

THE GOOD BUSINESS CLUB



THE SOCIAL ENTERPRISE MARK
TRADING FOR PEOPLE AND PLANET

'Making a Mark'

Mark Holder Social Impact Declaration

The Good Business Club

The Good Business Club is a network for small, good business owners who lead businesses that have a purpose beyond just making profit.

We facilitate opportunities for our network to connect to unearth opportunities, find new clients or customers, learn from each other, promote services, form partnerships, champion each other's work and do good business.



We are also the megaphone and amplify our members' voices so that together, we can reach further and inspire others to do good business.

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 Business Club** is Making a Mark, striving to create a positive impact on people and planet.

Supporting the growth of impact-driven business

We support impact-driven business owners to set up and grow sustainable, good businesses so that they can have a wider impact in our world.

Email: hello@thegoodbusinessclub.com

Website: www.thegoodbusinessclub.com/



THE GOOD BUSINESS CLUB

We believe good business practices can be shared and adopted by any small business and doing so will help them grow their business.

We have developed a peer support network, which makes it easier for good business owners to discover the right growth solutions for their businesses, working with organisations that share their business values.

Measures of activities

Since its establishment, more than 250 businesses have joined the network and we have also supported another 50+ businesses through our event series.

In 2020 we:

- hosted 37 online network events
- tracked 64 connections made through the Directory
- saw a 2600% increase in engagement on the online forum
- more than doubled our social media and mailing list

Outcomes for beneficiaries

Our members have reported clear benefits from being part of the network, including building new partnerships, sales increases, and access to new opportunities accesses and advice.

We have collected a number of impact case studies, including Dave Richtor of Weather Flare, who turned to The Good Business Club in need of group of specialists and business owners that not only operated with the same ethics as him, but who helped him develop and grow his business, enabling him to effectively reach his audience and get his good work out into the world.



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