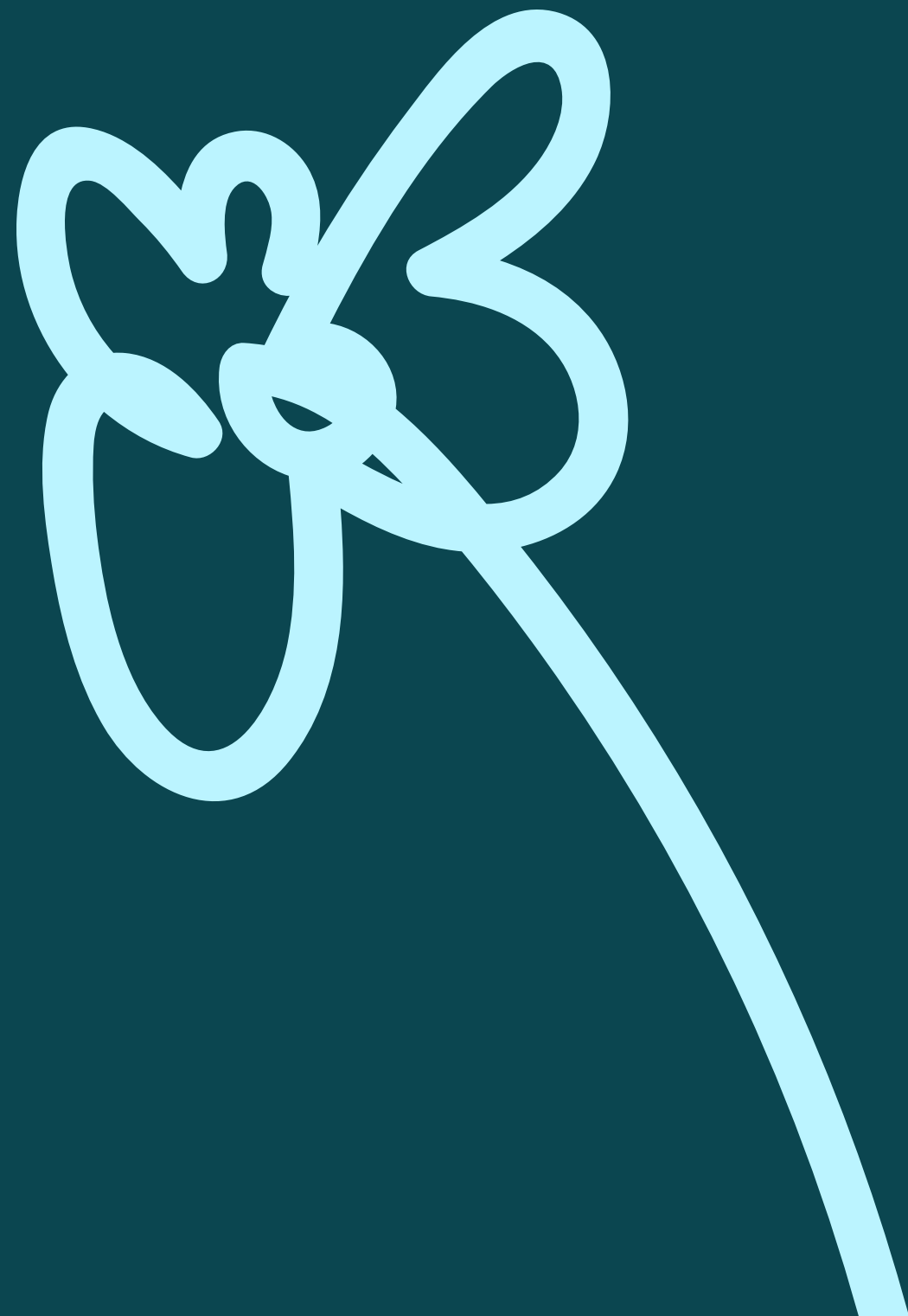


good *deed* it



Be a *Kinder* kind of Company

Good Deed It is an app-first platform that makes finding **volunteering** effortless, matching employees to verified opportunities by skills, interests and location.

