

**Brewgooder**

# **People Positive Beer**

**Impact Report 2018-2020**

**Brewed on Purpose®**

# Foreword

Since day 1 Brewgooder has always had a clear mission, vision, and set of values that have animated what we want to achieve in the beer industry and beyond.

Our mission is to use our beer to create waves of people-positive impact in the world, inspired by a vision to create a world where millions of beer drinkers empower the lives of others, just by doing what they love doing — drinking beer.

Underpinning our mission and vision have been a core set of values that, while always being there, have taken time to be fully articulated by us as founders, and by our wider team.

These values are:

- To create opportunity for hundreds of thousands of people by funding clean water projects that increase health, education and life chances.
- To foster inclusion by providing chances for millions of people who don't fit the stereotype of beer drinkers to see themselves represented in our marketing, our team and our collaborations with others.
- To create moments for drinkers to show compassion and support to others

While these values have stayed the same, and have come to the surface since we last updated on our impact; it's difficult not to look at the past 2-and-a-bit years through the lens of a global pandemic that hugely disrupted our industry. It's clear that this had a huge impact on Brewgooder in 2020, and that the global lockdown coincided, almost to the day, with the intended launch of a global collaboration campaign that our team had been working on for over a year. Added to this, the closure of our fastest-growing channel, and the challenges of an impact model that uses profit to fund clean water projects when profit may be difficult to achieve, not just in the short term but the long term too.

We could use this report to focus on these negatives; the lost opportunities, the “what could have been” scenarios, but that's not how we approached the past year as a team. Far from it.

We've looked, as is our way, to the positives that could emerge by reimagining what Brewgooder could be, or perhaps what it always was; People Positive Beer — beer that creates waves of positivity in the world.

This impact report is our way of showing what we've achieved between May 2018 and April 2021, and what we'd like to go on to achieve in the future.

We hope you are as proud of it as we are, and you can see the huge opportunities in front of us and the foundations we've laid to go after it.

Thanks for all your support,

**Alan & James, Co-Founders**

# Meet the Brewgooder Foundation Trustees

Say hello to the volunteers who make sure our business delivers — through our charity the Brewgooder Foundation — the people-positive impact we set out to achieve.

## Chair: Thomas Gillan

Thomas has held senior leadership positions in high-growth technology businesses; working across corporate strategy, international expansion, investor engagement and exit planning. He has considerable experience in impact investment and corporate finance, having spent eight years at Scotland's leading impact investment firm as Deputy CEO working with a range of SMEs seeking debt and equity funding. In 2018, he founded SIS Ventures, an early stage impact VC fund investing in purpose led businesses in Scotland.



## Impact: Helen Thompson

Helen's career has spanned leading and building consumer brands in the UK and European and global markets across apparel, footwear, and accessories, and all channels of distribution.

She has worked for several UK high street retail brands including Mothercare, M&S, and with roles on the executive leadership teams at Clarks, ECCO, and TOMS shoes where she led the European operations for each brand.



At TOMS, her experience broadened into working for business that has purpose and charitable giving at its heart. TOMS was the original One for One® shoe-giving company and now devotes significant sums to causes that support its mission, 'Using Business to Improve Lives' and was awarded B Corp status in 2018.

## Governance and Finance: Rob MacKean

Rob is an experienced consulting finance director specialising in early-stage companies in Scotland, having worked in the field for more than 20 years. He has worked with boards as a consultant, non-executive director, chairman, and company secretary; and mentored many early stage entrepreneurs, both in financial skills and more widely.

He volunteers across various different non-profit companies including the IOD Scotland, Royal Society of Edinburgh, PADI, and a local theatre group in Edinburgh.



## People and Culture: Nicolle Sinclair

Nicolle is a people-centric leader who optimises people and businesses. Nicolle gained an MA in Accounting & Finance from the University of Aberdeen, and has spent the last 10 years of her career partnering with high growth SMEs both internally and externally. She was Group Head of Talent at BrewDog between 2016 and 2020, developing a high level of expertise in securing Talent for fast-growing beer brands. Nicolle is an energiser who is passionate about helping people explore their full potential.



