



Make an Impact CIC
*Mentoring * Impact * Growth*



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

Make an Impact CIC

Improving social impact is at the core of everything we do at Make an Impact. Our vision is to create a world where all businesses are social enterprises that make an impact on people and the planet.



We support organisations to become sustainable, grow, and report on the difference they make in society via social impact and SROI reports.

Heidi Fisher is an award-winning social entrepreneur and social enterprise specialist. As a Chartered Accountant, Heidi brings technical knowledge and expertise around social impact measurement, management and reporting; finances; business planning and strategy.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives. Below are examples of how **Make an Impact** is Making a Mark, striving to make a difference to local communities.

Supporting social enterprises to be sustainable

A large part of our work is producing social impact reports for organisations to evidence the impact they have, to support tenders and funding applications.

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We also offer support with pricing strategies, to improve the financial sustainability and profitability of the organisation. This includes one to one support, consultancy and training.

Supporting social enterprises to make an impact

Our clients have benefitted by being able to set up social enterprises. Through our training and consultancy, organisations have been able to increase their surpluses and to secure additional grant funding/contracts due to being able to clearly evidence their impact.

Over the past 20 years, Heidi has helped over 1,600 Social Enterprises, CICs and charities make more impact and showcase it to the world.

Surpluses are used to support charities and social enterprises working with children and young people. This includes donations of time and money to support their work. We also volunteered time with a social enterprise in Thailand (40 hours).

Measures of key activities

85 people have accessed our free Accelerator calls to help them resolve a problem or answer a specific question related to their social enterprise.

Workshops have been delivered on:

- social value (12 workshops - 151 attendees)
- pricing (4 workshops – 83 attendees)
- social enterprise awareness/basics (2 workshops – 38 attendees)

The free support provided through our Facebook group (over 400 members) equates to 2.5 hours per week and annually is worth £9,750. The free Accelerator calls are worth £3,825.

Feedback from the workshops showed individuals had increased their skills around social value/pricing/social enterprise. For the pricing workshops, attendees were able to increase their prices and generate additional surpluses.

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