



# Good Finance

What we do, why we do it and  
what you should know.





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What we do, why we do it and what you should know.

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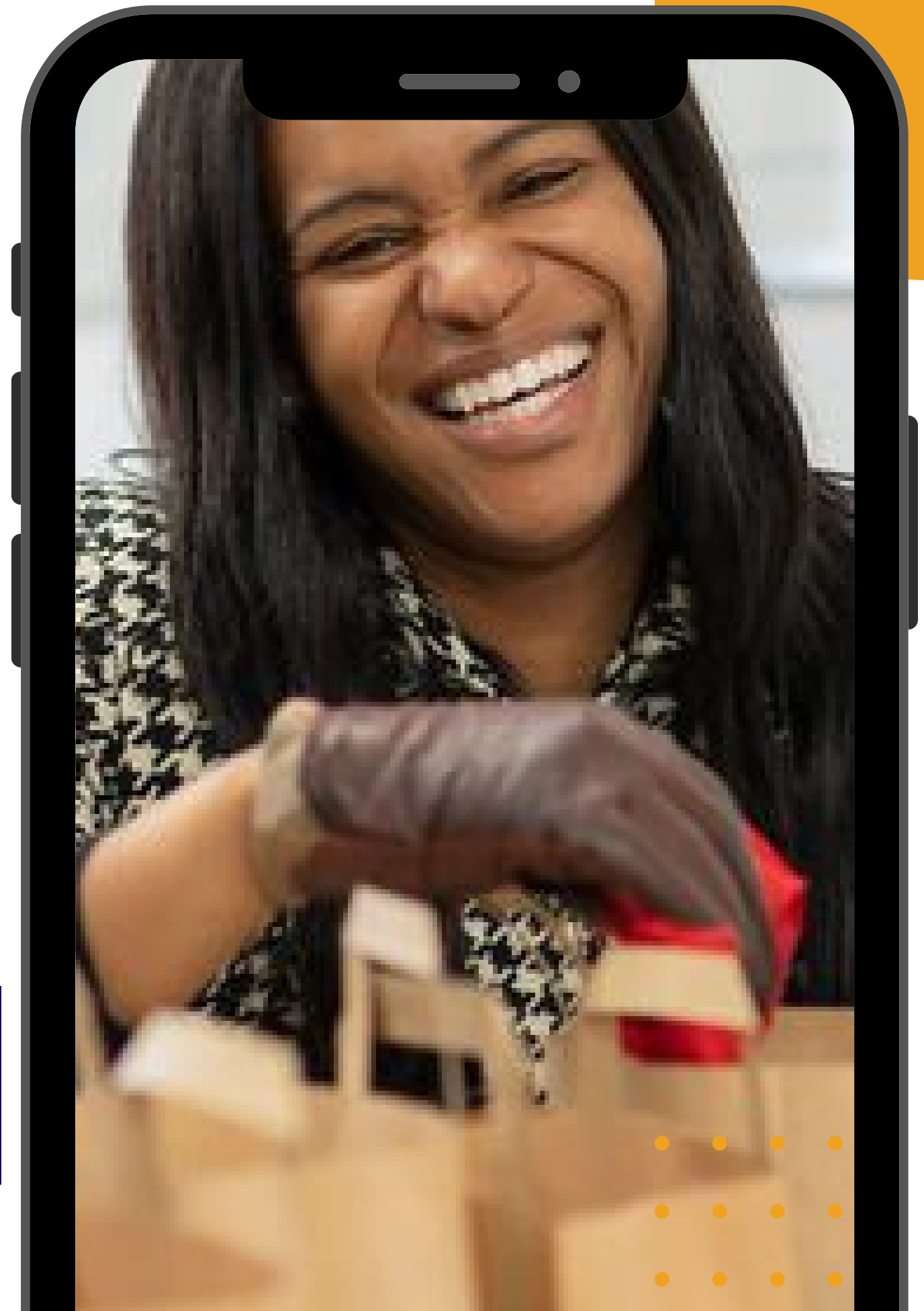
# Good Finance

We are an autonomous and independent platform that supports charities and social enterprises to navigate social investment.

