

# DON'T CRY WOLF



| 2019 – A YEAR IN REVIEW

4th March 2020  
**CEO Report**



**John Brown – CEO**

**When I set up Don't Cry Wolf, I thought I was in for five years of working from my spare room, frantically trying to convince clients to work with me and my family to stick by me.**

**We've got two years under our belt and I'm still having to pinch myself about everything that's happened.**

**So here is our summary.**

# | Charity

We've grown the team from two people to ten. Ten extraordinary misfits and menaces all working in their own unique style towards a shared vision of executing PR and branding in an honest, transparent and rewarding way.

This incredible team earned just over **£1m in revenue**, which is exciting. **With our 1.5% revenue to charity** commitment, that equates to **£15,000 for worthwhile and tear-jerkingly important causes.**

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This money has gone to causes such as: **Compass For Life Foundation**, **The Children's Trust**, **Ovarian Cancer Trust**, **Hector's House**, **Support Dogs** and **Cobalt**

# | Environment

Our environmental policies were fleshed out so that everyone was clear about what we need to do to achieve **net carbon neutrality by 2021**. In preparation for this, **we offset 23.91 tonnes of CO2 to cover off 2019 air travel** for the business. While offsetting is useful, really, we don't want to produce the emissions in the first place.

We also **switched to an office that is on 100% renewable energy.**

Finally, we ensured our website is hosted on **carbon neutral servers** courtesy of our smart and sexy Cornish friends, Leap.



# | People

We also wanted to ensure our team was supported in the best way possible.

So, we set up an **apprenticeship scheme** that would give us a robust platform for hiring a school leaver, **which we then promptly did.**

We also put in place **policies for ethical remote working (enabling all our staff to make sustainable and ethical choices when it comes to home offices, stationery, and working practices), carbon-conscious travel and a menopause clause** that gives support to people during that time and helps us recognise and prioritise health and wellness across the company.



**SAVE THE  
FUUCKING  
WORLD**

~~Dalai Lama~~

**DON'T CRY WOLF**

# | Governance

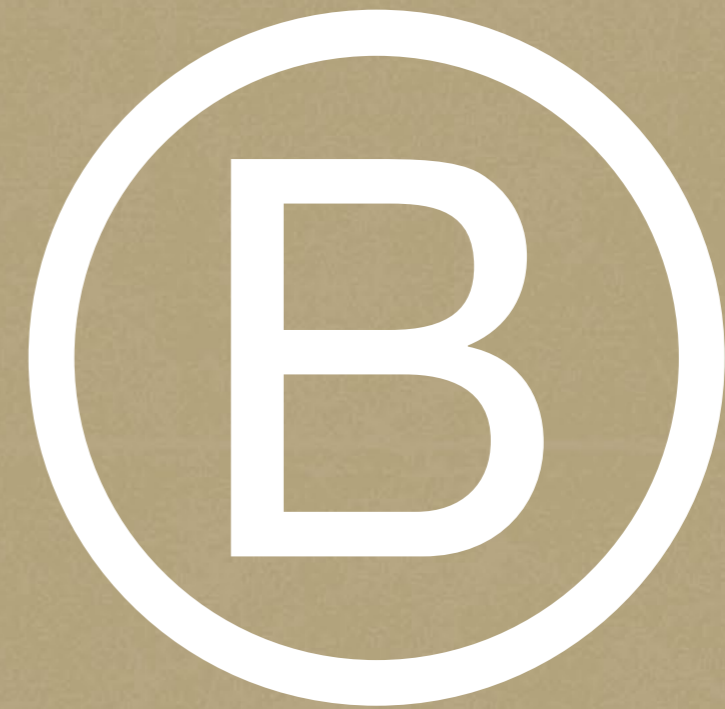
We went from B Corp Pending, to fully **B Corp Certified**, scoring above 95 points in our Impact Assessment.

Part of our B Corp certification involved **changing our articles of association so that we always focus on the triple bottom line.**

To keep us honest, we hired **Rachel Bell as NED and invited her to join the board.**



# Certified



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# Corporation

## Areas for improvement

There's still a shit load to do.

We're still not hot on diversity. **While we have a 75% female and 25% split on our board and business,** we only have **one person from an ethnic minority in our team** and that's way off being representative of the UK population. We're working through making our organisation as attractive as possible to everyone while looking at how we remove bias from our recruiting process.

We need to improve our knowledge and policies **around gender and LGBTQ+**, the thinking around both of which have taken great leaps forward in the last 12 months and we're playing a bit of catch-up.

**Our environmental footprint is still only 50% measured and acted upon.** We've done the big stuff around travel and wider energy consumption. But we need to explore our day-to-day working practices in serious depth to achieve net neutrality.

We want to do more in our communities. **Our charity work has been strong, but there is a bubble forming around London and close to home charities.** We need to branch out and get our good work and resources sweating across the UK.

**Our  
charity  
work  
has  
been  
strong**

# Investment areas and action plan

To address the areas of improvement we're making a commitment around the following.

We'll ensure 40% of our charitable donations are outside London. We'll report on this by January 2021.

We'll invest in the drafting of refreshed policies around LGBTQ+ and gender and everyone in the organisation will undertake refresher training. We'll aim to have this completed by the end of Q2 2020.

We'll be bringing onboard another NED focused on environment and carbon footprint. We'll aim to have this completed by Q2 2020.

We'll invest in an external agency to work with us and verify our carbon net neutrality by 2021. We'll aim to have this completed by Q3 2020.

We'll invest in expanding our apprenticeship scheme to incorporate outreach into schools from more ethnically diverse communities. We'll aim to have this completed by Q3 2020.

We'll be reviewing our pension scheme to ensure that financial investment is made into sustainable areas. We'll aim to have this completed by January 2021.





# I Conclusion

I love every single person that has helped to make Don't Cry Wolf what it is today.

We will continue to be ourselves, as we don't know any other way. Along the way we hope our clients love us, our team adore each other and our planet benefits.

Thank you from the bottom of my heart.

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