

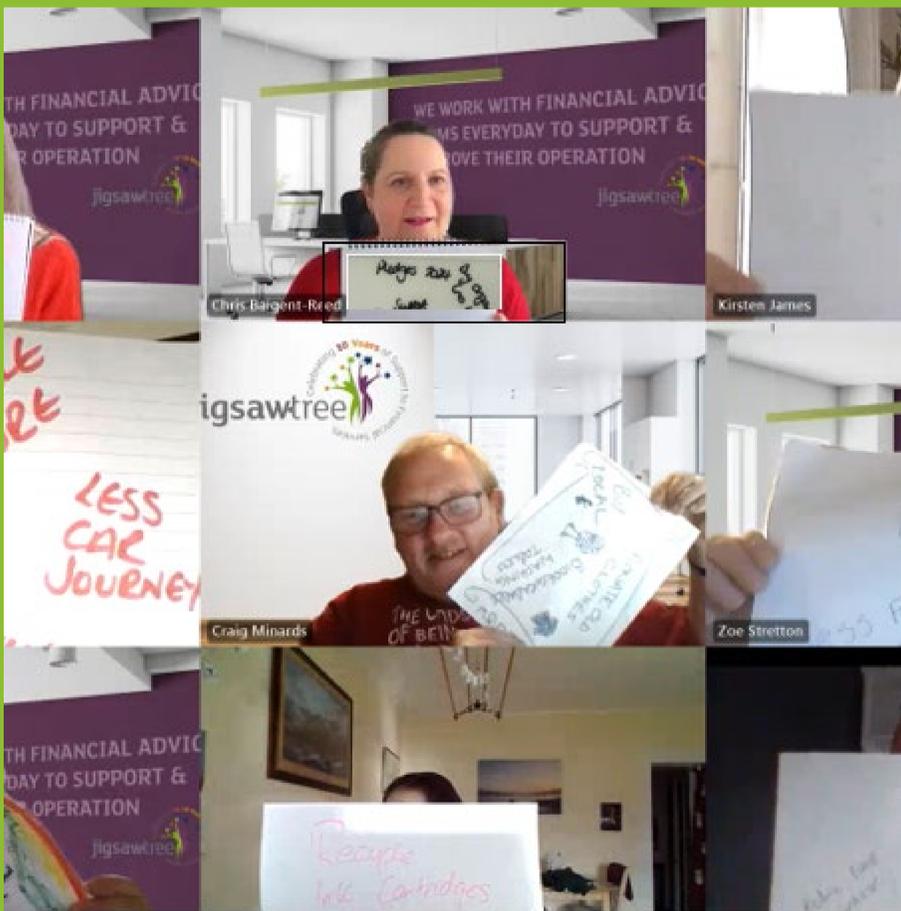


# IMPACT REPORT 2025

Certified



Corporation





# NOTE FROM OUR FOUNDER



## CHRIS BAIGENT - REED

Founder, Jigsaw Tree

At JigsawTree, we have always believed that the way we do business should create a positive impact for our people, our clients, and the wider community. Becoming a B Corp felt like a natural extension of our values. We wanted a framework that would hold us accountable, challenge us to improve, and ensure that our growth is aligned with social and environmental responsibility.

The B Corp standard gives us a meaningful way to measure what matters—how we treat our team, how we support our clients, how we manage our environmental footprint, and how we contribute to the industry and communities around us.

We pursued certification not as a badge, but as a commitment. Joining the B Corp community allows us to learn from like-minded organisations, share our own insights, and be part of a movement that uses business as a force for good. It helps us stay focused on long-term, sustainable progress and ensure that our purpose guides every decision we make.

“Achieving B Corp certification was an important milestone for JigsawTree, but it’s only the beginning of our journey. It gives us a framework for continuous improvement pushing us to keep learning, growing, and contributing meaningfully to the wider B Corp movement”