Find out what we offer and how to work with us.



**TAKE ME TO  
[GOODFINANCE.ORG.UK](https://goodfinance.org.uk)**



# Good Finance

Good Finance is supported and funded by Big Society Capital and Access.

Our mission is to be the trusted, go to place for charities and social enterprises on social investment. We are user led in our work.



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# Good Finance Users

Our users are charities and social enterprises on the journey of navigating social investment.

Some may be early on in this journey, others may be further along.



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**500k**

UNIQUE  
WEBSITE USERS

**167k**

INVESTOR AND FUND  
DIRECTORY VIEWS

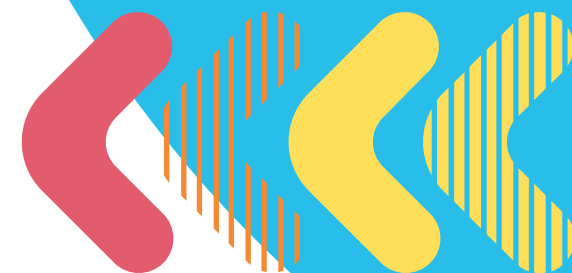
**33.4k**

CLICK THROUGH TO  
INVESTOR WEBSITE



**Good  
Finance in  
numbers**

Journey from interest,  
to appetite, to intent.



# Investors and Funds

The Good Finance investor directory had had over 167K+ unique visitors.



[GOODFINANCE.ORG.UK](https://www.goodfinance.org.uk)

## INVESTOR DIRECTORY PROFILES



- Is your organisation's profile listed on Good Finance?
- If you have a track record in social investment, we'd love to see your organisation listed in the Investor Directory.



- Is your organisation's profile accurate and up to date?



**CONTACT US**

**ANNIE CONSTABLE**

Digital Content Manager  
aconstable@goodfinance.org.uk

# Investors and Funds

The Good Finance investor directory had had over 160,000 unique visitors.





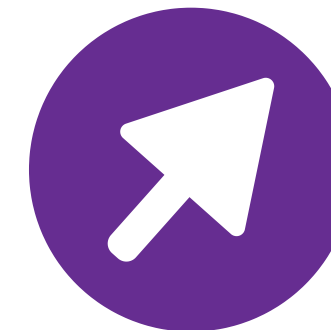


# Tools for Social Investors and partners



## INVESTOR DATA DASHBOARDS

- Data dashboards showing investors listed on Good Finance traffic to and engagement with their profiles listing.



## GOOD FINANCE INVESTOR NEWSLETTER

- Quarterly Good Finance newsletter for social investors with updates on content, events and programmes as well as stories from charities and social enterprises.

