

Impact Report 2026

Our third year as a B Corp



July 2026 marks Wildfire's third full year of being B Corp certified.

Being part of this purpose-led community ensures we're not losing focus on what matters—running our business responsibly, creating opportunities for all and considering our impact beyond ourselves.

Now two years into 100% employee ownership, we've strengthened our purpose-led approach, with a team of 32 co-owners who are united in their efforts to make a positive difference and be a force for good.

Over the last 12 months the B Corp standards for certification have been updated, but our commitment hasn't changed. We've remained focused on balancing profit with the core principles of purpose-led governance, fair work, equity and diversity, and environmental stewardship.



We are committed to being a force for good—running a responsible business that positively impacts our team, clients, community and the planet.



People

Creating a great place for people to work and thrive



Planet

Contributing positively to the environment



Governance

Making responsible decisions that balance profit with long-term impact



Community

Delivering positive value beyond our organisation

People

100%
employee owned

Above-inflation
pay rises

-2.28%
gender pay gap

25%
identify as black or Asian

London Living Wage
baseline salary

Where we've focused

- Great Place to Work 2026
- UK's Best Workplaces™ for Development 2026
- UK's Best Workplaces™ for Women 2026
- UK's Best Workplaces™ for Wellbeing 2026
- 30% of our team have been promoted
- Tax-free bonuses awarded to all
- 100% score for fair treatment regardless of sexual orientation, race gender
- New HR and development platform introduced to drive better employee experiences



Planet

EV

salary sacrifice scheme

Air travel offset

with donations to Woodland Trust

100%

renewable energy

Preferred

sustainable suppliers

Website hosted

on green data centre

Re-use and recycle policy

Where we've focused

- Donations to Woodland Trust are helping the capture and storage of 24.8 tonnes of CO₂
- Ripple Africa and Fruitful Office have planted four trees on our behalf thanks to the weekly fruit crates we receive—absorbing 0.44 tonnes of CO₂
- Through EcoMatcher, the trees we've planted have sequestered 219 tonnes of CO₂ to date
- A move to British Gas Lite's Zero Carbon electricity has avoided 1.1 tonnes of CO₂ emissions



Governance

Ethical leadership

Fairness

Transparency

Accountability

**Stakeholder
governance**

Where we've focused

- Our 100% employee ownership status has given everyone a stake in our success
- Employee representation in key decision making
- Company-wide consensus to focus on attracting purpose-led tech clients
- Commercial transparency with every employee owner
- Active EO groups drive initiatives that put people and planet before profit



Community

Preference
for local suppliers

Local
community volunteering

PR
industry advocacy

Apprentice & intern
programme

Sponsored
PR undergraduate

Where we've focused

- Increasing impact for clients: 95% say we've had a positive impact on their business, compared to 87% last year
- Improving health and wellbeing: quarterly team blood drives in local donation centres
- Giving our time: 96 working hours volunteered, with 56% of our team participating
- Creating opportunities in PR: second apprentice, new intern, 5 work experience students, sponsorship of PR undergraduate
- Embracing diversity: PR Week gender and ethnicity pay gap scores of 100/100 gender; 69/100 for ethnicity

1.3% of our net profit donated to charitable causes, against a target of 1%



Wildfire gives back

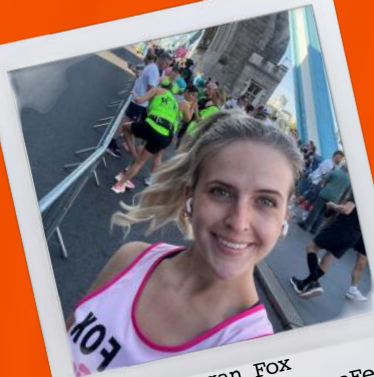
Doing charitable work as a team not only gives back to the community, it helps build stronger bonds within our team. Here are some examples from the past year.



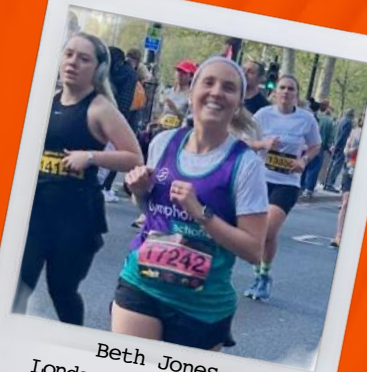
Individual contributions



Louise Palmer
British Liver Trust



Megan Fox
The Big Half for CoppaFeel



Beth Jones
London Landmarks Half
Marathon for Lymphoma Action



Samantha Browning
Macmillan Coffee Morning



Emmeline May
Save the Children
Christmas Jumper Day



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