

A timeline of Impact's history to now

2013:

Sister company, [Reason Digital](#) conducted the first digital CSR report for BBC. The need for an easy way to measure social impact was identified.

2014:

The university of Mancgester and Innovate UK funded the creation of Impact.

2015 – 2016:

Impact was born!

2016 – 2018:

Onboarding of new clients such as DWF, NPPC, Breast Cancer Care, One Manchester and Places for People.

2018:

Impact continued to evolve in response to client requests and requirements.

Over 100 organisations were using Impact.

£50 million worth of social value captured.

2019:

Impact was supporting new clients in measuring social impact, including Network Rail, MAG, amey, Parkrun and Regenda Homes.

Sustainable Development Goals were integrated.

2020:

Impact entered the US taking on Mailchimp as a new client.
£500 million worth of social value captured.

Now, in 2021:

We met you!