

Not just a government requirement, a shared social responsibility

In this issue of Building and Facilities News, we have selected **whatimpact** as our Social Value Solutions Company of the Month, for the company's outstanding resources and AI-based matchmaking platform.

Established in 2017 by Tiia Sammallahti, **whatimpact** started from humble beginnings, and was created to provide a voice to charities of all sizes. By providing a platform that enabled charities to match with companies who shared their vision, **whatimpact** started to gain rapid growth and decided to expand its resources to include more organisations.

whatimpact now hosts a wide range of organisations on its AI matchmaking platform, catering to charities, social enterprises, companies, grant-makers and philanthropists as the key players delivering or supporting impactful work. By simply creating a profile, the platform works as a hub of resources helping charities, social enterprises and companies implement Company Social Responsibility (CSR) programmes and finding the right support they need from private and public sources. The platform allows users to list their goals, previous works, cofounding opportunities, resource requests and offers.



"We are very much about transparency and providing the best resources. We have our own kind of social impact goals which is to increase the kind of social value in our society in

general. By using our platform, companies and decision makers save time and money, but also charities and social enterprises save time and money too because the partnerships are much easier and streamlined to formulate," said Tiia Sammallahti, CEO and Founder.

whatimpact



whatimpact's platform allows supporters such as companies and grant makers to post their resource offers including funds, products, services and skills on their profiles. Recipients which include organisations such as charities and social enterprises, are then able to view and compare these resources.

Working to the mutual benefit of both parties, **whatimpact** eliminates the stress and frustration of searching for resources. Using its matchmaking marketplace, the company enables charities and social enterprises to connect with donors fast and its innovative matching algorithm ensures that organisations, companies, and grant makers are allied with the right partner that shares in the same values.

"We help companies with our platform to really demonstrate the social kind of return of investment because every kind of resource given, is an investment for the society, so we help them to understand their social value." Tiia continued, "We also help them to turn it into a return of investment because it is proven that the companies who invest in companies and also responsible activities, in time their value rises. This makes them work more efficiently because employees and stakeholders are more engaged and they gain a good reputation and we help this equation take place through using our platform."

Connectivity is key for collaboration, and **whatimpact** provides this effortlessly. Facilitating strategic, informed and efficient partnerships, **whatimpact** harnesses the latest technology using AI to match companies and grant-makers with charities and social enterprises based on a varied selection of data including shared values, development goals and geographic requirements across the country. This enables companies to be able to streamline their donations to ensure they provide for the organisation that suit and require them most.

Boasting simplicity, efficiency and highly detailed reports, **whatimpact's** application processes have made connecting with partners easier than ever and the platform provides impact reports to evidence users



impact. Providing an easy social impact report template, **whatimpact** provides precise, simple to understand and clear reports to produce the most transparent, reliable data to assist its users on understanding the difference and impact they have achieved. This in turn, allows users to identify potential new donors for future projects.

"We help organisations match and we provide dedicated impact reports which are crucial for informing them on the impact they have made. Everybody is interested in the result and our social impact reporting is aligned with the Procurement Policy Note PPN 06/20 which is a social value act enhancement," stated Tiia.

Inclusivity is of the utmost importance for creating a better social impact and this is something that **whatimpact** strives for. Offering free profiles for the smallest recipient organisation and nominal fees structure for the others, **whatimpact** ensures its platform is available for all sized organisations. With a tiered and affordable fee structure for supporters, **whatimpact** is well-positioned to assist organisations improve their CSR or grant-making journey.



"I would just like to encourage companies to really look at things strategically and state that it doesn't matter what size you are you; everybody has something to give and whatever you give, should be given strategically. You should think what is the value you wish to deliver with the resources and that should be the guiding light.

"We offer a two week free trial and as part of the membership, when you buy it, first of all you get the public profile and you can start matching, allocating resources and obtaining impact reports. Secondly, we also give strategic advice, we have lots of resources regarding CSR, so we have all sorts of educational material including podcasts and videos for CSR," stated Tiia.

After the implementation of The Procurement Policy Note that came into effect in January, the policy now requires all companies that bid for public contracts to produce a social value delivery plan which details and reports on their social value impact. This new policy has resulted in a rediscovered social responsibility for companies to provide proven, valued social impact which can be evidenced.

"Now is the time for any organisations to really step up with their CSR. It's not only government requirement for any company who is bidding for government tenders, it's a powerful investment. The Procurement Policy Note ensures that companies are required by their stakeholders to perform well in delivering value and therefore I think we are in a very



good stage and we're expecting to see a sharp increase in people taking part on our platform.

Tiia added, "It's not just the public sector, charity sector or company sector; we are all in the same boat and we are all responsible for the well-being of our society."

For any more information, please get in touch by the details below. Alternatively, to download further information on the company, please see the dedicated links or email Rick Bradley to book a demo at: rick@whatimpact.com

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