points.

Every point reflects months of reflection, rewriting and rethinking how we work, from updating policies and reviewing suppliers to strengthening how we support our people. This achievement belongs to the whole team.

We also recognise that B Lab’s new standards have evolved beyond a points-based system. Future certifications will focus on meeting defined, measurable requirements across key impact areas. We welcome that change because it mirrors the way we already think about progress: as continuous, practical and purpose-driven, not just a number on a page.

As we move forward, we’ll use the B Impact Assessment to guide our improvements and ensure we continue to grow as a business that’s good for people and the planet.

## 2025 HIGHLIGHTS

AREA	IMPACT
<b>B Corp Progress</b>	Officially accredited as a Certified B Corporation on 23rd September 2025.
<b><u>Real Living Wage</u></b>	100% of employees, including entry-level paid RLW or higher.
<b><u>Better Business Act</u></b>	Reaffirmed our support for responsible governance and people first capitalism.
<b>Gender Pay Equity</b>	Completed annual review – equitable pay across roles.
<b>Flexible Work</b>	Continued remote and hybrid options.
<b>Sustainability</b>	Completed Scope 1-3 carbon assessment and developed our second reduction plan with Positive Planet.
<b>Community Impact</b>	Regular charitable donations and volunteering initiatives.
<b><u>Disability Employment Charter</u></b>	Signed the Disability Employment Charter (Disability Employment Charter)



## 2025 AT A GLANCE

- 80.0 B Corp Score – officially certified on our 17th birthday
- 85.7% new starter retention – above industry benchmark
- 40.8% turnover rate – within normal agency benchmarks
- 65.4% core team retention – showing stability through change
- £672.55 donated – supporting 9 charities across Kent and the UK
- 2 community litter picks organised – making a visible local impact
- 100% of staff paid the Real Living Wage from day one
- Scope 1–3 carbon emissions assessed and reduction plan launched
- 1 new wellbeing partner: Able Futures – free mental health support for all
- 1 Supported Intern hired into full-time role through Kent County Council
- Supporter of Folkestone Pride – visibly backing inclusion
- Supplier ethics questionnaire launched – driving responsible procurement
- Partnered with 3 ethical suppliers including Truemark Coffee and Naked Paper
- All staff and new starters receive menopause and ED&I training – inclusivity in action
- Signed the Disability Employment Charter – pushing for national change
- Provided food (vegan too) including breakfast, lunch, fruit, snacks for staff every day, every week
- Shared internal guidance on Amendment 130 – nature protection advocacy

## REAL LIVING WAGE EMPLOYER

We are proud to be an accredited Real Living Wage Employer, ensuring that every member of our team earns a wage that truly reflects the cost of living, not just the government minimum.

### Why it Matters

The Real Living Wage is independently calculated each year by the Living Wage Foundation based on what people need to get by. By committing to it, we ensure that our Giants, as well as contracted workers and third-party staff (like cleaners and suppliers where possible), are paid fairly for their time and contribution.

### Our Commitment in Action

- Every employee, regardless of age or role, earns the Real Living Wage or above.
- We review pay structures annually to maintain transparency and equity.
- As part of our B Corp journey, we've embedded pay equity analysis by gender to ensure fairness across the organisation.
- We communicate clearly about pay progression, ensuring openness around compensation practices.
- Our Real Living Wage commitment aligns directly with our values of Accountability and Self-awareness, recognising that doing good business starts with taking care of our people.

**"Achieving B Corp status has formalised what we've always believed: you don't sacrifice your people for profit. Staying a Real Living Wage employer is a non-negotiable for us, ensuring every Giant is paid based on the actual cost of living. It's a simple case of doing right by the people who make this business what it is."**

- Ant Klokkou, Managing Director,  
Sleeping Giant Media



We are a  
**Living Wage**  
Employer

## THE BETTER BUSINESS ACT

We are proud supporters of the Better Business Act (BBA), a coalition of UK businesses calling for an amendment to the Companies Act to ensure every business aligns their interests with those of people, communities and the planet.

