

ESG Report

**Environmental, Social, and
Governance**

2024–25



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1. Introduction

Capacity Marketing for Charities is best known for organising and running the Free Wills Month campaign, targeting the general public, and the National Free Wills Network which connects a charity's target audience with local law firms.

Capacity Marketing for Charities takes pride in being a mindful employer, offering a flexible, hybrid working model for our team. We ensure inclusivity, sustainability, and fairness in our practices by upholding our Living Wage Employer status and supporting workplace wellness through initiatives like the Women's Workplace Wellness Advocate programme.

Over 300 charities helped

20 members of staff

Free Wills Month

£45,791,883 raised in future legacy income
7,565 Wills with gifts
Pecuniary gifts 7,339
Residual gifts 695
Specific gifts 14

National Free Wills Network

£151,784,896 raised in future legacy income
14,624 Wills with gifts
Pecuniary gifts: 10,431
Residual gifts: 1,945
Specific gifts: 90



2. A Message from Richard Millar, Managing Director

At Capacity Marketing for Charities, we recognise that our responsibility extends far beyond the services we provide to charities. Strong Environmental, Social, and Governance principles are embedded in our approach, ensuring that we operate with integrity, sustainability, and a commitment to positive impact.

Over the years, we have taken meaningful steps to reduce our environmental footprint. While we have long been recognised as a Plastic Free Business Champion, our focus remains on continuous improvement by reducing waste, minimising emissions, and making more sustainable choices.

Through the Capacity Carbon Crunchers and our partnership with the Carbon Zero Partnership, we are working towards ambitious carbon reduction targets, ensuring that we play our part in tackling environmental challenges.

Our social impact continues to be a driving force behind our work. Through initiatives like the National Free Wills Network and Free Wills Month, we help people leave legacies that provide vital long term support to charities. By aligning our efforts with the UN Sustainable Development Goals, we remain committed to ethical business practices, transparency, and responsible procurement.

However, none of this would be possible without our people. Our team is at the heart of everything we do, and we are dedicated to fostering a workplace that is fair, inclusive, and supportive. From our Living Wage Employer status to our hybrid working

model and wellbeing initiatives like the Women's Workplace Wellness Advocate programme, we prioritise our employees' development, health, and happiness. We believe that by empowering our people, we strengthen our ability to make a meaningful impact in the wider world.

As we look to the future, we remain committed to leading by example by championing sustainability, supporting charities, and creating a working environment where our people can thrive. A major part of this forward journey is our current progress toward achieving B Corp certification, a rigorous process that reflects our ongoing dedication to meeting the highest standards of social and environmental performance. For us, this commitment is not just a responsibility, it is a fundamental part of who we are.

Richard Millar

Managing Director, Capacity Marketing

3. Our ESG Approach

Vision and Mission

Our mission is to empower charities through legacy giving while advancing our commitment to environmental sustainability and social responsibility.

Key Highlights

- Plastic Free Business Champions through Surfers Against Sewage
- Reduced total carbon emissions from 132.5 tCO₂e to 76.95 tCO₂e (42% reduction)
- Working towards Net Zero by 2050
- Targeting a 32% carbon reduction by 2030



4. Environmental Responsibility



4. Environmental Responsibility cont...

At Capacity, we are committed to reducing our environmental impact. Our “Green Policy” drives sustainable practices in energy use, waste management, and procurement, helping us move toward a low-carbon future.

Our Environmental Initiatives

Capacity Carbon Crunchers: Our dedicated internal team, the Capacity Carbon Crunchers, oversees the company's carbon reduction strategy and ensures that we stay aligned with our environmental goals. This team leads initiatives across all departments, from waste reduction to sustainable procurement, and actively promotes environmental awareness within our workforce.

Pathway to Carbon Zero Partnership: During 2024–25, Capacity partnered with Pathway to Carbon Zero to complete a comprehensive carbon assessment and reduction plan. This work has provided a robust framework for measuring Scope 1, 2 and 3 emissions, establishing reduction targets, and supporting our journey towards Net Zero by 2050.

