



IMPACT

REPORT 2025

CREATING A WORLD FULL OF GIVING



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Section 1

THE WORLD OF B1G1

“No act of kindness, no matter how small, is ever wasted.”

Aesop



WORDS FROM THE FOUNDER

A Year That Reminded Us What Really Matters

Some years are remembered for what we achieved. Others are remembered for what they taught us.

For B1G1, 2025 was both.

It was a year filled with extraordinary moments of connection, generosity and impact. But it was also a year that asked us to look more deeply at who we are, why we exist, and what truly matters as we continue this journey.

B1G1 has never really been about giving alone. It is about creating a world where giving becomes part of who we are — where businesses make a difference simply by doing what they do every day, and where thousands of seemingly small actions come together.

We felt that power when our global community came together in 2025. Through gatherings, conversations with Worthy Causes, member stories and our B1G1 Conference, we were reminded that behind every impact number is a person, a possibility and a connection.

In a world that can sometimes make us feel powerless, B1G1 continues to show us the opposite: that what we do matters.

One meal matters. One day of education matters. Access to clean water matters. A business choosing to care matters.

And when thousands of us make those choices again and again, the Power of Small becomes the power of all.

Thank you for continuing to make those choices with us — and for being such an important part of this extraordinary journey.

MASAMI SATO
B1G1 FOUNDER



OUR MISSION

To Create Giving Businesses

So that together we create positive impacts in the world every day and in every way.

UNIQUE APPROACH OF B1G1

Impact - We ensure that your contributions are always made impactful and effective.

Habit - We help businesses around the world integrate effective giving into their everyday business activities.

Connection - We develop resources to help you form meaningful connections that make a real difference.



Section 2

THE B1G1 MOVEMENT

“To the world you may be one person, but to one person you may be the world.”

Dr. Seuss

HOW IT WORKS

B1G1 is uniquely funded by a Business Membership Program. It sets B1G1 apart from other giving initiatives that rely on donations to sustain them. In this way, B1G1 provides businesses with greater giving opportunities as well as fantastic tools and resources that add significant value to them.

MEMBERSHIP PROGRAM

BUY1GIVE1 PTE LTD

BUY1GIVE1 PTE LTD is a Social Enterprise established in 2007 and headquartered in Singapore. It supports, inspires, and educates businesses globally and runs the B1G1 Business Membership Program.

Key Responsibilities:

