

Pareto

ALL MATTERS FINANCIAL

FRIENDS' SCHOOL

SOCIAL IMPACT REPORT 2024

A REVIEW OF THE POSITIVE
CHANGE CREATED IN 2024

Pareto

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Pareto Financial Planning
Social Impact Report 2024



A MESSAGE FROM OUR FOUNDER



Looking back on 2024, I can say that it's been the most rewarding so far. We continue to grow our client base, and we have strengthened and broadened our team and the services we offer. The driving force behind this growth, and most importantly for me, is that our culture remains focussed, determined and supportive.

As we move forward, we remain steadfast in our commitment to being the best we can be. This means investing in our team through structured training and development programmes that empower our people to excel. We are also embracing efficiency-driving technology to streamline our processes, enabling us to deliver even greater service to our clients while fostering a workplace where innovation and continuous improvement thrive.

This year the team voted for the Teenage Cancer Trust (TCT) to partner with as our Charity of the Year. The partnership has been special on so many levels with the Pareto team challenging themselves to run, swim, bake or even walk across hot coals to raise money that helps provide teenagers with the support and specialist care they need when dealing with a diagnosis. As a result of our partnership with TCT we were also incredibly fortunate to be introduced to an amazing individual, whose journey hasn't been easy, but she is now part of the Pareto team and flourishing.

In 2024, we also celebrated our ten-year anniversary of supporting local charity Beechwood Cancer Care Centre through our annual Man@Manchester event held in November raising over £300,000. Attracting more 500 attendees, this event has gone from strength-to-strength and I can't be more proud of the record amount raised which goes to such a worthwhile cause.

None of our achievements in 2024 would have been possible without the support of clients, partners and the entire Pareto team. I sincerely thank every one of you.

John Stevenson MBE
Founder

A MESSAGE FROM OUR MANAGING DIRECTOR



In 2024, shifting economic priorities and the emergence of a new government created a dynamic environment that required careful thought and understanding to ensure our advice aligned with our clients' evolving needs. Despite these hurdles, we successfully achieved growth across our key metrics.

We are all acutely aware of the standards we set ourselves in everything we do as professionals as well as how we contribute to our community. Our charitable efforts never cease to amaze me. From surpassing our fundraising goals to helping young cancer survivors regain their footing on their career paths, it's incredibly rewarding for everyone at Pareto to be involved.

In August we moved our head office to the Old Schoolhouse, a transformative project which wouldn't have been possible without the support and input from too many people to mention. The result is a sustainable space that has been designed for collaboration, and I would encourage any of clients and partners to drop in whenever they are passing, you are always welcome.

Once again, Pareto was recognised by the financial sector picking up a spot in Citywire's prestigious New Model Adviser Top 100 and the Financial Times Top 100 Financial Advisers in the UK for 2024. We were also awarded for a second year Best Financial Advisers to Work For by Professional Adviser and Best Companies which we were very proud to achieve.

Our investment in technology continues with a focus on efficiency and intelligence to meet our requirements both internally and externally. We also invested in the development of our team through on-going training programmes and the appointment of a Training & Development professional.

Looking ahead to 2025, we are excited to build on this year's successes, deepen our relationships, and having the most positive impact on our clients, professional partners and friends and within the community.

Paul Stones
Managing Director

CULTURE & VALUES COMMITTEE 2024

Our Culture & Values Committee is a diverse, cross-functional team of employees dedicated to fostering and promoting Pareto's culture and core values. This committee ensures that employees' perspectives are considered in decisions that directly impact them.

Key responsibilities of the Culture & Values Committee include:

- Corporate and Social Responsibility (CSR)
- Staff Health & Wellbeing
- Environmental Sustainability
- Social Events
- Charity Events and Fundraising

The committee holds formal monthly meetings and regularly engages colleagues both within and outside the group to collaborate on initiatives and special projects.

Membership is refreshed annually, giving all employees the opportunity to contribute their ideas and bring new perspectives to the committee.

Appreciation and thanks go to the committee of 2024:



Jo Walsh
Executive Assistant



Louis Mottershaw
Administrator



Nicola Wassilenko
Admin Team Leader



Ifsah Mahmood
Marketing Executive



Bella Stevenson
Work Experience



Jorge Jackson
Independent
Financial Adviser



Caroline Annat
Receptionist



Jen Macfarlane
Marketing Manager

The 2025 committee has been elected and we look forward to seeing what they will achieve in the coming months.