For companies, we help more employees use their paid volunteering time by making it easier to find relevant opportunities, while providing ESG, CSR and social value tracking and reporting.

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The Problem

The volunteering time, the intent to use it, and the need all exist. The connection doesn't.



Employees want to give time, but can't find opportunities that fit their skills, hours and location



Companies pay for volunteering days and universities want work-ready graduates – **140m** of those hours go unused



185k UK charities need volunteers, and still find them by word of mouth



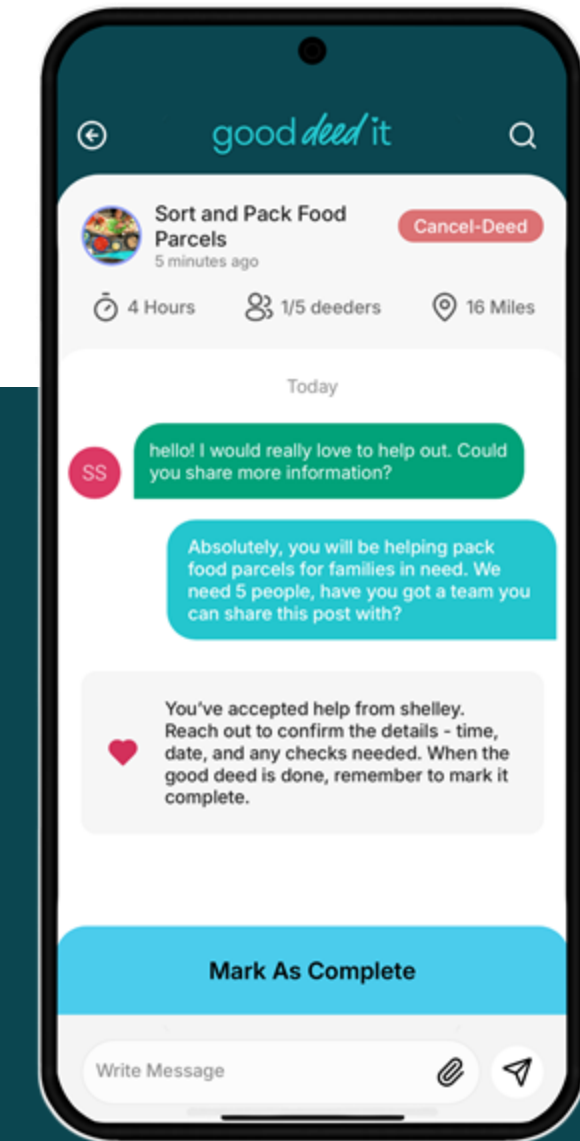
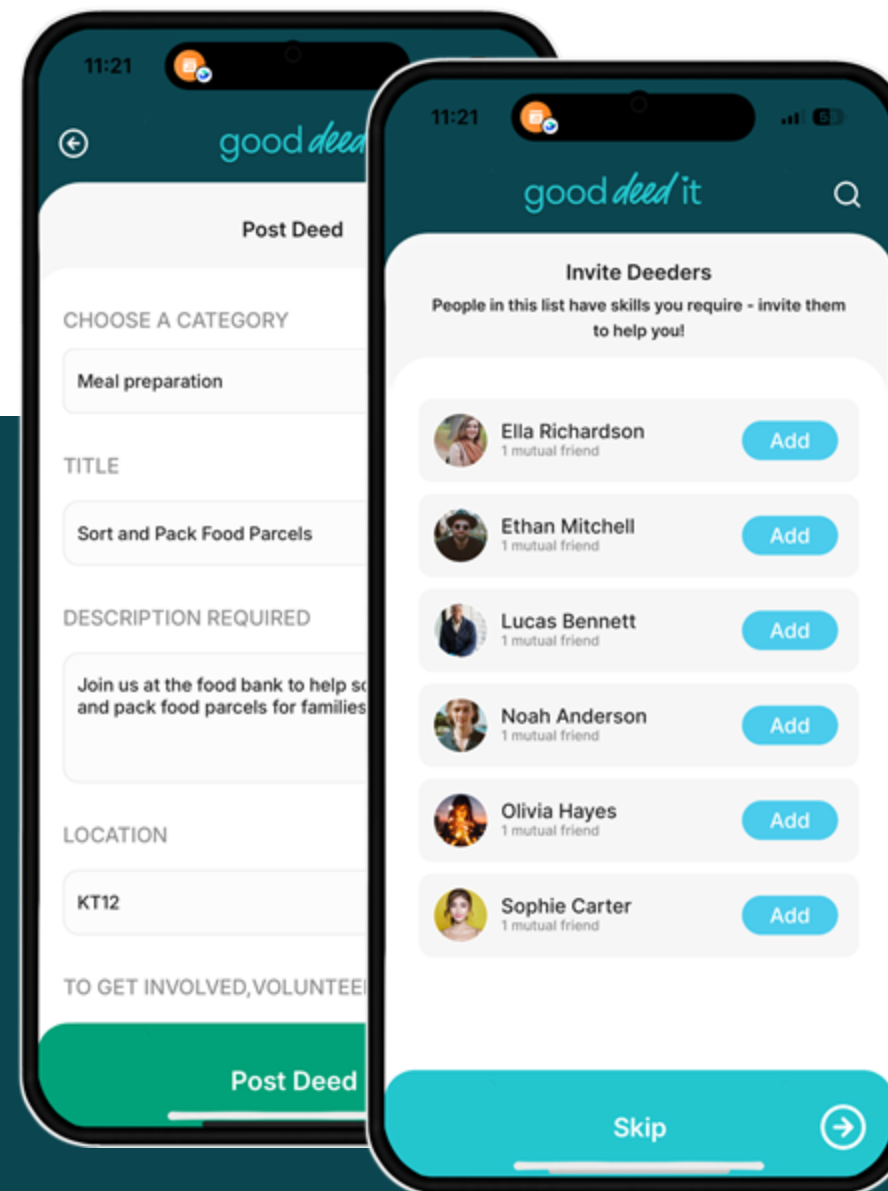
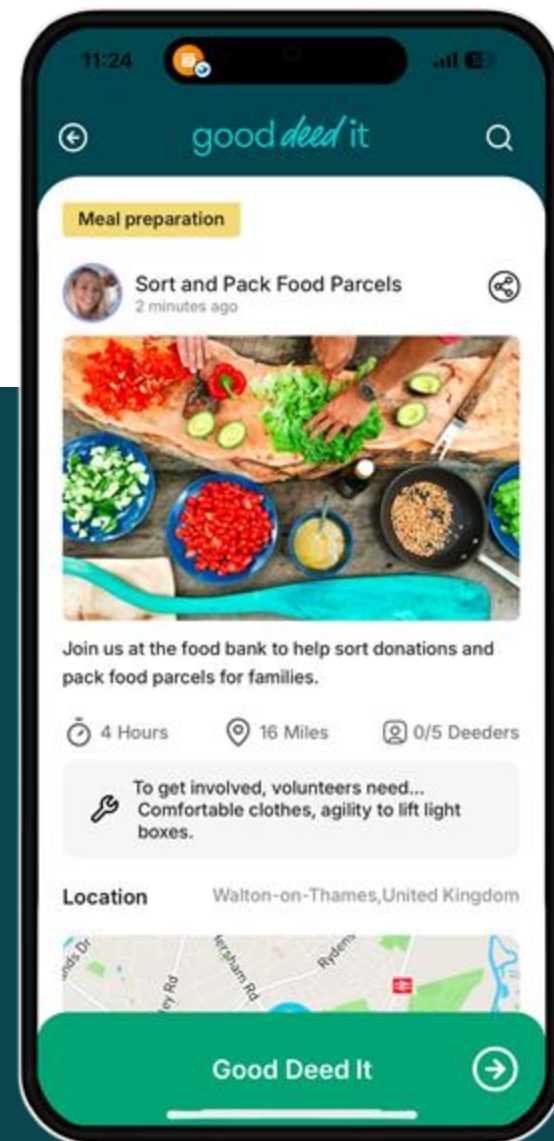
So they never find each other

Our Solution. Our App.