# Impact

## Water

Brewgooder has always been beer that's Brewed on Purpose®. That has always been providing clean, safe drinking water. The impact of clean water is transformational and empowering for generations. It helps break cycles of poverty that hold back communities and individuals from reaching their true potential. In the water space we've experimented and innovated on how we generate and how we invest funds to bring clean water to more and more people.

Between May 2018 and April 2021, the Brewgooder Foundation grew its impact reach from just under 40,000 lives impacted to over 150,000 through a number of programmes and campaigns with impact partners like the One Foundation and the Climate Justice Fund.

Here are some of the highlights from the past few years...

## Repair-a-Week

Implemented with: One Foundation

Total Impact Reach: 10,000+ people

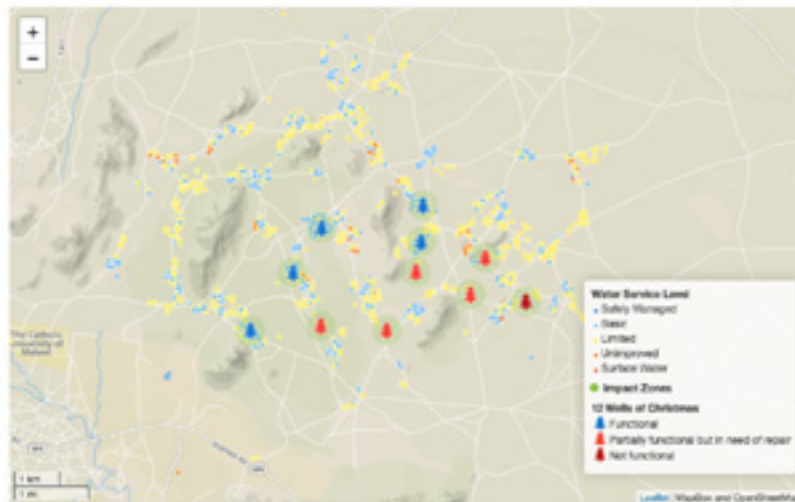
Between 2018 and 2019 we embarked on a programme of high-impact well rehabilitations in Thyolo District in Malawi, repairing 26 access points across the 6-months of the programme. This reached over 10,000 individuals across the programme's lifetime.

## Jingle Wells

Implemented with: Climate Justice Fund

Total Impact Reach: 4,000 people

Between 2018 and 2019 we embarked on a programme of high-impact well rehabilitations in Thyolo District, Malawi, repairing 26 access points across the 6-months of the programme. This reached over 10,000 individuals across the programme's lifetime.



## Our Water Partner

From 2021 we'll be working with charity:water, a clean water charity on a mission to provide everyone with safe, clean water.

They share our vision of water not as a hand out, but as the first step towards empowerment of individuals and communities; and we think they are the best partner to work with to deliver the growth in clean water provision we hope to make over the next few years.

### Here's why:

- They track every dollar we raise, and show the projects we helped fund with photos and GPS.
- They've consistently received the highest grades available for accountability and transparency.
- They work with private donors to cover their operating costs so 100% of our donations can fund water projects.
- They have a growing community of passionate water advocates and you can join them at [www.charitywater.org](http://www.charitywater.org)



# Global Gathering

Implemented with: One Foundation

Total Impact Reach: 90,000+ people

Set for launch on March 20, 2020, the Global Gathering attracted 254 breweries from 24 countries to take part in a campaign to launch one-off, small batch beers as the basis of fundraising events to join the global craft community together to impact over one hundred thousand lives on projects in Malawi.

While the campaign was stopped in its tracks by coronavirus pandemic lockdowns, over 140 beers were released by brewers from the US to Australia, Iceland to Russia, raising over £50,000.

