



Designed to Give Implementation Plan

Last updated 20/04/2023

Introduction

We will use our position to support a range of charities from within the Animal Welfare sector and beyond, including donating at least 5% of our revenue (either directly or benefit in kind to registered charities), as part of this we will also donate 100% of the profits from TeeMill sales.

To date our “benefit in kind” donations have included significant discounts on the Canine Trainer Instructor Course spaces to staff from leading national welfare charities, saving them thousands of pounds (including the RSPCA, Guide Dogs & Canine Partners).

In addition to this, we have awarded several scholarships for the Instructor Course to individuals selected by the Directors. We hope by sharing this approach we can inspire other businesses in the sector and beyond to take a similar approach.

Benefit in kind donations

In line with the B Corp classifications, benefit in kind donations can only count towards the target based on the Cost of Goods Sold (COGS), as opposed to the Market Value.

During Year 1, PACT donated £2,635 “in kind” to charities based on Market Value, during that year it would have accounted for 5% of revenue alone, but at this time it is not known what the COGS value would have been.

Shifting from Market Value to COGS from Benefit in kind donations

To understand COGS from market value, we will take the following steps:

1. Determine the selling price of the product: This is the price at which the product is sold in the market. It includes any markup or profit margin that the business adds to the COGS to arrive at the selling price.
2. Subtract the profit margin from the selling price: The profit margin is the amount that the business adds to the COGS to arrive at the selling price. By subtracting the profit margin from the selling price, we will arrive at the COGS.
3. Monitor the market value: Keep track of the market value of the product over time. If the market value changes, we may need to adjust the impact it will have on the

target.

Donations based on benefit in kind are dependent on takeup, these could easily make up the 5% target alone. We will continue to work with charities to promote course discount to maximise our impact within the sector.

Direct Donations

In addition to benefit in kind, we will continue to make ad-hoc direct donations to charities, following this approach:

1. Determine which organisation(s) PACT would like to donate to:
 - a. Research and choose the nonprofit organisations that align with the company values or are relevant to the industry. These can be related to specific events and suggested by members or other contributors.
 - b. Ensure organisations are reputable, have a clear mission, and demonstrate impact through measurable results.
 - c. Charities will need to be registered with the Charity commission in the UK
2. Communicate with the team: Share the plan with PACT employees, members and students and ensure they understand the importance of charitable giving. Encourage them to contribute their time and money to the cause(s) as well.
3. Promote the initiative: Spread the word about the commitment to donating 5% of revenue. Use social media, press releases, and your company website to announce any partnerships with the nonprofit(s) and encourage others to become involved.
4. Reassess and adjust: Regularly evaluate the donation process and its impact on the organisation(s) and make adjustments as necessary to ensure the program remains effective and relevant.

Ensuring we meet the target

Once we reach the end of Q4 an assessment will be made as to whether the adhoc direct donations and benefit in kind donations have achieved the 5% revenue target. Should it appear that the target may not be met, further Direct donations will be made to ensure the target is met.

Progress to date

Year 1: 2021/2022

The following figures summarise the charitable activities during the whole of the first year of operations.

	Year 1	21/22		
	1st 6 months	2nd 6 months	Total	
	1	2		
	£6,413.14	£2,486.50	£8,899.64	16.89%
Scholarship	£4,000.00	£1,750.00	£5,750.00	10.91%

Donation	£225.64	£289.00	£514.64	0.98%
Benefit	£2,187.50	£447.50	£2,635.00	5.00%
Revenue	£52,700.00			

N.b Benefit figures are based on Market Value rather than COGS

Year 2; 2022/2023

The following figures summarise the charitable activities to date during the second year of operations. There are still some two months of reporting left and its currently unclear at the time how this will relate to the total revenue.

	Year 2	22/23		
	1st 6 months	2nd 6 months	Total	
	1	2		
	£5,284.00	£5,760.00	£11,044.00	
Scholarship	£3,714.00	£3,600.00	£7,314.00	TBC
Donation	£1,040.00	£1,050.00	£2,090.00	TBC
Benefit	£530.00	£1,110.00	£1,640.00	TBC
Revenue		TBC		

N.b Benefit figures are based on Market Value rather than COGS

Year 1 to year 2 comparison

Throughout Year 2 there has been a 4x increase in direct donations (which 100% fit the B Corp methodology), scholarships have increased (due to the launch of sector diversity scheme) and there has been less reliance on Benefit in Kind donations.

	Year 1 vs Year 2
Scholarship	127.20%
Donation	406.11%
Benefit	62.24%

This shift in approach should put us on course to meet the 5% target during year 2.

Conclusion

The Directors remain steadfast in the commitment to being a positive force in the sector, specifically in donation 5% of revenue to charity.

A shift in reporting practice for Benefit in Kind donations, mixed with an rise in Direct Donations to registered charities has put PACT in a strong position to meet and exceed the 5% target we have set.

Signed: PACT Directors 20/04/2023

Corrin JAY Nat ☺ Steve