Plastic-Free Business Champion: Recognised by Surfers Against Sewage, we are proud to be a Plastic Free Business Champion, actively working to eliminate single-use plastics from our operations and encourage sustainable alternatives.

Zero Waste Goal: Using recycled and plastic-free materials for office supplies, we aim to reach a Zero Waste milestone.

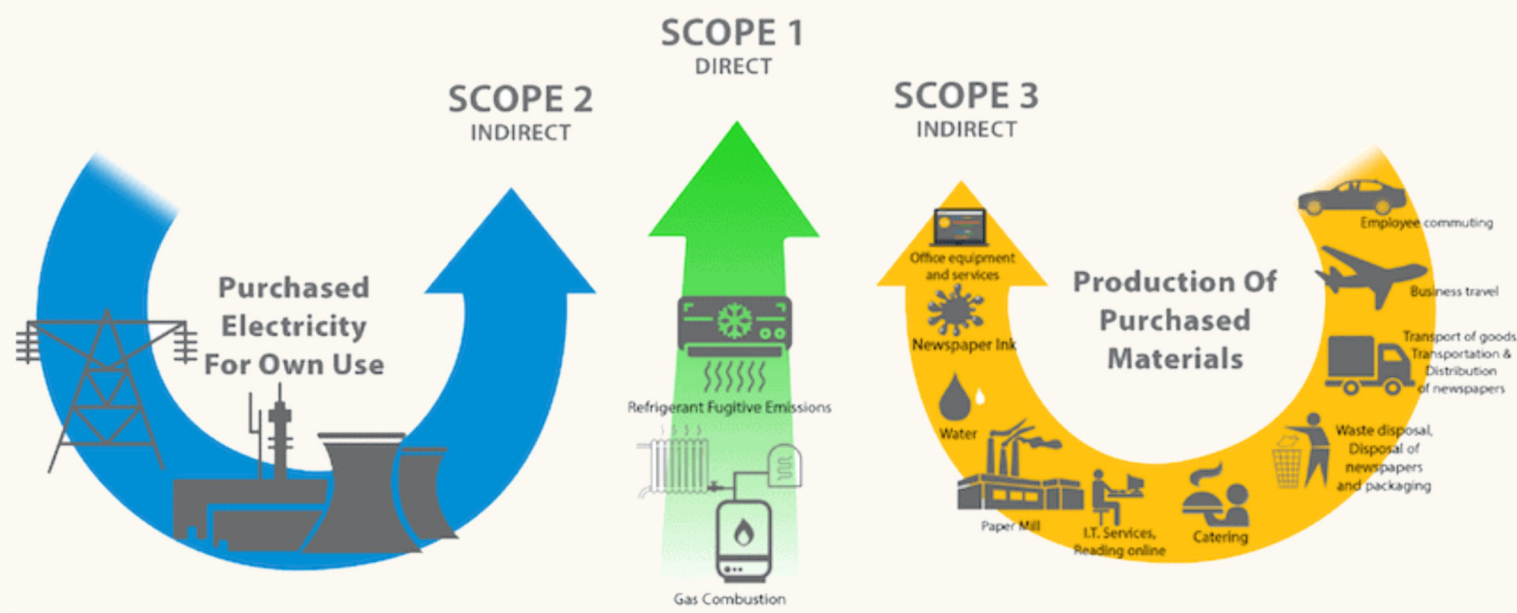
Carbon Reduction: We have minimized our Scope 1 and 2 emissions through renewable energy use, efficient equipment, and prioritising sustainable travel policies.

Water Conservation: Partnering with Aqua Aid, whose clean water initiatives align with our sustainability objectives.