2024 HIGHLIGHTS & ACHIEVEMENTS



Part of the 100 Trees Club supporting not only tree planting, but contributing to wider nature recovery across the region.



Over £12,000 was raised for the Teenage Cancer Trust through staff fundraising efforts throughout the year. In addition, we collaborated with Youth Support Coordinators to assist TCT clients in advancing their careers following their treatment.



Sustainable renovation of our new office space, The Old Schoolhouse on Byrom Street, Spinningfields.



Awarded Best Financial Advisers to Work For 2024 a second consecutive year.



MetLife's Wellbeing Hub gives staff free access to a range of health and wellbeing services. Including a 24/7 helpline, access to trained advisers and mini health checks.

In 2024 we saved over 47,000 pages of paper by using Docusign and over 120,000 since implementing.



The Pareto Pantry offers daily breakfast for all staff, along with a complimentary hot breakfast provided monthly for everyone in the office.



£4,000 donated to causes close to the hearts of our staff via our Community Funding Initiative.

Talk to me I'm a
Mental health first aider

Trained by St John Ambulance

Implemented qualified Mental Health First Aiders and Responders into our workforce.

Re-purposing of decommissioned IT equipment ensuring 100% is kept out of landfill.



Showing our dedication and commitment to our clients by securing a spot in both the Financial Times and Citywire Top 100 lists.



Perkbox provides access to a range of benefits, rewards and discounts as well as supporting staff well-being with wellness resources.

AWARDS AND RECOGNITION

BEST FINANCIAL ADVISER TO WORK FOR

For the second year running we were awarded the Best Financial Adviser to Work For. This industry-wide survey and awards programme is run in partnership between Professional Adviser and Best Companies Group and honours the best places of employment in the financial services industry. We were delighted that following a survey and feedback from our employees, we were awarded this accolade in 2024.

Being based predominantly on feedback from employees as well as areas such as company culture, well-being and communications this is one of our most valuable accolades and one we are most proud of.



FTADVISER TOP 100 FINANCIAL ADVISERS

We were thrilled to announce that once again we had been recognised as one of the Financial Times Top 100 Financial Advisers in the UK for 2024. The top 100 list is created by first selecting the 150 largest firms by gross sales in the previous 12 months, July 2023 - June 2024 for the 2024 List.

The Financial Times then looks at a variety of factors when collating this list, including Assets Under Management (AUM), gross inflows through the year and client retention.



CITYWIRE TOP 100 ADVISER FIRMS

We proudly secured a spot in Citywire's prestigious New Model Adviser Top 100, a list that celebrates the best of the UK's financial planning community.

This annual list showcases firms that excel in delivering financial planning services, contributing significantly to both value and the advancement of the profession.





HEALTH & WELLBEING

PERKBOX

In 2024 Pareto, announced the reintroduction of Perkbox for all our colleagues. This exciting initiative emphasises our commitment to enhancing employee wellbeing, a positive work environment, and ensuring everyone feels valued and supported.

Perkbox offers rewards and benefits. Colleagues can access discounts on everyday essentials, dining, and leisure activities. From cinema tickets to savings on holidays, Perkbox has something for everyone.

Beyond the tangible perks, we were particularly interested in Perkbox's Wellness Hub, which aligns closely with our focus on employee wellbeing. This dedicated space offers guided meditation sessions, workout videos, and health-focused webinars, empowering colleagues to take charge of their physical and mental health. Furthermore, the platform provides self-improvement tools and expert-led mental health support webinars, offering practical advice and strategies for managing stress, building resilience, and nurturing a balanced lifestyle.

By reintroducing Perkbox, we aim to go beyond just providing benefits; we want to create a workplace where every individual feel appreciated and supported; professionally and personally. Pareto has a culture that prioritises wellbeing.



SUPPORTING WELLBEING THROUGH THE METLIFE WELLBEING HUB

The MetLife Wellbeing Hub offers our employees and their households free access to a comprehensive range of health and wellbeing services. This platform focuses on three core areas: mental wellbeing, physical wellbeing, and financial wellbeing, providing confidential and expert support tailored to individual needs.