# better business act

### Why We Joined

We believe that businesses have a responsibility to act in the best interests of all stakeholders, not just shareholders. Joining the Better Business Act means publicly advocating for this change in UK law and modelling the behaviours we want to see become the norm.

### What it Means for Us

Our alignment with the BBA reinforces our commitment to:

Responsible governance – balancing profit with purpose in decision-making.

Transparency – reporting annually on our social and environmental impact.

Accountability – ensuring directors consider all stakeholders when making decisions.

Leadership – using our platform to encourage others in the digital and creative sectors to do the same.

### Our Broader Impact

Through our B Corp accreditation, we already operate in the spirit of the Better Business Act. We go beyond compliance, embedding ethics, equity and environmental responsibility into how we work, from client partnerships to internal culture.

**“The Better Business Act captures what we’ve always believed, that good business should be good for everyone.”**

– Luke Quilter, CEO, Sleeping Giant Media

## WHERE OUR IMPACT LIVES

### Our People

Our people are the heartbeat of Sleeping Giant Media.

**Employees:** 48

**Gender Split:** 58.7% female and 41.3% male

**Retention rate:** 65.4%\*

**Turnover rate:** 40.8%\*

**New-starter retention:** 85.7%\*

\*Data collected 01/01/2025-31/12/2025

### Company Demographics

GENDER	NUMBER	PERCENT
Female	27	58.7
Male	19	41.3

As of the end of 2025, Sleeping Giant Media's team comprises 27 women and 19 men, meaning 58.7% of our workforce identifies as female and 41.3% as male.

This overall gender distribution reflects strong representation of women across all levels of the business, including technical, creative and leadership roles. We're proud to buck the trend in an industry where women are often underrepresented, particularly in digital and data-focused disciplines.

While we recognise that gender is just one dimension of diversity, we continue to track this data alongside other demographic insights to help us identify gaps, challenge bias and promote greater equity across our workplace.

## Gender Balance in Leadership

As of 2025, our senior leadership team is evenly split by gender, with 50% women and 50% men. Achieving this balance is a significant milestone, particularly within the digital marketing industry, where senior roles are often male-dominated.

This gender parity supports better decision-making, increased innovation and a more inclusive organisational culture. It also reflects our broader commitment to equity and representation across all levels of the business.

We continue to monitor diversity within our leadership and management structures as part of our ongoing commitment to inclusive growth and transparent governance.

## Inclusion Beyond The Numbers

We recognise that true inclusion goes beyond data points, it's about creating a culture where every individual feels safe, respected and valued, no matter their background or identity.

We're proud to support a diverse team made up of people of different faiths, sexualities, gender identities and neurotypes, as well as colleagues with disabilities, caring responsibilities and varied life experiences.

Whether someone is a parent, a carer, neurodivergent, or navigating a different stage of life, we strive to provide the flexibility, understanding and support they need to thrive.

Through inclusive policies, accessible workspaces and open dialogue, we aim to foster a culture where difference is celebrated and where everyone is empowered to bring their full selves to work.



## Wotter

We believe listening is just as important as leading and that feedback shouldn't be something you only collect once a year.

That's why we use Wotter, an always-on employee feedback platform that gives our Giants the chance to share their thoughts, concerns and ideas in real-time, completely anonymously.

Wotter provides us with regular, meaningful insight into how our people are feeling across key themes such as wellbeing, workload, management, team dynamics and DEI. It also helps us track trends over time and act quickly when something needs attention.

### **In 2025, we used Wotter to:**

- Collect weekly employee sentiment across the business
- Monitor themes like happiness, support, recognition and stress
- Benchmark ourselves against industry averages
- Identify hotspots and improve specific areas of the employee experience

This feedback fuels the work of our Squads and People Team, helping us build policies and programmes that reflect the real needs of our people, not assumptions.

Wotter's insights are one of the reasons we've been able to improve new starter retention, adapt our wellbeing offering and strengthen our culture during a year of growth and change.

Average Wotter Score For 2025: 499 out of 700

eNPS: Increased by 59.57 points in 2025



## What We Are Getting Right

Wotter feedback in 2025 showed that our Giants feel confident in how we handle employee issues, with many highlighting the openness, empathy and speed of response from both managers and the People Team.