- Creating value AND values
- Ensuring sustainability
- Maximizing connectivity

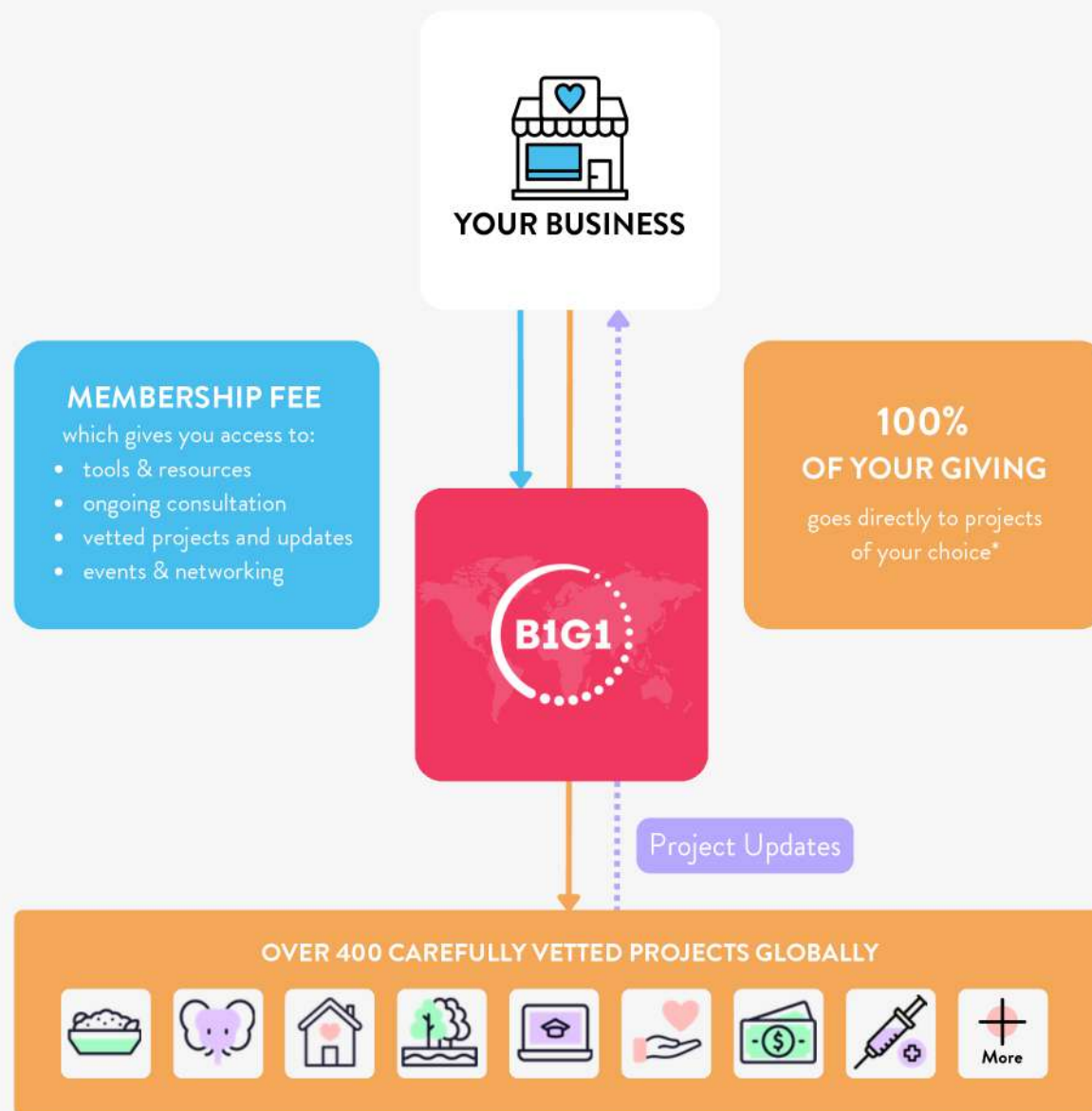
CONTRIBUTION MANAGEMENT

B1G1 GIVING INC.

B1G1 GIVING, INC. Previously a Singapore registered Society, B1G1 Giving moved to the US to become a 501(c)(3) registered Charity. It helps selected charity organizations receive funds to create much-needed social impacts.

Key Responsibilities:

- Enabling impactful giving
- Ensuring integrity and transparency
- Enhancing effectiveness





Section 3

THE MOVEMENT GROWTH

“Act as if what you do makes a difference. It does.”

William James

COMMUNITY GROWTH

- BUSINESS MEMBERS
- WORTHY CAUSE PROJECTS

The B1G1 Community comprises businesses that give and Worthy Causes that run high-impact projects around the world. We look forward to welcoming many more businesses and Worthy Causes into this Movement.

	BUSINESS MEMBERS	WC PARTNERS	WC PROJECTS
NORTH AMERICA	218	10	10
CENTRAL AMERICA	2	1	10
THE CARIBBEAN	2	0	0
SOUTH AMERICA	1	0	9
EUROPE	581	23	47
AFRICA	12	7	158
MIDDLE EAST	13	0	1
SOUTH ASIA	5	15	92
SOUTHEAST ASIA	75	15	114
EAST ASIA	19	3	5
OCEANIA	784	23	29
GLOBALLY	1712	97	475

*WC = WORTHY CAUSE

Impact Highlights

OUR MEMBERS CREATED 25,950,110 GIVING IMPACTS AROUND THE WORLD IN 2025.



15,545,727

Days of Access to
Life-Saving Water



3,991,908

Square Meters of
Rainforest Protection



1,592,566

Days of Food



948,006

Days of Education



728,672

Days of Life Enhancement
Support



605,042

Days of Medical Support

Business Stories From Around the World

Codestone – Where Every Business Win Becomes A Human One

Every enterprise client Codestone works with wants the same thing: better systems, smoother processes, technology that actually works for people. But for Codestone—a digital transformation firm with nearly 300 people across eight countries—the work has always been about something larger. COO Mark Ames set that tone from the start: "The reason I go to work in the morning is to improve lives and change lives." That belief didn't stay in leadership. It became the foundation of how the whole company operates.