Benefits include access to qualified counselors for issues like stress, anxiety, or bereavement, and Nursing and Midwifery Council-registered nurses for advice on physical health topics such as nutrition, exercise, and heart health. Financial advice is also available, covering topics such as debt management, pensions, and tax information.

Employees can access these resources anytime via the Wisdom app, online portal, or 24/7 helpline, ensuring flexible and timely support when it's needed most. This initiative empowers

our people to take control of their wellbeing, promoting a healthier, more balanced lifestyle.

For every moment, there's  **MetLife**

MENTAL HEALTH FIRST AIDERS

Talk to me I'm a
Mental health first aider

Trained by **St John Ambulance** 

In 2024, recognising the growing importance of mental health and well-being in the workplace, we introduced trained mental health first aiders (MHFAs) driven by:

- **Our Commitment to Employee Well-Being**
As an organisation, we are deeply committed to fostering an environment where all employees feel supported. Introducing MHFAs aligns with our broader mission to prioritise holistic well-being, which encompasses both physical and mental health.
- **Reducing Stigma Around Mental Health**
By embedding MHFAs into our workplace culture, we aim to normalise conversations about mental health, making it easier for employees to seek help and support without fear of judgment or stigma.
- **Creating a Supportive Culture**
MHFAs are a cornerstone of our effort to create a culture where employees know they are valued and heard. Their presence reassures employees that mental health challenges are taken seriously, and help is readily available.

The Important Role of Mental Health First Aiders

Mental health first aiders play a critical role in supporting our workforce by identifying early signs of mental health issues and providing initial support. While they are not therapists, they serve as a first point of contact, offering a listening ear and guidance toward professional help when needed.

Our Mental Health First Aiders



Nicky Aspray
Mental Health
First Aider



Karen Craddock
Mental Health
First Aider



Nat Johnson-Locke
Mental Health
First Aider



Joanne Walsh
Mental Health
First Aider



Stuart Carswell
Mental Health
Workplace Responder



Lucas Jones
Mental Health
Workplace Responder

OUR CHARITY OF THE YEAR 2024

In 2024, Pareto Financial Planning proudly partnered with the Teenage Cancer Trust (TCT) as our Charity of the Year, dedicating our efforts to support young individuals facing cancer. The trust is a leading charity dedicated to providing specialised care and support to young individuals diagnosed with cancer. With a mission to ensure that no young person faces cancer alone, the charity offers a range of services, including specialised nursing care, support programs, and dedicated spaces for young cancer patients. Providing services at hospitals in our local community including The Christie, Royal Manchester Children's Hospital and Alder Hey makes the charities important and much needed work even more special.

FUNDRAISING ACHIEVEMENTS

Through a series of diverse and engaging fundraising activities, our team successfully raised over our target of £10,000, with contributions exceeding **£12,300** when including Gift Aid.

FUNDRAISING ACTIVITIES

Our commitment to this cause was demonstrated through participation in various events:

- **10-Mile Peak District Hike** – Team members embarked on a challenging trek through the scenic landscapes of the Peak District, raising funds and awareness for the cause.
- **Firewalk with UNIBOX** – In collaboration with UNIBOX, brave participants walked over hot coals, symbolising the resilience of young cancer patients.
- **1-Mile Great North Swim** at Lake Windermere – Swimmers took to the waters of Lake Windermere, showcasing endurance and solidarity.
- **Manchester to Blackpool Bike Ride** – Cyclists journeyed from Manchester to Blackpool, covering significant miles in support of the Trust.
- **Born Survivor Challenge** – Participants faced a 10k military obstacle course, testing their physical and mental strength.
- Other small internal fundraising events – These in-house events included our annual Valentine's Day Raffle, Pareto Bake Off, and Christmas jumper day.



BEYOND THE FUNDRAISING

OLIVIA'S STORY

While the funds we have raised are amazing, little did we know that as a result of our partnership with TCT that we would welcome a brilliant addition to our team.

Olivia's story starts at just 16 years old, just prior to her GCSE mock exams, when a routine visit to Specsavers ended up with her being diagnosed with a brain tumour. For six years Olivia underwent numerous invasive surgeries (and several false hopes), all while trying to cope with the mental and physical challenges this treatment presents as well as trying to forge a career. However, the cancer remained stubbornly present and in 2023 Olivia was referred for Proton Beam therapy at the Christie NHS Foundation Trust, one of only two trusts offering the treatment in the UK.