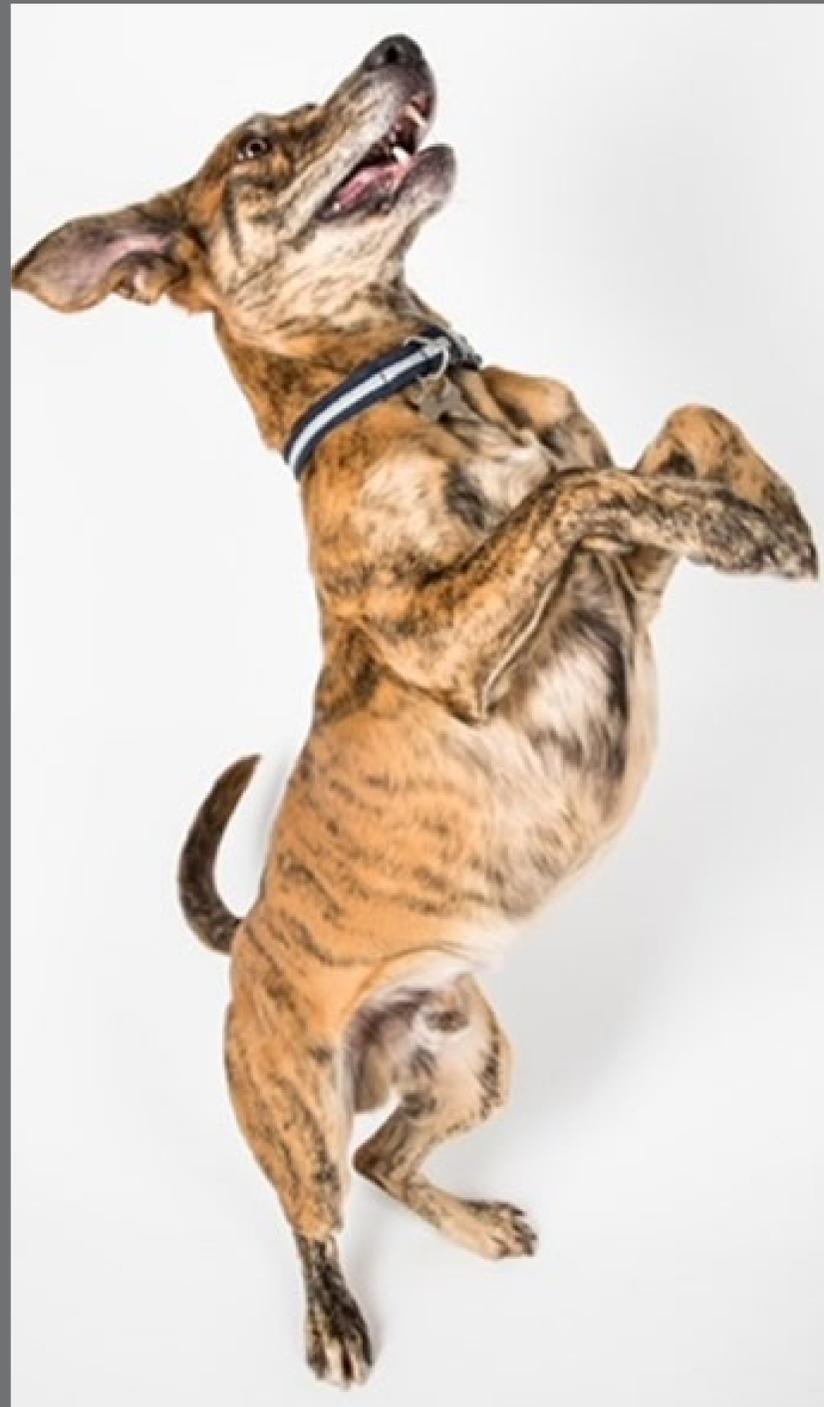
# What is a B-Corp?

Achieving this certification wasn't just about a badge, it was about making sure our business operates with purpose at its core. B Corp certification is based on the B Impact Assessment, which evaluates how a company performs across five key areas, often referred to as the B Corp pillars:

- **Workers** contribute to your employees' financial, physical, professional, and social well-being
- **Governance** enhance policies and practices pertaining to its mission, ethics, accountability, and transparency
- **Community** contribute to the economic and social well-being of the communities in which it operates
- **Environment** improve overall environmental stewardship
- **Customers** improve the value that you create for your direct customer and the consumers of your products or services

We have secured our B-Corp Certification as it signals to stakeholders that the company is committed to making a positive lasting impact, not just maximising profits.

# IMPACT HIGHLIGHTS



Staff Promotions

4

Volunteering Hours

38  
0

Litter Picking hours

50

Training Qualifications Received

1  
0

Charity Donations made

£70  
0



## Overall B Impact Score

Based on the B Impact assessment, Jigsaw Tree Ltd earned an overall score of 84.3. The median score for ordinary businesses who complete the assessment is currently 50.9.



- 84.3 Overall B Impact Score
- 80 Qualifies for B Corp Certification
- 50.9 Median Score for Ordinary Businesses

# CERTIFICATION SCORE

JigsawTree proudly became a certified B Corporation in **2024**, marking an important step in our journey to balance purpose and performance. Achieving a certification score of **84.3**, we joined a growing community of businesses committed to using their work as a force for good. This recognition reflects the care, collaboration, and integrity that sit at the heart of how we operate. As we continue to evolve, our focus remains on deepening our impact - strengthening our environmental practices, empowering our people, and building meaningful change through the connections we make.



# GOVERNANCE



At Jigsaw Tree, strong governance means leading with purpose, transparency, and integrity. We build accountability into every level of the organisation, ensuring that ethical decision-making and sustainability remain central to how we operate. Our governance framework helps us balance commercial goals with our commitment to people and the planet, embedding responsibility and trust into the fabric of our business.