When Codestone joined B1G1, the partnership became inseparable from how the business runs. Giving is now woven into the rhythm of everyday work—a client launch, a contract renewal, a timely report, an accurate data entry. Each moment connects to something real on the other side of the world. Team members choose the causes most meaningful to them personally, making impact a shared practice rather than a top-down directive. As CEO Darryl Sackett explains: "We're a Business for Good. We're a business with purpose. And our partnership with B1G1 is fundamental to what we do."

What makes Codestone's approach distinctive is the shift in how the whole team now sees their work. As one team member put it: "The most inspiring part of having B1G1 integrated into the culture is that it's not about money; it's about outcomes." From transactions to transformation—it's exactly what Codestone brings to its clients every day, and now, to the world.



POOLE, UNITED KINGDOM
WWW.CODESTONE.COM



20,175
 IMPACTS CREATED

FAVOURITE PROJECT CATEGORY
 WATER & LIFE ENHANCEMENT



4,543,856
IMPACTS CREATED

FAVOURITE PROJECT CATEGORY
WATER & HEALTH

Business Stories From Around the World

Be Challenged – Building Teams That Change The World

Only 23% of employees are actively engaged at work. For Kingsley Seale and Oliver Sheer, that statistic isn't just a number—it's the problem their business was built to solve. Be Challenged designs experiences that bring corporate teams together: leadership retreats, sales events, and tailored "connection plans" that embed meaningful engagement into how organisations grow, not just how they celebrate.

From the beginning, Be Challenged believed that real connection changes everything—how teams perform, how leaders lead, and how companies endure. That belief was tested when the pandemic wiped out their revenue overnight. Rather than cutting their people, the founding team made a deliberate choice: keep the team intact. Everyone stayed. They pivoted quickly to virtual team-building experiences, and when the world reopened, Be Challenged was ready—with a full team, fresh momentum, and a reputation that had grown stronger under pressure.

Nine years into their B1G1 membership, impact has become inseparable from how Be Challenged operates. Every event booking triggers nutritional support for children in need. Every Google review funds education for a child who might otherwise go without. Teams are invited to set impact goals alongside their business objectives—and more often than not, they exceed both. It's a reminder that the same spirit that drives a team to show up for each other can also drive them to show up for the world.

Be Challenged's motto is "Create buzz in every interaction." For nine years, that buzz has reached far beyond the room.



SYDNEY, AUSTRALIA

WWW.BECHALLENGED.COM.AU

A woman with long dark hair, wearing a light-colored patterned shirt, is smiling and sitting at a table. The table is covered with a white cloth and has some items on it, including a small plant and some papers. In the background, there are other people and shelves, suggesting a community center or a workshop. The entire image has a red overlay.

Section 4

2025 MILESTONES

*“The greatness of a community is most accurately measured by
the compassionate actions of its members.”*

Coretta Scott King

2025 Milestones

18 YEARS OF IMPACT TOGETHER WITH B1G1 BUSINESS AND WORTHY CAUSE COMMUNITY.



JULY 2025: AMBASSADOR PROGRAM

In July, we launched the B1G1 Ambassador Program, empowering passionate Members to champion the B1G1 mission within their own networks and communities. This new initiative strengthens our collective capacity for impact, creating fresh pathways for Members to lead, inspire, and bring others into the movement of everyday giving.

MAY 2025: EXPANDING GLOBAL PROJECTS SELECTION

In May, we expanded the availability of Global Projects. Each category pools together many individual Worthy Cause projects, so a single act of giving can be distributed across all of them at once, multiplying its reach with every contribution. For our Members, this means more categories to choose from and more ways to align their giving with the causes closest to their hearts.





NOVEMBER 2025 BUSINESS FOR GOOD CONFERENCE BALI

After a long wait, the much anticipated Business for Good Conference returned in November, bringing the global B1G1 community together in Bali. Members connected, collaborated, and celebrated the collective progress made over the years, sparking new ideas and renewed energy for the future of business and impact.