We also saw consistently high scores for having a respected manager, with Giants praising the approachability, fairness and supportiveness of their line managers, a clear reflection of the culture of trust we've built.

Finally, team cohesion stood out as one of our greatest strengths. Despite hybrid working and a changing environment, our teams remain connected, collaborative and aligned, something we work hard to protect and nurture every day.

## Where We Can Improve

Wotter feedback throughout 2025 highlighted that financial wellbeing remains a top concern for our Giants, especially in the context of the rising cost of living and wider economic pressures.

In 2026, we're committed to going further. We'll continue to champion financial wellbeing through transparent communication, fair pay practices and access to tools and support that help our Giants feel more financially secure, both now and in the future. Because supporting our people means supporting the full picture of their wellbeing.

## Stability, Growth and Retention.

Our people are at the heart of everything we do at Sleeping Giant Media. Creating a workplace where people feel supported, valued and able to grow is central to our mission and we believe that measuring how we retain and support our team is a key part of holding ourselves accountable.

Alongside qualitative feedback gathered through engagement surveys and ongoing conversations, we track a small number of people metrics to help us understand team stability, workforce movement and how effectively we support employees at different stages of their journey with us. The data below covers the period 1 January 2025 to 31 December 2025.

## Welcoming New Giants

In 2025, we were thrilled to welcome 14 new Giants into the Sleeping Giant Media team. Each new face brought fresh skills, creativity and passion, helping us evolve, grow and stay future-focused.

From strategy and content to data, creative and client services, our new starters strengthened every part of the business. More importantly, they added to the culture, contributing new ideas, diverse perspectives and the Giant energy we value so much. We invest time and care into onboarding every new team member and in 2025, this helped us achieve a new starter retention rate of 85.7%, well above the industry average.

## Promotions: Where Giants Grow

Our people are the pulse of Sleeping Giant Media, delivering results for clients, shaping our culture and championing our values every day. Supporting their development, confidence and career growth isn't just a priority. It's the foundation of who we are.

We believe in growing from within. In 2025, 14 Giants were promoted into new roles across SEO, Paid Media, Client Services, Marketing, People, Data and Operations. That's over 25% of our team progressing into positions with greater responsibility, leadership and impact.

These promotions reflect more than just job title changes, they show the potential, dedication and capability of the Giants who stepped into something new. Whether leading teams, owning strategy, or helping shape the future of our services, every one of these individuals has contributed to our continued growth and culture.

Through regular 1:1s, personal development plans and a supportive leadership team, we aim to ensure every Giant feels empowered to take the next step when they're ready.

We're proud of every Giant who took a new step forward in 2025 and we'll keep building a workplace where talent is recognised, opportunities are shared and growth is always on the table.





## Retention and Turnover

In 2025, our core team retention rate was 65.4%. This figure measures the proportion of employees who were employed at the start of the year and remained employed at the end of the year. By focusing specifically on the January cohort, this metric provides insight into the stability of our established team and avoids being distorted by short-term or mid-year hires.

Retention rates within digital marketing agencies typically range between 60–75%, reflecting the fast-moving and competitive nature of the sector. Our 2025 retention rate sits within this industry norm and reflects a year that included organisational change alongside continued investment in wellbeing, flexibility and inclusive workplace practices.

Our turnover rate for 2025 was 40.8%, calculated as the number of employees who left during the year compared to the average headcount. Turnover provides a broader picture of overall workforce movement and includes all leavers, regardless of tenure or reason for leaving. While this figure sits at the upper end of typical agency benchmarks (generally 30–40%), it is important to consider it in context.

A proportion of 2025 turnover was driven by short-tenure and early-career exits rather than long-standing employees, reinforcing the value of looking at retention and turnover together rather than in isolation.



## Supporting New Starters

To better understand the experience of employees joining Sleeping Giant Media, we also track new-starter retention. In 2025, our new-starter retention rate was 85.7%, meaning the majority of employees who joined during the year remained employed at year end.