- Risk Profiling Completed
- Lobbying transparency statement completed
- Weekly connection calls with all employees
- Employee Handbook updated



**Mission. Ethics. Transparency.**

# WORKER

# S



**Real Living Wage increases**

**Remote-first working**

**Holiday Purchase Scheme**

**Introduction of Medicash**

**Group Wellbeing Walks**

**Quarterly appraisals**

**Prince II and Engage Process Training**



Our people are the driving force behind Jigsaw Tree's success. We believe in creating a workplace that nurtures growth, inclusivity, and well-being.

From flexible working practices to personal development opportunities and wellbeing support, we strive to ensure every employee feels valued and empowered to thrive.

A strong sense of purpose and belonging underpins our culture, enabling our teams to do their best work while maintaining a healthy balance.

Our people are what differentiate Jigsaw Tree in market with cumulative experience of 300 plus years in sector. We consistently champion and empower female leadership and development in our own and partner or client organisations.

A 100% female leadership team in the financial services sector is unusual or even unique - and we embrace it!

# Our Survey Said!



## What our People Say!



- 100% have enough flexibility in how, where and when they work
- 90% feel their role makes good use of their skills and abilities
- 90% feel supported in career development

## What our Customers

### Say!

“The entire experience with Jigsaw Tree has been transformative, and I highly recommend their services to anyone in a similar situation”  
-Andrew Stocker, AMS Wealth Management

“Jigsaw Tree supports us by saving me time and money and gives me confidence in our financial data”  
-Jon Lawson, Fiveways Financial Planning

“I would have no hesitation in recommending Jigsaw Tree as they have made a real difference in all areas of my financial services company”  
-Peter Caton, Caton Fry Financial Services



# COMMUNITY



The team have accumulated 380 volunteering hours and donated £700 to charity in 2025. We chose Danemere Kennels as our chosen charity for the work they do for animals very close to all our hearts. Our team also volunteer with animal charities all over the country both as admin support, walkers and fostering and adoption.

Out litter picks are also something we try and turn into an occasion all weathers!



# ENVIRONMENT



We are a remote-first business with limited footprint and predominantly digital operations, yet we still recognise that protecting the planet starts with the choices we make every day. We naturally reduce our environmental footprint by minimising the need for daily commuting and maintaining office spaces. Preparing for our rebrand we have also taken care to recycle all our old merchandise and collateral and have had 10 laptops repurposed/donated.

We have also introduced a bike to work scheme! When our teams do travel for onsite collaboration, we actively encourage the use of public transport and low-carbon options wherever possible.

Beyond our working model, we continue to look for ways to embed sustainability into our operations from paper-free processes, Our GHG measurement is a work in progress and our climate action plan is being written ready for 2026!

We're proud that our ways of working not only support flexibility and balance for our people but also contribute to a smaller, smarter carbon footprint with 86 train journeys taken in 2025 as opposed to car journeys to client sites and events.



# LOOKING

.....



**Our goal for the coming year is to make measurable improvements in environmental management and employee engagement, ensuring that every part of our business continues to connect our purpose with our performance**



# Mission Statement



Jigsaw Tree is a client centric business where achieving positive client outcomes sits within everything we do and provide. Our culture is to deliver services which give clear value to the firms we work with and ensure that they have no hesitation in recommending our business and services to others. We take each client on their individual needs no matter what size the organisation may be and look for an opportunity to deliver more within the agreed terms.

It is the policy of Jigsaw Tree to:

Ø give peace of mind to all of our clients, other stakeholders and interested parties in the services delivered in meeting and always looking for opportunities to exceed expectations

Ø comply with all legal requirements, taking into account the regulatory needs of our clients, codes of practice and all other requirements applicable to our activities

Ø provide all the resources of equipment, trained and competent staff and any other requirements to enable these objectives to be met

Ø ensure that all employees are made aware of their individual obligations in respect of work they deliver

Ø maintain a management system that will achieve these objectives and seek continual improvement in the effectiveness and performance of our management system based on “risk”

This mission statement provides a framework for setting, monitoring, reviewing and achieving our objectives, programmes and targets whilst delighting the Client.

Client service is an essential part of our offering and to ensure this is fulfilled, all employees receive training to raise awareness and understanding of quality and its impact on client service.

We passionately uphold a commitment to environmental stewardship by championing sustainable practices and nurturing a culture of responsibility among our employees. We actively encourage our employees to make a tangible impact by considering solutions to transform waste into a beneficial resource, thereby reducing our footprint on landfills and promoting a circular economy.

To ensure the company maintains its awareness for continuous improvement, this statement is regularly reviewed by the directors to ensure it remains appropriate and suitable to our business. The Standard is subject to both internal and external audits and allows our business to seek continuous improvement.

# Jigsaw Tree 2025