It was at this moment that Olivia was introduced to TCT, in what she describes as a "life changing moment". TCT funds specialised nurses, youth workers and hospital units in the NHS, so young people have dedicated staff and facilities to support them throughout their treatment. In addition, TCT also runs events where those under-going or recovering from cancer treatment can meet with teenagers who are going through the same process.

TCT enabled Olivia to meet with people who knew exactly how she was feeling and what she was experiencing – as she puts it, "Unless you've been in the situation you really don't know how someone feels. The people I met understood my concerns, my apprehension and we could all relate to each other. It was incredible, it gave me such a positive boost and I've made friends for life."

Having been given the all clear, Olivia began to think about returning to work. She was worried that any potential employer would be concerned about her past illness. At the same time we at Pareto had been talking with Angie and Stephen, who are Youth Support Coordinators, at TCT about some positions we had available and wondered if anyone came to mind who might be suitable.

Olivia joined Pareto at the beginning of September as an Employee Benefits Administrator and has made an immediate impact.

"The people I met understood my concerns, my apprehension and we could all relate to each other."

"Pareto has such a positive work culture, I feel valued and prioritised and if I need to attend a medical appointment they are flexible without issue. It's a company that truly cares for all its employees." said Olivia.

By fostering stronger connections within the community, we not only contribute to meaningful change but also open the door to new opportunities and shared success for all.

COMMUNITY FUNDING 2024

WINTON WASPS

Winton Wanderers have seen a vast increase in players recently. They provide a safe environment for everyone offering the opportunity to play the sport they love whilst making great friendships.

Run solely by volunteers who give up their time to make the club what it has become today.

The funds went toward paying for team kits, fostering a sense of belonging and pride. Here is Harry Savage, proudly sporting the wonderful new kit after scoring a winning goal!



BRANCH 14

A beloved local coffee shop that serves exceptional coffee while hosting free community support groups, charity, and wellbeing events. It provides a safe and welcoming space for connection and care. Funds covered operational costs to help sustain this vital support.



WOOD STREET MISSION

Wood St Mission's Smart Start campaign supports families in Manchester and Salford by providing them with new school uniforms, allowing children to focus on their studies instead of feeling insecure for having incorrect uniform.

COMMUNITY FUNDING 2024

TEAM BLUESTARS

FC Bluestar Community Football club is based in Didsbury. Putting kids first. Inclusive & non selective. Everyone plays. These funds helped them secure essential winter kit and rain jackets ensuring they were prepared for the colder months.



STALYBRIDGE CELTIC JUNIORS

A volunteer run Three Star FA Charter Standard Development junior football club for players of all abilities. The funding provided kits and training equipment for the team.

BIRSTALL BELLES CRICKET TEAM

Funding supported this newly established inclusive cricket team at Birstall Cricket Club. The grant helped subsidise training kits, equipment, league fees, and facility costs, promoting engagement, confidence, and mental wellbeing among women and girls of all ages and abilities.



MONTON GREEN SCHOOL PTA

Funding supported the purchase of a sensory table for their unit dedicated to children with additional learning needs. This initiative helped enhance engagement, foster inclusivity, and support skill development for children with sensory processing needs, autism, and other developmental challenges - providing much-needed resources in a poorly funded area.

OUR ENVIRONMENT



RE-PURPOSING OF DECOMMISSIONED IT EQUIPMENT

Secure disposal and re-purposing of IT equipment with IGO committed to sending 0% of IT waste to landfill, preserving natural resources lowering our carbon footprint.

DOCUSIGN

Implemented in 2021, Docusign continues to help us efficiently engage with our clients while significantly reducing the environmental impact of printing and posting agreements and documents. To date, we have saved the equivalent of over 120,000 pages of paper, contributing to a greener and more sustainable future.



RECYCLABLE AND REUSABLE MARKETING MATERIALS

For the few printed brochures we produce, it is on sustainable paper from an ISO 9001 and ISO 14001 certified mill, which gets 68% of its energy from renewable sources and using vegetable based inks. The majority of our collateral is produced in numerous digital formats to negate the need to unnecessary printing.

100 TREES CLUB

Since 2022, Pareto has proudly been a member of the Manchester City of Trees 100 Club, committing to a greener Greater Manchester. Over the past two years, we have actively supported tree planting and woodland management projects, helping to connect communities and create a more sustainable future for the city region.