We used this fundraising to have a direct impact in Malawi on projects which directly fought the spread of Covid-19 in the country by funding two clean water projects in health centres in Mapanga and Mangunda villages in Malawi. This brought almost 4m litres of water per year to these facilities through solar-powered water supply systems, and was used to train over 60 community healthcare workers to help prevent Covid-transmission.

We'd like to thank all of the supporters of this campaign, including Crisp Malt, Brewbroker, and the 254 breweries who signed up and fundraised.

We'll be back with the Global Gathering again in the future.




**“Water is the basis of empowerment and a fulfilled life... it’s this belief that started Brewgoder, and it’s something we will never lose sight of.” — Thomas Gillan**

# Inclusion

As a team, we've always tried to be a better, more inclusive business at every turn, but we're aware that we had a long way to go to become a company that was a place that everyone could feel at home in. So we started a programme called Work In Progress, to try and move towards being an anti-racist, inclusive, and diverse brand to work for and interact with.

Our Work In Progress commitments back in June 2020, sparked a movement that now includes more than 20 breweries of different sizes up and down the UK, all committed to making the brewing industry a more representative industry — and this is something we are immensely proud of starting.

You can view our “Work In Progress: Year #1 Report” — on our website from July 14th 2021 — for more on how we've got on. This includes things like our scholarship for undergraduate BAME students to access the Heriot-Watt Brewing and Distilling course.



**“Making Brewgooder more representative of the society we work in will not happen overnight. This will always be a work in progress, but it's one we are committed to making happen.”  
— Nicolle Sinclair**

# Kindness & Compassion



## One On Us

At the very start of the Covid-19 lockdown in the UK we launched 'One on Us' – a campaign that allowed drinkers to pay-forward a 4 pack of beers and write a note of thanks to be claimed by NHS front-line workers.

An incredible 28,000 beers were paid forward with messages of gratitude and support that we know provided a small, but significant boost to the NHS workers who received it.

## Jack and the Beer Hops

With panto season cancelled, we decided to spread festive joy with our own specially commissioned "Jack and the Beer Hops" panto pack, which featured a donation to the Theatre Actors fund to provide hardship grants to those struggling in the sector, raising over £5,000.

We worked with some incredible brewers for this campaign, with Mondo, Wild Beer Co, and Gipsy Hill all supporting our panto-in-a-box.



# B Corp

B Corp, the world's leading certifier of ethical businesses, ensuring that their members are those leading the way across a range of areas, and creating a global movement of better businesses.

We've been certified as a B-Corp since 2018, and with re-certification due in August 2021 we hope to exceed our 96.0 score by including some of the past, current and future initiatives we're operating across 4 key areas of our business; Governance, Workers, Community and Environment. Check out the components of our score below:



Overall Score: 96.0  
Governance 10.2  
Workers 22.6  
Community 52.8  
Environment 10.1

## Best for the World™ 2021

B-Corp has recognised us as one of the top 5% of companies leading the way on Community, and named us a Best For The World™ company for 2021 – the second time we've won this award.

As all B Corps are already businesses that meet the highest standards of verified social and environmental performance, public transparency, and legal accountability to balance profit and purpose – this is a recognition that makes us incredibly proud! And we're just getting started. We will continue collaborating with the global B Corp community to improve and positively impact all our stakeholders.

Check out the full Best for the World 2021 list on [bcorporation.net](https://www.bcorporation.net)

## Planet Positivity

One of the things we don't often talk about is our Planet Positivity, but it's something we've based our business on. And here are the things we're proud of...