SEPTEMBER 2025: WORLD CHAMBERS CONGRESS PARTNERSHIP

In September, B1G1 formed a new partnership with the World Chambers Congress, opening the door to deeper collaboration with chambers of commerce around the world. This partnership marks an important step in building stronger connections between business communities and the B1G1 mission, creating new opportunities for members and chambers alike to grow their impact together.



UPCOMING DEVELOPMENTS IN 2026

IMPACT PARTNERS

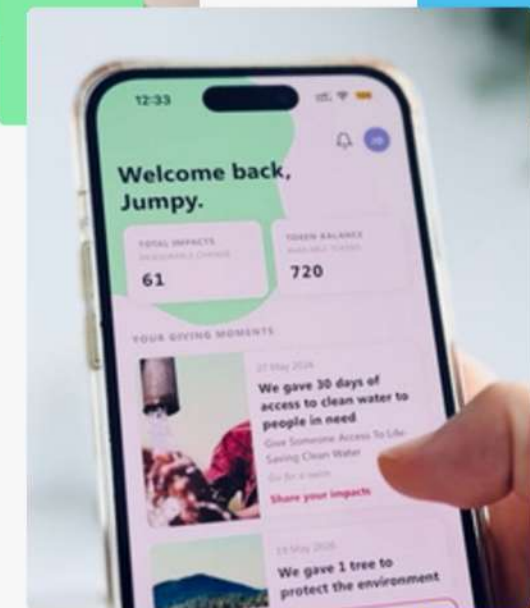
We're taking our Impact Partner Program further, deepening how we recognise and work alongside the Members who champion positive change every day. This next phase will bring closer collaboration and new ways for Impact Partners to shape the direction of B1G1's shared mission, strengthening the role they play at the heart of our community.

FAMILY PROGRAM

We're introducing a new Family Program, opening up the B1G1 giving experience to families everywhere. You don't need to run a business or be part of B1G1 to take part; it's a simple way for any family to start creating impact together, making everyday giving accessible to everyone, everywhere.

BUSINESS FOR GOOD ROUNDTABLE

We're bringing the community together in a new roundtable format, creating smaller, more intimate online spaces for Members to connect directly with one another. These sessions are about strengthening the B1G1 community, giving Members the chance to learn from each other, share how they're building giving into their businesses and grow together as a collective.



A woman and a young girl are in a garden. The girl is holding a bowl and looking at it, while the woman stands behind her, looking on. The background is filled with various plants and trees.

Section 5

2025 IMPACTS

“The smallest act of kindness is worth more than the grandest intention.”

Oscar Wilde

IMPACTS BY CATEGORIES



HEALTH

Impacts

12,699,467

Access to clean water and sanitation, healthcare, and mental and emotional support are crucial to good health – the real wealth of a person.



FOOD

Impacts

6,829,353

Our projects ensure people, especially children, have access to healthy meals and supplements necessary for a healthy life.



EDUCATION

Impacts

949,204

Education is the key to a brighter future. By providing access to education, we're empowering communities to break out of the poverty cycle.



ENVIRONMENT

Impacts

4,132,790

By protecting the Earth, we're not only protecting our home but also ensuring a sustainable future for generations to come.



INCOME GENERATION

Impacts

420,294

Encouraging entrepreneurship and job creation is key to economic growth, higher productivity and innovation, and greater societal stability.



HUMAN RIGHTS

Impacts

160,519

Everyone deserves to be heard, from the elderly to children in prison to refugees. Our projects help give them a voice.



LIFE ENHANCEMENT

Impacts

300,264

It is important to create a world where everyone lives and thrives in an environment that gives them the best opportunity possible.



ANIMALS

Impacts

296,030

Caring for animals is essential to promoting a compassionate world. Our projects focus on ensuring their well-being and protecting their habitats.



SHELTER

Impacts

150,886

Giving a house and a home is crucial to regaining a sense of security and offers the homeless a second chance to rebuild their lives.