New-starter retention above 80% is generally considered strong within the digital agency sector and provides reassurance that our recruitment processes, onboarding approach and early-tenure support are working effectively. This metric helps us identify whether expectations are being set clearly, whether roles are well matched and whether new employees feel supported during their first months with us.

In 2025, all new Giants completed training on menopause awareness and equality, diversity and inclusion (EDI) as part of their induction. This reflects our belief that inclusion and wellbeing should be introduced from day one, not added as an afterthought.

## Using Data to Drive Improvement

Taken together, these metrics help us build a more complete picture of our workforce. While 2025 was a year of change, the data shows continued stability within our core team alongside strong retention of new starters. This reinforces our belief that inclusive policies, flexible working, open communication and proactive wellbeing support are essential foundations for long-term engagement and job satisfaction.

As we look ahead, we will continue to track these metrics year on year, using them not as targets in isolation but as tools to inform better decision-making, strengthen early support and ensure that Sleeping Giant Media remains a workplace where people can thrive.

## Turning Insight Into Action

We believe inclusive workplaces don't happen by accident. They are built through intentional policy, education and long-term commitment. In 2025, we continued to strengthen this approach through the commitments we've made and the way we embed them into everyday working life.

**Disability Employment Charter** - In 2025, Sleeping Giant Media signed the Disability Employment Charter, reinforcing our commitment to improving access to work, fair pay and long-term employment opportunities for disabled people. While the Charter calls for systemic change at a national level, our focus as an employer is on the actions we can take within our own workplace, inclusive recruitment, flexibility, meaningful support and practical workplace adjustments.

**Able Futures** - We were proud to begin a partnership with Able Futures, a UK Government-funded initiative that provides confidential mental health support for people in work. Able Futures offers free, one-to-one advice and guidance from qualified mental health professionals, helping individuals to cope with emotional and psychological challenges that may affect their performance and wellbeing.

We recognise that mental health is not one-size-fits-all and different people may need different kinds of support. This partnership ensures that all of our Giants, regardless of role or circumstance, have access to personalised, professional help when they need it most.

**“Partnering with Able Futures means that support is always available, confidential and completely tailored to the individual. It's one more way we're making mental wellbeing part of everyday life, not just a policy or a pledge.”**

**Sleeping Giant Media People Team**

This new partnership complements our existing efforts, including mental health awareness training, flexible working and our open communication culture. Together, these measures reflect our belief that wellbeing is an essential foundation for performance, growth and job satisfaction.



**Menopause Workplace Pledge** - We signed the Wellbeing of Women Menopause Workplace Pledge in 2024 and we continue to champion it as part of our ongoing commitment to building a workplace where people feel supported at every stage of their working lives. While our workforce is predominantly younger, we believe inclusive policies should be in place before people need them and that education and openness are key to breaking down stigma. To help make that commitment real in day-to-day culture, all new starters receive menopause training as part of onboarding, alongside clear guidance and signposting to support.

Together, these commitments reflect how we approach inclusion at Sleeping Giant Media. Rather than treating support as reactive or exceptional, we aim to build a workplace where flexibility, understanding and dignity are built in from the start and where every Giant can do their best work.



## Recognition For Putting People First

In 2025, Sleeping Giant Media was named the Regional Winner for People & Work – Business of the Year in the British Chambers of Commerce Chamber Business Awards.

This award recognises businesses that put people at the heart of their strategy, through strong employee engagement, innovative practices and inclusive workplace culture.

It's a testament to the work we've done in areas like pay equity and Real Living Wage accreditation

- Mental health and wellbeing programmes
- DEI and menopause awareness training
- Career progression and internal promotions.

We're proud to be recognised for doing business in a way that's good for people and we'll continue to build on this success in 2026 and beyond.



## OUR PLANET

We're a digital business, but that doesn't mean we don't have an environmental footprint. In 2025, we made big strides in understanding and reducing our impact on the planet, from carbon accounting to everyday waste decisions.