- **Environmentally Friendly Brewing:** We've worked with more than 154 breweries across the world to brew beer of all different styles and sizes, including 3 breweries in the UK to produce our core beer. Not only does this allow us to work with some of the world's best in terms of quality but it also reduces our carbon footprint considerably.
- **Reducing Plastics:** In 2018 we ditched plastics from our four-packs and we estimate that this has saved more than 250,000 four plastic four pack holders from the supply chain.
- **Reducing Glass:** Glass is heavy and clunky compared to aluminium cans, and not nearly as easy to recycle. By moving out of glass in 2019 we've reduced the carbon emissions of transporting our beer, and improved the sustainability of our packaging.
- **We're going even further in future years to become carbon neutral, and to ensure our beer is not just People Positive but Planet Positive too, aiming for maximum accountability and transparency.**



# A New, Future-proof Impact Model

The coronavirus pandemic has stretched our current way of making impact to breaking point. As uncertainty remains, this will potentially make it impossible to create impact without fundamentally innovating in how we make good things happen through the sales of our beer.

## Making our impact model 100x better

The pandemic means we are now looking at a very challenging outlook from a profitability point of view over the next few years. Under our current '100% of profits to clean water projects' model, this means we risk going years and years without making any contributions to projects — or risk not being able to invest enough to grow the business out of the challenge over the long term.

We are not prepared to go any further forward without ensuring that every single beer sold has a concrete, transparent, and traceable impact that can be owned by our drinkers; so over the last 12 months we've thought hard about how to do this, and we've arrived at our new 100x impact model.

Our new model, 100X, makes the creation of our water impact easier to be understood and owned by our drinkers than ever before.

**“By putting impact creation first, not last in our model we are ensuring the long-lasting, greatest impact possible as we move into the future.”**

**— Rob MacKean**

## What is 100X?

For every can and pint of our beer enjoyed, 100 times its volume in clean drinking water will be unlocked on projects based in 22 countries worldwide — all through our trusted impact partner, charity: water.

## How is 100X calculated?

From years of experience in completing hundreds of clean water projects with trusted charity partners around the world, we are able to forecast the costs of installing water systems within the 22 countries we impact. These costs will include installation, project upkeep and maintenance, annual reporting as well as the costs incurred to allow for the ownership and communication of the impact among our drinker community.

Thanks to innovative 'live feed' monitoring technology, we also know how much water these projects provide daily, weekly and annually to supported communities. For instance, the average water system over 5 years will provide an incredible 12 million litres of life-changing clean water.

With these figures, we are able to work out the cost of producing a litre of clean water by dividing the total cost of the project by the amount of water it will produce over 5 years — still with us?

By multiplying this number by 100, this gives us our 'Cost of Good®' that we must contribute per litre of our beer sold in order to guarantee our 100X promise. Having this minimum contribution in place ensures we can confidently state that every can and pint of our beer will deliver 100X its volume in consistent, clean water — making every single beer count. This Cost of Good® will be reviewed annually to ensure we can make the most of the contribution and go beyond this fundamental commitment.

## What do all these litres of water mean?

Here's a few examples of the type of outsized impact that enjoying our beer will make with 100X:

1x 330ml Can = 33L water. Enjoying just one can of our beer will provide enough water to last a person two full days based on average usage across everyday activities like hydrating, cooking, and cleaning.

1 x Pint = 57L of water. This is roughly the amount of water a family of four would need to live a full productive day of work, school, cleaning, and meals.

1 x Litre (just over 3 cans or just under two pints) = 100L of water. 100 litres would be enough water for a person to live a healthy, unrestricted and empowered life for a full week.