OUR OFFICE

SUSTAINABLE RENOVATION OF THE OLD SCHOOLHOUSE

In August 2024, we completed the renovation of The Old Schoolhouse. This project was both a modernisation and a commitment to sustainability, delivering a workspace that is as environmentally responsible as it is functional.

LOW CARBON FOOTPRINT

It began with a complete removal of existing services in the building, giving us a clean slate to install efficient, eco-friendly systems. Key among these is a new HVAC system that not only optimises energy use but also carries environmental ratings for its low carbon footprint. This state-of-the-art setup allows us to keep temperatures comfortable year-round while minimising energy consumption and emissions.

One of our key innovations was the installation of an instant hot water system, reducing electricity use by eliminating the need for traditional kettles. Additionally, we installed high-grade insulation and modern windows on the ground floor, both of which help retain heat and reduce the need for excess heating during colder months. This investment in energy efficiency means that we can maintain a comfortable working environment with a reduced carbon footprint.

OFFICE FACILITIES

To encourage collaboration and reduce unnecessary travel, we increased spaces designed to encourage in-person interactions, offering an alternative to travel-intensive, offsite meetings. Furthermore, for those who prefer to cycle to work, we have introduced dedicated bike storage and shower facilities. This encourages sustainable commuting in line with our Cycle to Work scheme, which helps to reduce both emissions and reliance on personal cars.



ZERO LANDFILL WASTE

We partnered with a waste removal provider aligned with our commitment to zero landfill waste. All waste generated through the renovation and ongoing operations is either recycled or repurposed.

The newly renovated Old Schoolhouse stands as a testament to our commitment to sustainability, offering a modern, eco-conscious environment for our colleagues to succeed in.

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GUIDANCE & GOVERNANCE

OUR BOARD OF DIRECTORS

The Board of Directors oversees the management of the company's business, making key strategic and operational decisions. They are also responsible for ensuring the company fulfills its statutory obligations, driving both compliance and the long-term success of the organisation.



Nicky Aspray
Operations
Director



Stuart Carswell
Business
Development
Director



Darren Hardy-Dearness
Compliance
Director



Chris Romain
Finance
Director



John Stevenson MBE
Founder



Paul Stones
Managing
Director



Phil Young
Non-Executive
Director

OUR INVESTMENT COMMITTEE

Our Investment Committee operates independently from the Board. In 2024, members of the committee included:



Lucas Jones
Technical Services
Manager



Angela Geraghty
Paraplanner
Team Leader



Chris Isaac
Chartered Financial
Planner



Sarah Kelly
Paraplanner



Courage Ruwanza
Chartered Financial
Planner



Ania Szylar-Czerniawska
Risk & Compliance
Manager

The Investment Committee's primary responsibility is managing the Centralised Investment Proposition and conducting central research on all pension and investment propositions. This aims to enhance client outcomes while mitigating business risks.

As part of their research process, the committee engages with providers and fund managers as needed to gain a deeper understanding of potential solutions under consideration.

2025 GOALS & COMMITMENTS

Our impact as a business this year has been positive. But there is still work to do.

In 2025 our goals are:



Continue to invest in our IT infrastructure to increase efficiencies and help reduce the need for printed materials reducing paper usage.



We have again dedicated £4,000 to our Community Funding Initiative in 2025 to continue to support matters close to the hearts of the Pareto team.



Ensure 100% of our key suppliers undergo an audit for Corporate, Social and Responsibility (CSR) compliance which aligns with our own values.



Maintain our membership with City of Trees "100 Trees Club" committing to plant at least 100 trees.



Look at more opportunities for staff CSR days for those who would like to take part, aiming for 70% staff participation.



We have voted The Christie as our Charity of the Year 2025 and committed to our highest fundraising target yet of £12,500.



Build on our Cyber Essentials certification earned in 2024 and achieve the Cyber Essentials Plus certification, an advanced certification under the UK government-backed, industry-supported Cyber Essentials scheme.



Promote the importance of good financial knowledge, particularly given the rising cost of living, by continuing to develop our Financial Wellbeing campaign. Raising awareness of the advice gap and providing people with the skills to make informed decisions about their finances.

Pareto

ALL MATTERS FINANCIAL

FRIENDS' SCHOOL

For more information please contact:

culture@paretofp.co.uk

Pareto