**SIGN UP**

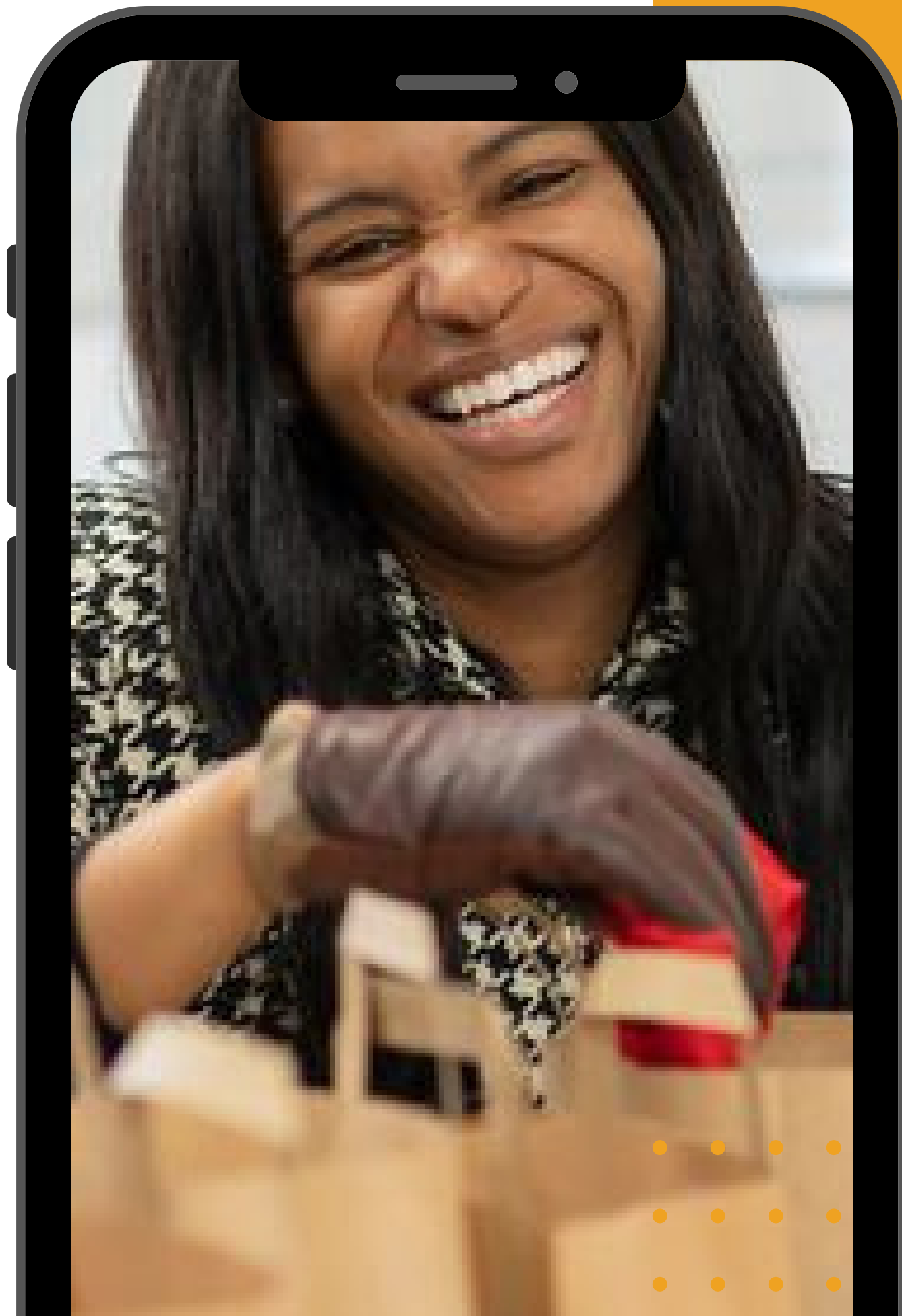
## SCOPING SOCIAL INVESTMENT

- Designed to help infrastructure organisations benchmark their understanding, and that of their members, of social investment.
- Developed and user tested in partnership with NAVCA

**Good Finance  
tools and  
programmes for  
charities and  
social  
enterprises**



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# Website tools



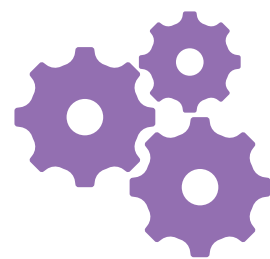
- "Is it right for us" diagnostic tool: enabling organisations to determine if social investment is an option



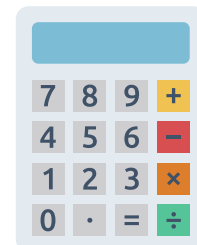
- Investor, funds and advisers directory: signposting organisations to investors



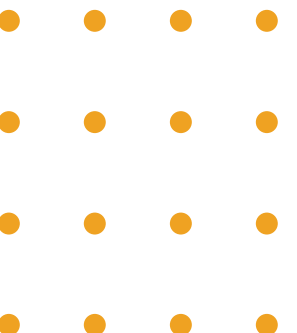
- Jargon Buster: breaking down commonly used jargon and investment terms



- Outcomes matrix: supporting organisations to plan, measure and manage outcomes



- Cost of capital calculator: enabling organisations to estimate repayments.





