



EFFABLE

ON IMPACT AND INTENTION

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Thank you for landing here, your energy, your magic, and your magnetism. Thank you.

Before we begin - breathe in, breathe out, have a shimmy, sink in. Hello. Welcome.

Another year, another spin around the sun, and another year of Effable.

Making magic with gorgeous clients and divine brands - giving them words, life and voice - telling each and every story.

The last year has been one of change and grounding, gathering and remembering, bringing Effable back home and rooting down into the work we do, how we do it, and who we do it with. This next year feels glittery, and we can't wait to have you along for the ride.

But, before we look forward we need to look back - at both the outer world, and our inner world - here's our impact and intention report for 2025/2026.

With Gratitude,

Molly. X

Founder of Effable

A SIDE

AS ABOVE, SO BELOW

Connecting with the ground and land that we call home.

We trod a little lightly, toes in the grass and head in the clouds, soaking up every inch of magic that She had to offer.

We made a commitment in 2024 - To continue to co-create with Nature. We are so so proud to have kept and continue that promise.

Our scope 1 emissions are zero, our scope 2 emissions are zero, and scope 3 are set to be measured this coming year.

OUR SDGs

3 - GOOD HEALTH AND WELLBEING

A commitment to wellbeing and to make working with and for Effable a positive and nourishing experience.

13 - CLIMATE ACTION

Standing with the climate community to make a real difference to protect our Home.

4 - QUALITY EDUCATION

Supporting charities and organisations that promote quality education and learning.

15 - LIFE ON LAND

Giving back to the land, more than we take, and choosing to honour and protect Mother Nature.

5 - GENDER EQUALITY

Lifting women and girls up through work opportunities, charity, pro bono work and more.

OUR POCKET FULL OF DAY DREAMS

We currently spend our time between two worlds - One B Corp space and another rooted in history and heritage, preserving the magic and wonder of the Potteries in Stoke on Trent.

We want to deepen the relationship that Effable has with nature - exploring Nature on the Board and how we can communicate with Her even more.

Treading lightly has often been associated with staying small - but, is that what we want? Let's revisit this together shortly.

JOURNEY TO THE INNER WORLD

Inside Effable, our work has centred this year around gathering and community. Conversations and connections, giving back and going forward.

In 2025, Molly (Founder of Effable) joined Greater Manchester B Local as co-chair, supporting the B Corps across the region to connect, sink deeper into the B Corp world, and find community.

In November, Effable organised a 10 year celebration of B Corp in the UK - welcoming 200 guests to Campfield in Manchester to celebrate, learn, and grow. With words of wisdom from Tyler Grange, TicketTailor, Channel 4, B Lab, HM3, Faith in Nature and many more and, of course, disco dancing until the city got quiet again.

GIVING IT AWAY

In the last year we gave away a lot - 400 hours to be exact. Hours spent, hours given, good causes, magic brands, all needing our word work and magnetism.

It might sound glittery and grand, devoted and divine but to be honest and candid - it wasn't sustainable in the very truest and most honest sense of the word.

This year we're switching it up - giving money over time, with a portion of our profit going to the good, good causes.

EFFABLE

B SIDE

PIGEON LADY - IN ACTION

We worked with the Portland Inn Project pro bono to breathe new life into the story of their Portland Inn Pigeons, and support with marketing and copy strategy.

The pigeons are a cornerstone and a huge character for the project, with weekly workshops where residents gather and make these gorgeous birds together.

Made by hand, decorated with so much love, and named outrageously.

An utter joy to support a cause and community close to home.

WONDER WORK

80% of our work came from businesses that identify as purpose-driven or B Corp certified, which feels so divine to say.

We are signatories of Clean Creatives and the Better Business Act, as well as heading to recertification for B Corp in the next 12 months, too.

The next 12 months we want to spend working with more good eggs, good brands, and businesses that are better for people and better for planet.

Magic.

IT'S IN THE ENERGY

A year of intention, creation, and shaping the future of Effable.

From work that felt so aligned and so right, to choosing the way we show up and deliver for clients - it was the year Brand Knowing™ became a world of its own, and we soaked up inspiration from so many different corners.

COMING HOME TO BRAND KNOWING™

2025 was the year of Brand Knowing™, when we dove into what it meant and how it can help brands.

Brand Knowing™ is a feeling, a deep-rooted sense of being, belonging, becoming, Knowing.

How a brand speaks and what it says, how it says it and the words that become part of its world. What it stands up for and how it stands taller, how it dances, how it moves, how it moves through the world and moves people.

We got to know
Brand Knowing™ -
and you got to know it, too.

THE TENSION

Growth and impact don't tend to sit side by side. Growth is a word that is hushed and whispered, brushed over and ignored in a lot of these spaces. But, growth is good and it's time for Effable to bloom.

More clients, more impact
More people, more impact

Working wider, wilder, and weirder with the brands that are better.

AND FOR OUR NEXT SPIN AROUND THE SUN

- Formalise a giving strategy
- Complete scope three emissions
- Recertify as a B Corp
- Continue working with B Local Greater Manchester
- Grow the business, grow the impact

Leaning in -
GROWTH / MAGIC / PEOPLE

Leaning out -
SMALL / HUSHED / WONKY

EFFABLE

THANK YOU. X