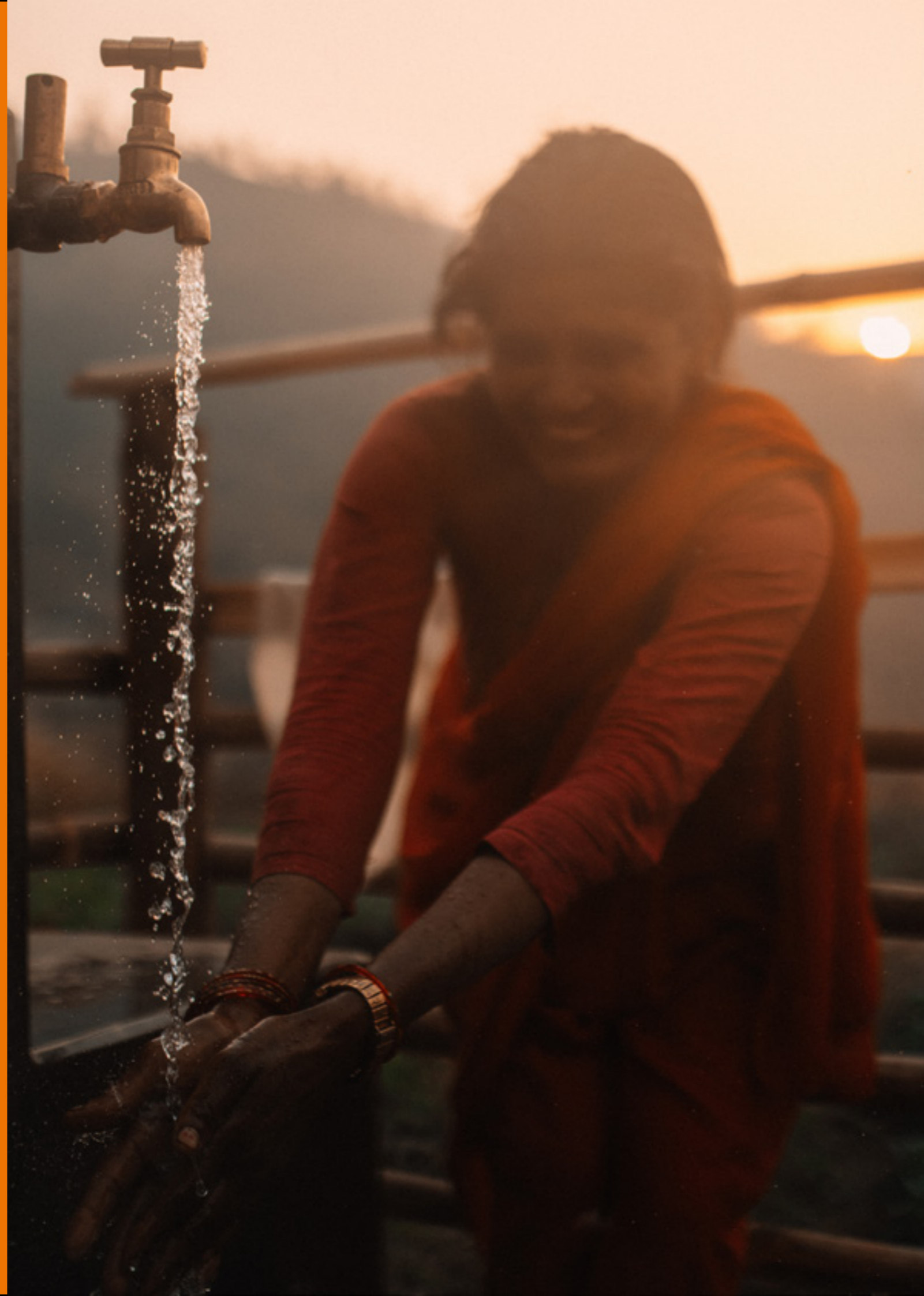
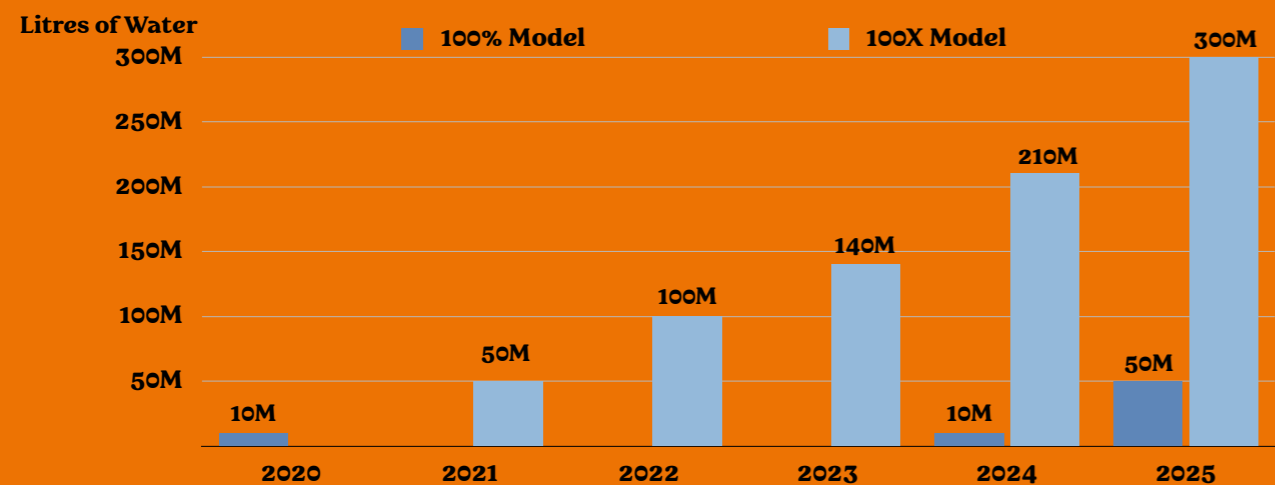
When you see the huge difference that water can make to the lives of others, and you think about how many of our beers you enjoy – you can start to imagine the amount of meaningful and long-lasting change that can be created.