IMPACTS BY THE SUSTAINABLE DEVELOPMENT GOALS (THE SDGS)



943,274

Impacts



2,217,674

Impacts



9,118,256

Impacts



1,192,810

Impacts



537,374

Impacts



16,069,738

Impacts



162,251

Impacts



502,420

Impacts



522,151

Impacts



2,494,625

Impacts



6,470,839

Impacts



102,815

Impacts



505,272

Impacts



2,079

Impacts



4,549,555

Impacts



171,618

Impacts



2,752

Impacts



MORE ABOUT B1G1 & THE SDGS

[B1G1.COM/SUSTAINABLE-DEVELOPMENT-GOALS](https://b1g1.com/sustainable-development-goals)

Inspiring Beneficiary Stories From B1G1 Worthy Causes

A TRICYCLE, A TRADE, AND A NEW LIFE

Through This Life's Edith House (TLEH), we heard the story of a young woman in rural Cambodia whose life changed course in the most unexpected way. It's a story that shows how one small piece of support can open doors that have been closed for years.

She was born without her right arm and right leg. Growing up in a quiet village, she had little mobility and few chances to leave her own home. By 13, she had missed years of school, dependent on her family for even the simplest daily tasks. Her disability limited more than her movement. It limited what she believed was possible.

Early in 2025, a partner organisation referred her to TLEH, a vocational training programme for young people from disadvantaged backgrounds.



TLEH's team, working alongside Midol Metta, a local disability care centre, sat down with her and her family to understand what she actually needed. Training alone would not be enough. She needed a way to get there.

Through a co-financing arrangement between her family and TLEH's partners, she received an electric tricycle. For the first time, she could travel to the training centre on her own, sit alongside her peers, and join the tailoring programme fully.

She thrived there. She learned to sew, and she learned something else too, that she could trust her own ability. She graduated with real technical skill and a confidence that had never had room to grow before.

Today she dreams of opening her own tailoring business. Her presence at TLEH has already changed the programme itself. Since her case, TLEH has welcomed five more young people with disabilities into training, built better referral pathways, and started designing accessible facilities and adaptive materials.

One young woman's journey became the reason an entire programme became more inclusive. That's the kind of ripple effect B1G1 looks for, support that creates leaders whose impact reaches far beyond their own story.

In partnership with This Life Cambodia



Inspiring Beneficiary Stories From B1G1 Worthy Causes

SUSAN, A JOURNEY OF QUIET DETERMINATION

Through a conversation with Kilimanjaro Blind Trust Africa, they shared the story of Susan, a young woman in Laikipia County, Kenya, whose curiosity for learning never stopped, even after everything around her changed.

Susan was full of curiosity as a child, the kind of student who loved school. Just before Grade 6, she lost her sight. It was a turning point that brought real uncertainty, but it did not stop her education.

She enrolled at St. Lucy's Primary School for the Visually Impaired in Meru, where she first encountered the Orbit Reader 20, a digital braille device provided through Kilimanjaro Blind Trust Africa's Digital Inclusion Program. For Susan, it gave her access to textbooks and learning materials without carrying bulky braille books. When COVID-19 closed schools and she was preparing for national exams, the Orbit Reader let her keep revising from home, on her own.

She went on to St. Lucy's High School, then to Egerton University, where she earned a bachelor's degree in Gender and Development Studies. At every stage, the right tool kept her learning at pace with her peers.

Today, Susan is part of Kilimanjaro Blind Trust Africa's Employability Skills Training Program, where visually impaired graduates receive practical support to build confidence, strengthen workplace skills, and prepare for employment.

Susan's story is still unfolding. What started with a single device became a full education, and now, a future she is building on her own terms.



She reflects on her journey with gratitude: "Without the Orbit Reader, revising from home would have been impossible. It really supported me throughout my education."

Your support goes a long way in empowering young adults like Susan, giving them the tools they need to learn, grow, and take their next step with confidence. Thank you for being part of her journey.

In partnership with Kilimanjaro Blind Trust Africa



Inspiring Beneficiary Stories From B1G1 Worthy Causes

FROM PLASTIC WASTE TO REAL CAREERS

Through a conversation with the R.O.L.E. Foundation, they shared the story of a Bali-based movement that turned an environmental crisis into a pathway for young people to build real careers.

Bali's coastline carries more than its share of the world's plastic waste, and the communities living alongside it carry the cost. The R.O.L.E. Foundation was built to meet that problem from more than one direction: environmental action, education, and economic opportunity, all in one movement.