Our approach to sustainability is led by our internal Green Squad, who help bring everyday eco thinking into the workplace through peer-led tips, company-wide campaigns and behaviour change initiatives. We believe small, intentional shifts, backed by better data and transparent practices, are how we create real change.

### Carbon Accountability

In 2025, we completed a full Scope 1, 2 and 3 carbon assessment. This gave us a full picture of the impact of our:

- Energy usage in the office
- Team travel and commuting
- Remote work emissions
- Digital infrastructure and software
- Supply chain and purchased goods

We have a Carbon Reduction Plan in place, focused on minimising emissions where possible. The biggest contributor? Digital tools and external suppliers, which has shaped how we approach procurement moving forward.



## Sustainable Procurement

We believe procurement is one of the most practical ways we can turn our values into everyday action. That means thinking beyond cost and convenience and considering the wider social and environmental impact of the partners and suppliers we choose to work with. From the products and services we purchase, to the organisations we collaborate with, we aim to make decisions that support responsible business practices, reduce harm and contribute positively to our communities.

We aim to partner with businesses that:

- Operate with transparency and integrity.
- Hold recognised ethical certifications such as B Corp, Fair Trade, or Living Wage accreditation.
- Are women-owned, Black- or minority-owned, or otherwise contribute to representation and inclusion within supply chains.
- Show strong commitments to sustainability, carbon reduction and responsible sourcing.

When evaluating suppliers, we look beyond cost, we consider alignment with our mission, local impact and the long-term environmental footprint of our operations.



In 2025, we strengthened this approach by developing a Supplier Questionnaire to help us assess how well our partners and suppliers align with our values and B Corp commitments. The questionnaire helps us build a clearer picture of supplier practices across key areas including ethical and legal compliance, environmental responsibility, fair pay and labour standards, health & safety, data protection and justice, equity, diversity and inclusion. It also gives suppliers the opportunity to share any relevant policies, certifications, or commitments, helping us make more informed decisions and encourage transparency in our wider supply chain.

In November 2025, we began rolling the questionnaire out by sharing it with selected existing partners and suppliers. This marks an important step in embedding responsible procurement into our day-to-day operations, not as a one-off exercise, but as an ongoing part of how we choose, review and build long-term supplier relationships.

## Who We Work With

Our day-to-day purchases already support several local, ethical and sustainable brands:

- **Lost Sheep Coffee** – An independent Kent-based roaster sourcing direct-trade beans with full supply-chain transparency.
- **Truemark Coffee** – Certified B Corp and certified carbon-neutral brand focusing on ethical sourcing and sustainable packaging.
- **Naked Paper** – Certified B Corp, recyclable, plastic-free paper products designed to lower office waste.

These everyday choices reflect our commitment to supporting businesses that share our belief in doing good through good business.



## Continuous Improvement

Looking ahead, we'll continue to refine our responsible procurement approach, using what we learn to strengthen our supplier standards over time, prioritise partner relationships that share our commitment to positive impact and work collaboratively with suppliers who are on a journey to improve.

In 2026, we'll formalise our Sustainable Procurement Policy, setting out clear evaluation criteria for suppliers and embedding environmental and social responsibility into every purchasing decision. This policy will ensure:

- Preference for B Corp-certified and diverse-owned businesses wherever possible.
- Increased transparency, including publishing an annual summary of our key suppliers and their ethical credentials.
- Collaboration with suppliers to support sustainability improvements, from packaging and transport to waste reduction.



## Advocacy In Action

As part of our wider commitment to people and planet, we also supported staff awareness around proposed changes to UK nature protections. After receiving an update from Kent Wildlife Trust, we shared information internally about Amendment 130 of the Planning & Infrastructure Bill - an amendment designed to safeguard wildlife and natural habitats during development. We offered staff an optional link from The Wildlife Trust to contact their MP if they wished to support the amendment. There was no expectation to take part; this initiative simply aligned with our values of environmental responsibility and informed citizenship.

## OUR COMMUNITY

We're committed to giving back.

Our commitment to community impact goes beyond charitable donations. We're proud to share our time, expertise and resources to support learning, inclusion and local collaboration.