Performance and Goals

Source	23-24	24-25
Scope 1	0	0
Scope 2 Electricity	2.8	2.87
Scope 3	129.7	74.02
Total Emissions (tCO ₂ e)	132.5	76.95

During 2024–25, Capacity achieved a reduction of approximately 42% in overall carbon emissions compared with the baseline year. This significant reduction reflects improvements across several Scope 3 categories, including advertising, commuting, procurement, and operational activities.



5. Social Responsibility

Our social responsibility efforts support both our team and the communities in which we operate. Through campaigns like the National Free Wills Network and Free Wills Month, we facilitate legacy donations that have a meaningful, lasting impact on a variety of charitable causes and enabling people to have a Will written.

Supporting Charities and Communities



National Free Wills Network

This closed program allows individuals to leave a charitable legacy by writing a Will for free through participating solicitors. By doing so, they can support a wide range of UK charities directly. Many people use this service to leave gifts that make a lasting difference.



Free Wills Month

This public campaign enables individuals aged 55+ to have their Will written or updated for free in March and October. In return, they are encouraged to leave a gift to one or more sponsoring charities, helping important causes continue their work. This initiative makes charitable giving more accessible.



Charitable Giving

Each staff member receives an annual amount to donate to a UK-registered charity of their choice. To maximise our impact, we match each donation by contributing the same amount to the Capacity Foundation. This initiative helps employees support causes they care about while doubling charitable contributions.



Dementia Friends

As part of our commitment to social responsibility, we are proud to be accredited Dementia Friends through the Alzheimer's Society. This initiative raises awareness, fosters understanding, and encourages support for those living with dementia. It reinforces our ethos of empathy and inclusion in our workplace and beyond.

5. Social Responsibility cont...

Employee Well-being and Diversity

Workplace Environment: Capacity fosters a supportive and inclusive work culture, offering regular training, environmental awareness initiatives, and comprehensive health and well-being programs.

Hybrid Working Model: As a mindful employer, we provide flexible working arrangements, enabling employees to work both from home and the office to support work-life balance and productivity.

Living Wage Employer: We are proud to be a certified Living Wage Employer, ensuring fair and equitable compensation for all team members.

Women's Workplace Wellness Advocacy: Capacity has appointed a Women's Workplace Wellness Advocate, dedicated to supporting the well-being, growth, and empowerment of women within our workforce.

Private Healthcare Coverage: All employees are offered the opportunity to enrol in **Vitality**, a private healthcare insurance plan provided by the company. This reflects our commitment to supporting the physical and mental health of our team.

Gender Equality: Actively promoting equal opportunities aligns with our commitment to SDG Goal 5.



6. Governance

Our governance practices emphasise transparency, accountability, and ethical operations. Our ESG approach is integrated into all areas of business decision-making.

Ethical Business Practices

Transparency: We adhere to ethical standards in marketing and regularly review policies to ensure compliance with industry standards.

Data Privacy: A robust data security framework protects client and customer data, ensuring compliance with all relevant regulations.

Responsible Procurement

Sustainable Sourcing: We prioritise partnerships with suppliers who meet environmental and social standards, particularly in high-impact areas such as advertising and merchandise.

Supplier Engagement: Actively engage suppliers in carbon reduction discussions, requesting transparency around their sustainability practices.



7. UN Sustainable Development Goals (SDGs)

Our ESG efforts align with these SDGs:

Goal 5: Gender Equality

We are dedicated to fostering an inclusive and supportive workplace. Through initiatives such as our Women's Workplace Wellness Advocate, Living Wage Employer status, and equal opportunities policies, we ensure that all employees are empowered and valued.



Goal 12: Responsible Consumption and Production

As a Plastic Free Business Champion, we are committed to eliminating single-use plastics and sourcing sustainable materials. Our responsible procurement policies ensure that we work with suppliers who prioritize environmental and ethical standards, particularly in advertising, printing, and merchandise production.



Goal 13: Climate Action

We are actively reducing our carbon footprint through initiatives like the Capacity Carbon Crunchers, our Green Digital Academy partnership, and our commitment to achieving Zero Waste by 2030. By targeting a 32% reduction in carbon emissions by 2030, we are playing our part in tackling climate change.