Real-Time & local
volunteering opportunities

Meaningful matches,
made easy

Direct communication
With local charities



A new approach to volunteering

The two things stopping people volunteering are time and finding somewhere local to help. Flexible, real-time opportunities remove both.

55%

of employees who are offered volunteering say they're too busy at work to use it

76%

would volunteer every year if opportunities were local, easy to find and fitted their spare time

Source: Good Deed It survey of 100 UK workers, 2025



Format

Team days, remote roles, or individual slots — people choose the way they want to take part.



Duration

Two hours, four hours, or a full day — time given in the size that genuinely helps.



Cadence

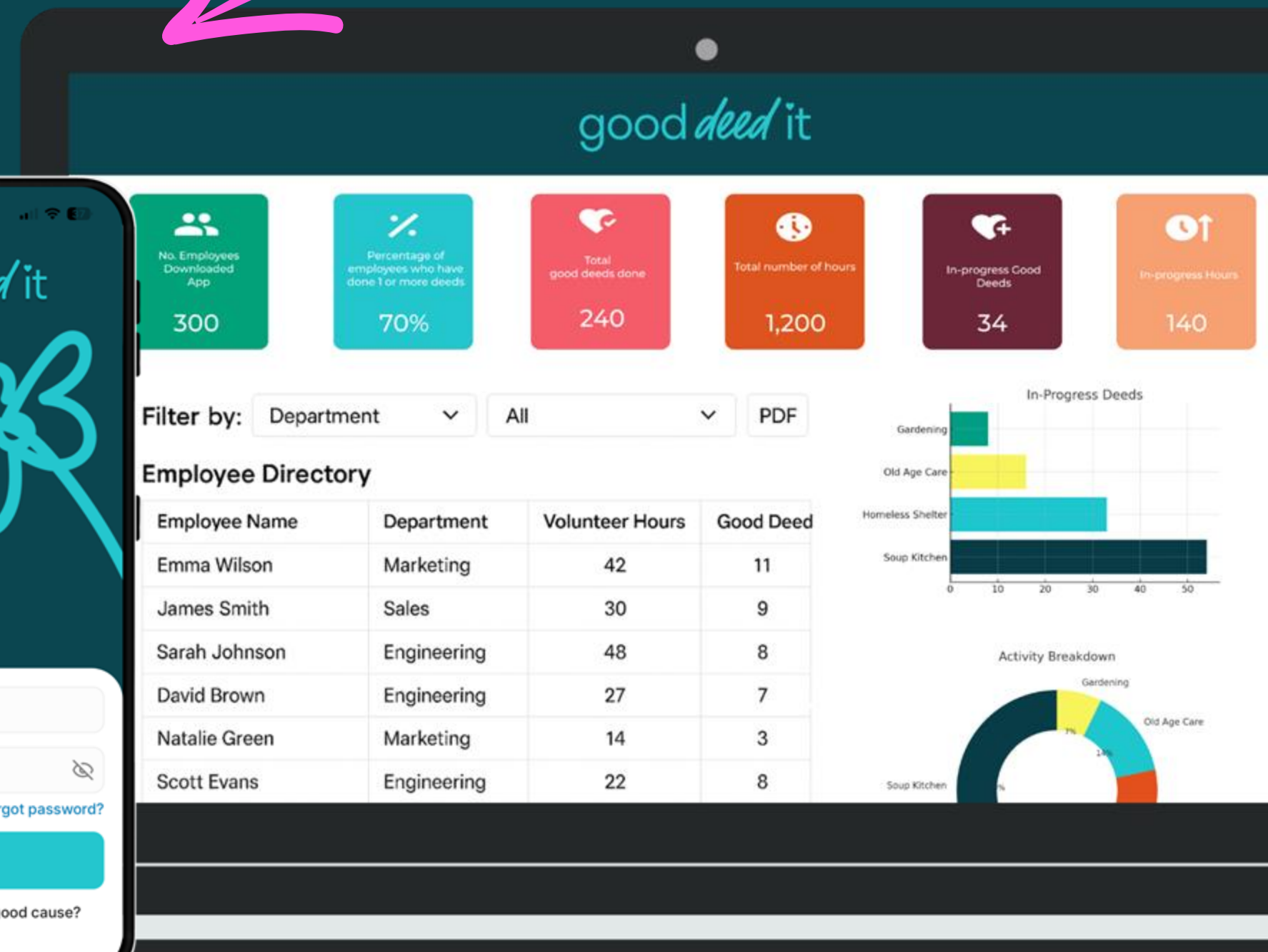
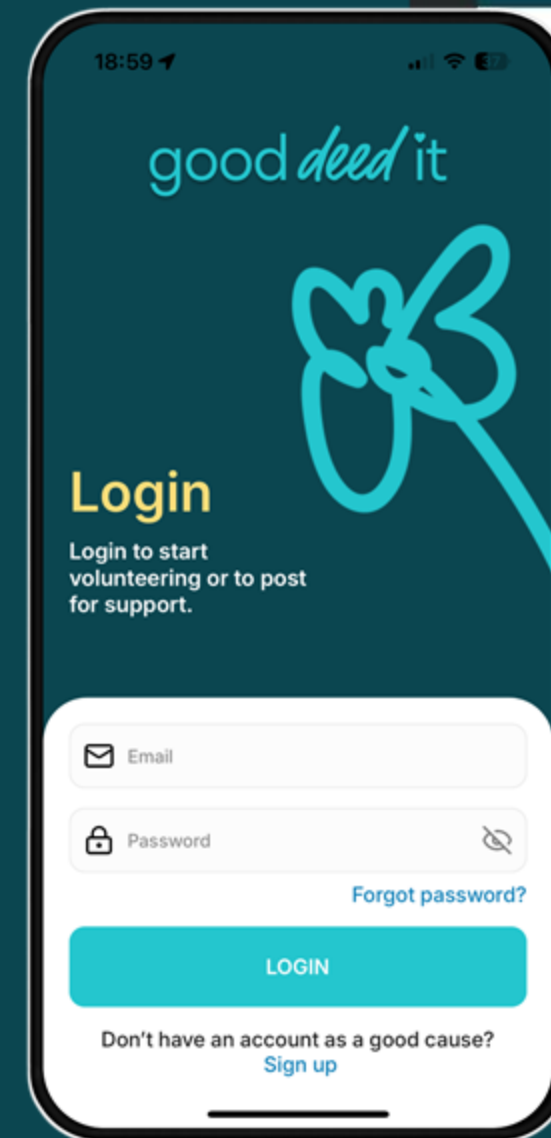
A one-off event, a couple of hours mid-week, or a weekend with time off in lieu — volunteering at a rhythm that fits real working life.

The fix: an hour or two, whenever it suits, matched locally in a few taps — so charities get support shaped around their needs and employees get an offer that fits their working life.

How Good Deed It works

HR Teams

- Charities and CICs are verified on sign-up, so employees only ever see legitimate organisations
- They post the specific help they need – remote or in-person, with skills and volunteer numbers
- Companies sign up and onboard their employees, who browse those posts filtering by date, location and interests and use their paid volunteering time
- Volunteering activity is tracked automatically via the app
- A corporate portal gives clear CSR and impact reporting



The benefits of Good Deed It

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Talent Acquisition

GDI helps you attract top talent by showing candidates your company lives its values through real, measurable community impact.



Retention

By enabling employees to volunteer easily, GDI strengthens purpose, loyalty, and reduces costly turnover.



Engagement

GDI turns company values into action, driving hands-on employee involvement and higher engagement.



Wellness

Volunteering lifts wellbeing and cuts burnout, absence and turnover — worth an estimated £32.5bn a year in UK productivity, around £5k per employee.



Market Sentiment

GDI provides transparent, trackable impact data that strengthens ESG credibility with consumers and stakeholders.

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