**Beacon Plus:** In March 2025, we hosted Beacon Plus at our office for National Careers Week, welcoming young adults with additional needs to explore career opportunities in the digital industry. Beacon Plus provides specialist programmes that help students develop workplace skills and confidence and it was an honour to show them what life is like inside a purpose-driven business.



**Kent Training & Apprenticeships:** In July 2025, we partnered with Kent Training & Apprenticeships (part of Kent County Council) through the Supported Internship programme, which helps young people who face additional barriers to employment access meaningful work opportunities. Through the programme, Jane joined Sleeping Giant Media on a supported placement designed to build confidence and provide real experience, with flexible hours, on-site Job Coach support and regular check-ins to ensure the placement worked for both Jane and our team. Jane quickly demonstrated real skill and potential. After several months with us, they applied for one of our open roles and we're proud to say Jane is now part of the team in a full-time position. For other Kent employers, we'd strongly encourage exploring the Supported Internship programme. With the right support in place, it's a practical way to open up opportunities, grow talent and make recruitment more inclusive.

Our ongoing community impact includes:

- **Local Giving:** Donations to Kent-based charities and community causes.
- **Volunteering:** Introduced paid volunteering days for all staff.
- **Education & Advocacy:** Openly sharing our B Corp journey and ethical marketing practices with others in our industry.

These initiatives reflect what community means to us, care, collaboration and contribution. We're proud to use our platform to make a difference where it matters most: close to home.



## Charity & Giving

We believe that our responsibility extends far beyond our office and clients. Supporting the communities around us, locally, nationally and globally is a key part of how we live our values and measure success.

We focus our charitable giving and volunteering on causes that align with our mission and values:

- Empowering people through education, equity and wellbeing.
- Protecting the planet by supporting environmental and sustainability initiatives.
- Building community through local partnerships and small charities close to our team's hearts.

## Our Impact in 2025

In 2025, our Giants came together to support charities that make a tangible difference in people's lives.

**Folkestone Pride:** We supported Folkestone Pride as part of their "Window Sticker Scheme", joining other local businesses committed to creating safe and inclusive spaces across the Folkestone & Hythe District.

**Reed Maidstone Easter Egg Collection:** We proudly donated £79.80 worth of Easter eggs to Reed Maidstone's charity drive in support of Demelza Children's Hospice and Crossroads Care Kent. Both charities provide vital services to families across Kent from caring for children with serious illnesses to supporting unpaid carers who dedicate their time to others.

**Kent Association for the Blind:** We made a donation of £50 to support Ray Johnson as he took on the London Marathon to raise funds for the Kent Association for the Blind. This donation helped support vital local services for people living with sight loss across Kent, including advice, practical support and opportunities to maintain independence and wellbeing.

**Prostate Cancer UK:** We supported Prostate Cancer UK through a £251.50 donation connected to our client Kwik Fit, who were taking part in the Half Marathon. This contribution helped fund vital work to raise awareness, improve early diagnosis and support people affected by prostate cancer, while backing the time, effort and commitment involved in taking on a physical challenge for a meaningful cause.

**Air Ambulance UK:** We made a £30 charity donation as part of a Kwik Fit charity event, supporting Air Ambulance UK and its vital, lifesaving work across the UK. Funds raised through the event help to support emergency air ambulance missions, which provide rapid medical care in critical situations and save lives within local communities.

**South Kent Mind:** We supported South Kent Mind through a team bake sale fundraiser, raising £53 to help champion better mental health across our local community. Alongside this, we also welcomed optional staff donations towards flu jabs, with all contributions donated to Kent Mind. Together, these initiatives gave our Giants a simple, people-first way to support wellbeing locally and contribute to the vital services Mind provides across Kent.

### Reed Maidstone Advent Calendar

**Collection:** Later in the year, Sleeping Giant Media and our Giants continued our support for Demelza Children's Hospice and Crossroads Care Kent by donating Advent calendars to help bring festive cheer to the families they support. Thanks to contributions from the business and generous donations from our team we collectively raised £100.25. This incredible total enabled us to donate over 40 Advent calendars, helping to brighten the holiday season for families facing challenging circumstances and reflecting our ongoing commitment to giving back to our local community.