Earlier this year, the B1G1 team visited their Zero Waste Center. We joined a soap recycling workshop, made seed balls to help restore trees across the island, and took part in a beach cleanup that pulled over 200 kilograms of plastic from a single stretch of coastline in one day.



But the cleanup was never the whole story.

At the training centre, we met Mira, a young woman in R.O.L.E.'s occupational training programme. For her, the programme was never just a route into a hospitality job. It was a way to protect the island she grew up on.

That's the pattern R.O.L.E. has built across Bali. Youth get trained for real careers in hospitality, the industry the island runs on. Local communities learn sustainability practices they use every day. And graduates get connected directly into the businesses driving Bali's tourism economy.

Through B1G1's partnership with the Foundation, members have supported over 5,000 children and young adults through educational workshops, removed more than 20,000 kilograms of waste from Bali's beaches, and helped place hundreds of people into meaningful employment.

Mira walked into a training programme to build a career. She walked out as someone her community now looks to. That's the kind of multiplier B1G1 looks for: support that builds the people who keep protecting the island long after we've left.

In partnership with The R.O.L.E. Foundation



2025 NEW WORTHY CAUSES AND THEIR RESPECTIVE PROJECTS

In 2025, we had the privilege of welcoming 7 new Worthy Causes 20 new projects into the Worthy Cause Program.

Action Through Enterprise

- Support Children with Special Needs
- Sponsor a Cook's Salary
- Provide Nutritious Meals to a Child at School
- Provide Internet Access and Technology Education to Children
- Support a Child's Education with Essential Supplies

Child Action Lanka

- Provide Holistic Care for Vulnerable Children
- Provide Nutritious Meal Program to Children in Sri Lanka

Humane World For Animals

- Support Veterinary Care for Stray Dogs and Cats (Mexico)
- Support Veterinary Care for Stray Dogs and Cats (South Africa)
- Support Veterinary Care for Stray Dogs and Cats (Romania)
- Support Veterinary Care for Stray Dogs and Cats (Chile)
- Support Veterinary Care for Stray Dogs and Cats (Bolivia)
- Provide a Sanctuary for Rescued Animals
- Provide Animal Rescue in Disaster Zones

Tech4Dev:

- Empower Women with Digital Training and Tech Careers

TEENS, Inc:

- Provide a Safe Space for Vulnerable Youth

The 2 Minute Foundation

- Sponsor Community Education on Beach and Ocean Health
- Provide and Maintain Cleanup Stations in the Community

The Sparkle Foundation

- Provide Solar Panel and Lighting Kit to Underserved Families
- Provide Healthcare to Remote and Mountainous Communities.





LOOKING FORWARD!

2025 ended beautifully. The Bali Conference was really 'out of the box'. People were genuinely excited by what was happening as we all braced 'interesting times' ahead with AI and so many other things.

But then early in 2026, the tempo changed. And it changed dramatically. The Middle East became even more of a tinder box and then the Iran war hit not only oil prices but also 'outlooks'.

There was a general sense of uncertainty so much so that we were forced to cancel the Conference so many people were looking forward to in the UK. That was a very challenging decision.

And it forced us to look into how B1G1 should be in a world where personal safety was taking away a focus from making great things happen elsewhere.

That's been really challenging as we've trimmed down teams and travel.

And now, 2026 looks more positive as we explore (and get great feedback on) new initiatives that make it so much easier for people to enjoy the real magic of B1G1. We'll be doubling down on connections, growing the circle of Impact Partners, and making it easier than ever for businesses around the world to create tangible, measurable, and meaningful impact every single day.

We can't wait to take these next steps with you.

MASAMI SATO & PAUL DUNN
B1G1 FOUNDERS



WITH GRATITUDE

Thank you to our incredible B1G1 community. Your dedication to the Business for Good mission has been nothing short of inspiring. Because of you, we've been able to make a real impact in the world, together.

We're deeply grateful for your commitment, passion, and the positive change you help create every day. B1G1 wouldn't be what it is without you.

Here's to continuing this meaningful journey, side by side, and making a difference that matters.



Thank you for making a difference with us.

b1g1.org