

# Good Will Studios



## 'Making a Mark'

### Mark Holder Social Impact Declaration

#### Good Will Studios

Good Will Studios is an ethical design agency, which helps social enterprises, environmental causes and purpose-driven organisations find their brand voice and make a bigger impact.

We fundamentally believe that design and creativity should be a force for good. Our aim is to equip change-making clients with the creative assets, brand toolkits, and visual identities that are vitally important if you are to stand out from the crowd, achieve your goals, and build support for the causes that matter most.



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 the **Good Will Studios** is Making a Mark, striving to create a positive impact on people and planet.

#### Supporting social enterprises to thrive

We are passionate about using creativity for good and strive to align our business actions with our personal values. That's why we work exclusively with purpose-driven and ethical organisations to give them a competitive edge, to support them to survive and thrive.

We also work within our own industry (creative / digital) to increase greener business practices.

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## Examples of support provided for social enterprise

Below are examples of how we are supporting social enterprises:

- Brand workshops to help them better understand their market position
- Workshops to help them articulate their message
- Logo and brand design projects to visually refresh these organisations and present a bold and confident public-facing brand that builds trust
- Involvement in local environmental action groups
- Sustainability workshops with design agencies and co-working spaces to encourage greener work and life practices
- Creating worksheets and articles around sustainable business/lifestyles
- Running an online sustainability group to discuss ways to make the creative/digital industry greener and supporting initiatives with similar goals



## Outcomes for beneficiaries

Individuals we have supported have reported the following outcomes:

- They have better internal comms clarity and strategy
- Increased confidence and direction in their own approach to fundraising and marketing
- Charity directors say they have increased confidence in their charity brand and are no longer held back when promoting their causes - enabling them to reach a wider audience to deliver services and have a greater impact
- Engagement in the digital community (150+ guests registered to our digital sustainability event as part of the Leeds Digital Festival 2020 in April) working towards a more sustainable industry

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