**Christmas Jumper Day:** We joined Save the Children's Christmas Jumper Day, coming together as a team to raise money and awareness for children who need support most. In total we managed to raise £63.

**Just One Tree:** We supported Just One Tree by donating £45 as part of our Giants' work anniversary celebrations. Rather than marking milestones with physical gifts, we chose to donate on behalf of our team to help fund tree planting and global reforestation efforts. This contribution supports the restoration of natural habitats, helps protect biodiversity and contributes to tackling climate change. It reflects our belief that recognising our people and caring for the planet can go hand in hand and our commitment to making thoughtful, planet-positive choices as we celebrate our Giants.



## Volunteering

In 2025, we recorded 8.5 hours of volunteering. While still in the early stages, this marks the beginning of a more structured approach to volunteering at Sleeping Giant Media.

We know our team cares deeply about their communities and in 2026 we hope to see more Giants making use of the time available to support causes they're passionate about.

As we continue to develop this initiative, we'll be looking at ways to raise awareness, remove barriers to participation and celebrate the impact our people are making beyond the workplace.

### 2025 Total

Total charitable donations – £672.55  
Number of charities supported – 9  
Volunteer hours recorded – 8.5 hours

### Our Ongoing Commitment

We aim to make our charitable giving meaningful, measurable and aligned with our values. Rather than an open nomination system, we intentionally choose charities that reflect Sleeping Giant Media's mission and address a broad range of impact areas, from people and community to the environment.

Each year, we'll review and select organisations that:

- Support causes connected to wellbeing, equity and education.
- Contribute to environmental protection and sustainability.
- Make a tangible difference within our local community and the wider world.

By taking this approach, we ensure our giving remains purposeful and balanced, supporting a range of causes that together reflect who we are and what we stand for.

**"Our goal isn't just to donate, it's to contribute thoughtfully, to causes that reflect our values and help create a fairer, kinder and more sustainable world."**

Sleeping Giant Media People Team





## WHAT IS NEXT?

As we move into 2026, we're not looking to rest on the momentum of our B Corp certification, we're focused on taking it further. This next chapter is about embedding our values more deeply into the everyday, measuring what matters and leading by example.

We'll be strengthening the ethical backbone of our operations by deepening our work on sustainable procurement. That means continuing to assess suppliers not just on what they deliver, but how they operate, prioritising transparency, environmental impact and social responsibility across our supply chain.

Volunteering will also take centre stage, as we expand our internal programmes and introduce better ways to track the hours our team contributes to community and cause-led initiatives. This will allow us to capture the full picture of our impact, not just financially, but socially.

On the communications front, we'll continue championing ethical marketing practices and thoughtful use of AI, ensuring our work remains honest, inclusive and aligned with our values, no matter how fast the digital world evolves.

And finally, we'll begin to share more about our B Corp journey, through content and partnerships, in the hope it inspires other businesses to take action too. The recertification process is also on our radar and while it might seem early, we're keen to start now so that continuous improvement becomes second nature, not a last-minute sprint.

2026 will be a year of action, education and deepening what we've already built, with impact at the heart of it all.

## THANK YOU

We'd like to thank all of our clients, partners and suppliers for being part of our journey to becoming a Certified B Corporation. Working with people and businesses who share our values makes everything we do more meaningful and we're proud to collaborate with so many organisations driving positive change. A special thank you goes to Roger Williams, our external consultant, who was a fantastic support and guided us throughout our certification journey. His challenge and encouragement helped us build something meaningful and ensured our submission genuinely reflected who we are as a business.

We're incredibly proud of the progress we've made so far and we know there's always more to do. Joining the B Corp community has inspired us to keep improving, to listen, to learn and to keep finding better ways of doing business. Most importantly, a huge thank you to all of our Giants. Every policy written, every initiative launched, every small change made, it all comes down to your energy, care and commitment. This is very much a team effort and we're lucky to have such passionate people shaping what Sleeping Giant Media stands for.