# Good Finance programmes



**CONTACT US**

## **INVESTMENT COMMITTEES OF THE FUTURE**

- ICs of the Future is an e-learning course upskilling those who wish to join ICs.

## **ADDRESSING IMBALANCE**

- Our engagement programme that connects with Black and ethnic minority led organisations. We work alongside charities, social enterprises and networks to improve access to information, knowledge and resources on social investment.

## **SOCIAL INVESTMENT UNPICKED**

- Social Investment Unpicked is a free online interactive course for anyone who wants to deepen their understanding of social investment.
- It's 6 weeks of supported online learning with a cohort.

**OLIVIA MCLOUGHLIN**

Programmes Manager

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# Programmes coming soon

## E-LEARNING PROGRAMMES IN DEVELOPMENT

Due to be launched in Summer - Autumn  
2023:

- **User Voice:** supporting social investors to explore and develop best practice in user voice practices
- **Due diligence:** supporting charities and social enterprises to understand due diligence and gain an insight into the processes
- **Legal structures:** enabling charities and social enterprises to understand how different legal structures impact social investment.

OLIVIA MCLOUGHLIN

Programmes Manager

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# Good Finance Content



Good Finance also develops educational content to shared peer stories and insights on navigating social investment in the form of case studies, podcasts, blogs.

Submit a case study, or get in touch for any other enquiries.

**SUBMIT**



**CONTACT US**

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# Good Finance Team and Partners





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**ESTHER  
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**ABDULLAH  
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**OLIVIA  
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Programmes  
Manager

**Our team**





We also benefit from the support of our colleagues from Big Society Capital and programmes such as On Purpose, 2027 and Multiverse.



MELANIE MILLS

Head of  
Social Sector  
Engagement



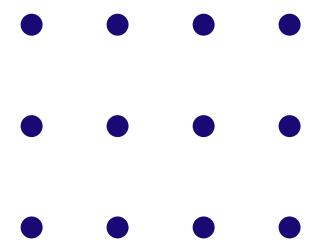
FAYYADH  
SHAMSUDDIN

Engagement Officer

**Our team**



# The power of partnerships



## Marketing, operations and steering group partners

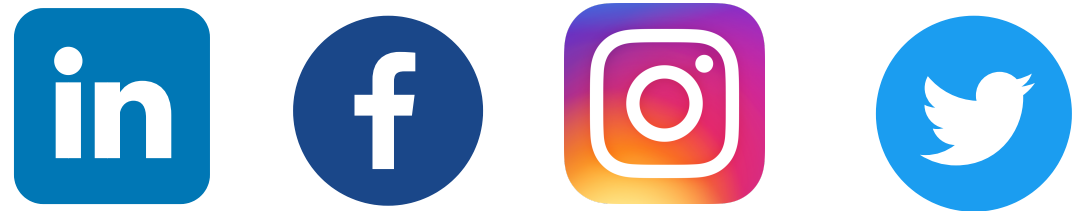
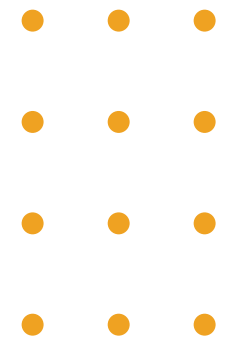


## Addressing Imbalance partners



## Event and Infrastructure partners





**@goodfinanceuk**



**SIGN UP**

# Thank You

Stay posted via our newsletter and socials,  
and don't hesitate to get in touch.