## Why is the 100X model better than 100% model?

We think there are 4 main advantages that mean a switch to 100x is better for our impact model:

1. 100X guarantees that every single beer makes a difference, and that no beer is lost in our fight to empower people. Our drinkers will know that from their first to 100th beer each one is building a concrete impact
2. 100X allows us to link each beer with an impact that can be owned by individual drinkers, and, after all, it is the drinker who is making the impact and it's right they should have the chance to own it. This can be done by unlocking their 100x impact through our new QR codes on our packaging.
3. 100X allows us to use our profits for the exact same purpose, but in a much better way; by allowing us to reinvest in the company to sell more beer, and to make more impact in a virtuous cycle.
4. 100X will unlock more impact than 100%. It's really that simple. Just look at the next four years of project impact under each model.

## 100% vs. 100X at a glance





# 2025 Vision

While the past year has been challenging, we think the next few years provide an enormous opportunity for us to create more positivity through beer at home and abroad. Here are the main pillars of our vision for 2025:

## **Profit, with Purpose**

Underpinning our vision for the future is the determination to maximise our potential to create impact by building a successful, profitable, and growing business with purpose. This means making short and long term changes to how we do things to ensure we are creating impact sustainably over the long term.

## **1 Billion Pints Unlocked**

With a new impact model and a renewed commitment to ensure every single beer makes a positive water contribution we want to unlock 1bn litres of clean water over the next 4 years in more than 20 countries.

## **Transparency Max**

We want to work with charity:water to be in a position to have the most transparent people-positive impact in beer. Allowing our drinkers to own every part of the process, and to be able to draw a line between their beer and its outcome for another person.

## **Building a People Positive Community**

We want to build a community of drinkers who care passionately about being able to bring positivity to other people just by drinking beer; this means focusing on building a community of 100k people who interact not just with us, but with each other to make good things happen.

## **Building on Water**

Water will always be the foundation of our impact, but in the coming years we will work to increase the inclusivity and kindness of our beers and campaigns, and work with other purpose driven brands to hero their impact and create more people-positive outcomes.

## **Carbon Negative, People Positive**

We aim to become carbon negative by 2022 through off-setting and better production practises, to ensure we are providing an equitable future planet for people to thrive on.

**“The next chapter of Brewgooder’s impact journey will embrace the chance to make people, and planet positivity, core to everything we want to achieve as a company.” — Helen Thompson**

# Brewgooder

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