

Buy With Confidence

Mission-driven companies on Trustpilot

Friday, March 4, 2022



In recent years there's been an increase in the number of companies embracing positive social impact as a core value. Major players like [Adidas](#), [Google](#), and [LinkedIn](#) have all taken steps to be part of sustainable change. And it's not just big brands that are contributing, many small businesses act heroically every day. That's why we're putting mission-driven businesses in the spotlight.

At Trustpilot, we provide a platform for millions of people to share their experiences with businesses and consumers. Many of the companies on Trustpilot exist to effect improvement and change in the lives of their consumers and broader communities while prioritizing social responsibility. We've highlighted some of these great businesses below.

Mission-driven companies and why they matter

Most [mission-driven](#) businesses are passionately committed to positive social and environmental change while generating great products and services. Demonstrating social impact can increase a company's appeal to consumers as well as job seekers. By putting society first, it's possible to earn [strong customer loyalty and a better public reputation](#). Whether it's products that [sustain the environment](#), help others lead healthier lives, fundraise for charitable causes, or provide jobs for the unemployed, these bold businesses are dedicated to making the world a better place.

[Garner's Garden](#): all-natural skincare and hygiene products

As demand for ethical brands increases, more beauty companies are [prioritizing environmental responsibility](#). The top priority is clarity on who suppliers are, and precisely what ingredients are used in products. Now, consumers want the choice to buy safe beauty and health-conscious items – free from [parabens, sulphates and phthalates](#). In the past, these items were pricey, and as a result, many people have missed out on healthier options.

Founded in 2012, black-owned Garner's Garden makes high-quality natural skincare and hygiene products at affordable prices. Skillfully crafted from raw and unrefined ingredients, their essential oils, soap, toothpaste and scrubs are luxurious and accessible to all.



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Feb 2, 2022

We have always enjoyed the Garner's...

We have always enjoyed the Garner's Garden products. We started with the natural deodorant and have increased our usage to the mouthwash and we recently purchased body wash and the lotion bar. We greatly appreciate the care taken with creating these natural products and we get the added benefit to support a wonderful Black-owned business as well.

[Kwanda](#): not-for-profit fundraising

Kwanda is a non-profit group focusing on fundraising for black-owned small businesses in the UK and projects throughout Africa.

This mission-driven company not only raises money, but shows donors exactly where it goes, and what impact it has. Donors or "villagers", as they're called, pledge £5 minimum each month to help fund world-changing projects, deciding collectively how to spend it. Projects range from access to [education and training](#), sustainable [agriculture](#) and [healthcare](#), to capital for social entrepreneurs. Villagers vote on projects to fund, receive updates from the field and enjoy transparent access to Kwanda's bank transactions and all-important running costs.

Reboxed: buy, sell, or recycle electronic devices

Today's society is obsessed with the latest gadgets and devices, creating masses of [e-waste](#). If you want a new phone that's affordable and better for the planet, you could give Reboxed a try. With a mission to transform the way people buy, sell, and think about tech, they believe [great technology](#) shouldn't cost us the Earth, literally.

Promoting a more sustainable way to buy and sell electronic devices, they plant ten trees for every phone sold to offset its carbon footprint. Committed to helping the environment and fighting waste, Reboxed wants to rehome 100 million devices by 2030.

Treeapp: planting trees to combat deforestation

Bridging the gap between people and nature, Treeapp has made a substantial environmental and social impact in its first year. Their innovative app lets users make their own global contribution by "planting trees across the world in just a few taps".

From Nepal to Ethiopia and beyond, the app allows users to plant one tree for free every day. Users choose a location, discover eco-friendly products and sustainable brands, and see for themselves the impact tree planting makes. Users are even updated on the wildlife growth at the planting sites. And it doesn't stop there. To protect nature and future generations of animal species Treeapp know more needs to be done, so their long-term aim is to plant millions of trees a day.

Block Ready: financial technology courses

[Bitcoin](#), [crypto](#), [blockchains](#) – what does it all mean? If you've got someone like Block Ready in your corner it can be easy to break down. Founded by lovers of the financial technology ([fintech](#)) world with decades of experience, Block Ready provides hugely rich, accessible courses on blockchain and crypto.

If you're completely new to the crypto world or want to expand your expertise, Block Ready makes it easy to understand. From beginners to professional courses, their top-quality learning platform, "empowers people to make informed decisions that unlock the door to opportunity". Their catalog of affordable educational resources gives an overview of the entire crypto ecosystem and industry, potentially changing lives with the knowledge they provide.

Women's Bean Project: long-term employment and delicious gourmet food

Widespread systemic exclusion based on race, sexual orientation, gender, or socioeconomic status continues to be a massive global conversation and concern. Jossy Eyre saw this injustice acutely with women in [shelters](#); they often struggled to find and hold down jobs, lacked self-esteem, and the skills to break the poverty cycle.

Eyre invested \$500 of her own money and founded the non-profit Women's Bean Project, selling handmade gourmet food, gift boxes and dog treats. Women start their training as production assistants, with a promotion to a career-building role after time. They're given [coaching](#), [education](#), and opportunities to discover and develop their talents to become self-sufficient. Focusing on long-term [careers](#), they gain financial stability, confidence to reach goals, advocate for themselves, and skills for a lifetime. 95% of these formerly chronically unemployed women who join the project are still in jobs a year later.

Projects Abroad: community-based volunteering

and travel

Projects Abroad give volunteers the chance to be part of social impact initiatives around the world. For over 25 years they've provided responsible and ethical volunteering that empowers people to [travel](#) safely, learn new skills and transform local communities. From shark conservation in Fiji to human rights internships in Ghana, participants of all ages can be part of positive and sustainable change. They're committed to adding significant value to the environment, to local people and organizations, with projects running from one week to twelve months.

Traveling overseas comes with environmental costs and that's not lost on Projects Abroad. For every volunteer that takes an [international flight](#) through their flight team, they'll offset the carbon emissions by planting mangroves on one of their many conservation projects.

You can support mission-driven companies you find on Trustpilot

Purpose-driven businesses exist to do good in the world and deserve support. Their skills and expertise can make a significant difference to those who need it the most. By buying from mission-driven companies you're contributing to causes that can lead to real

global change.

If you've had an experience with a business that has a social mission, you can let them know that you value their efforts, or pass on suggestions for improvement by leaving them a review on [Trustpilot](#).

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Lauren has over seven years of experience in executing multichannel and experiential marketing campaigns in the financial compliance, alcohol beverage, and software industries. When she's not acting as Trustpilot's cheerleader for all things consumer, you can find her training for her next marathon or cooking homemade pizza in her small, Brooklyn kitchen.

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