Goal 16: Peace, Justice, and Strong Institutions

We uphold ethical governance, transparency, and accountability in all areas of our business. From our commitment to data privacy and responsible marketing practices to our Living Wage and fair employment policies, we promote justice and integrity within our organisation and beyond.

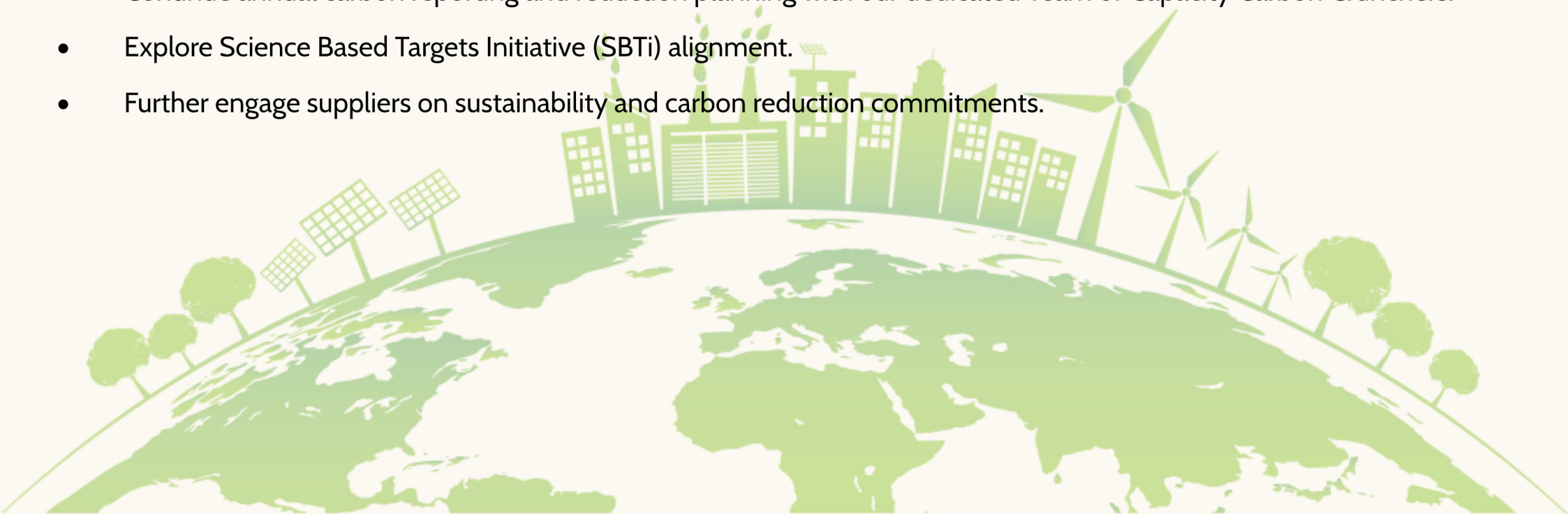


By aligning with these global goals, we are committed to contributing to a sustainable, equitable future.

8. Future Commitments and Goals

We aim to continue refining our ESG strategy and advancing our impact in line with evolving best practices. Key goals include:

- Achieving Zero Waste by 2050
- Expanding community engagement programs
- Reducing Scope 3 emissions by influencing supplier sustainability
- Become a B Corporation.
- Develop further support and awareness programmes.
- Participate in employee-led community volunteering opportunities.
- Continue annual carbon reporting and reduction planning with our dedicated Team of Capacity Carbon Crunchers.
- Explore Science Based Targets Initiative (SBTi) alignment.
- Further engage suppliers on sustainability and carbon reduction commitments.



9. Appendices

Appendix A: Evaluation and Action Plan Report

This section includes a detailed breakdown of our Scope 1, 2, and 3 emissions, along with short, mid, and long-term reduction targets. To view the report, click [here](#).