

# Your Good Finance Profile

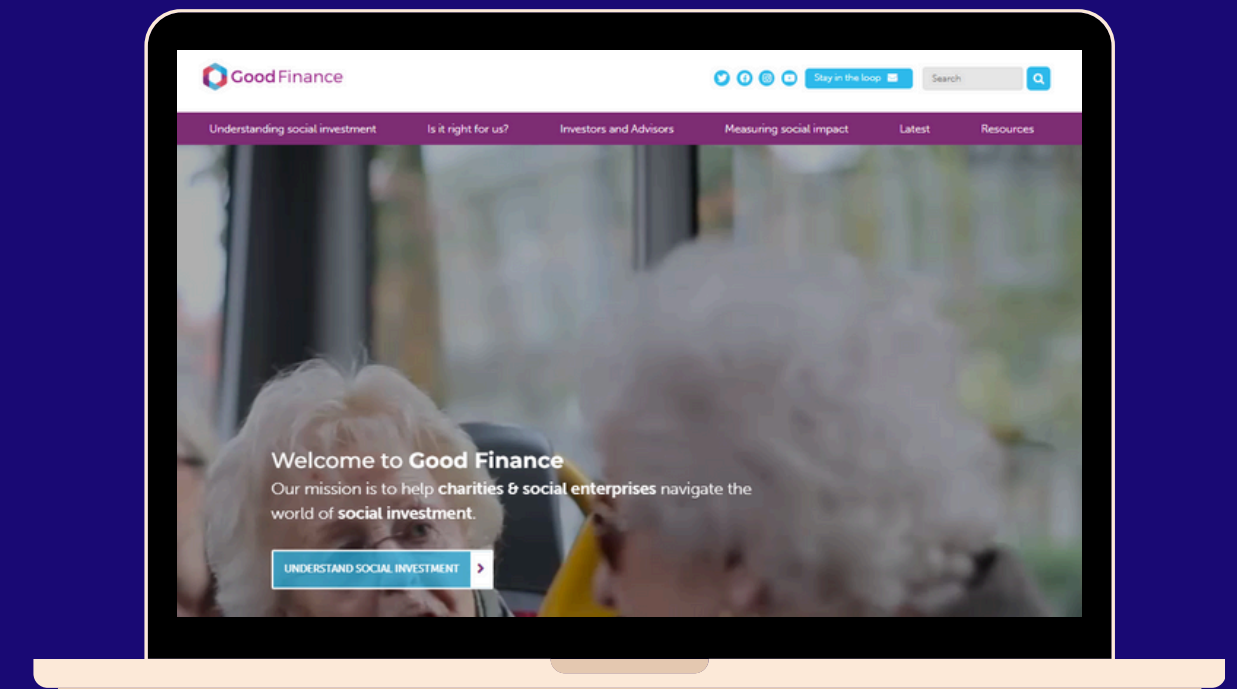
**Managing your investor fund listing on the Good Finance website**



**Our mission is to help charities and social enterprises navigate the world of social investment.**

We are a collaborative project, jointly funded by **Better Society Capital** and **Access: The Foundation for Social Investment**.

Our goal is to **provide information**, tools and resources to better equip our users to **build knowledge**, make **informed decisions** and **establish connections** when exploring social investment.



**Check out**  
**[GoodFinance.org.uk](https://www.GoodFinance.org.uk)**

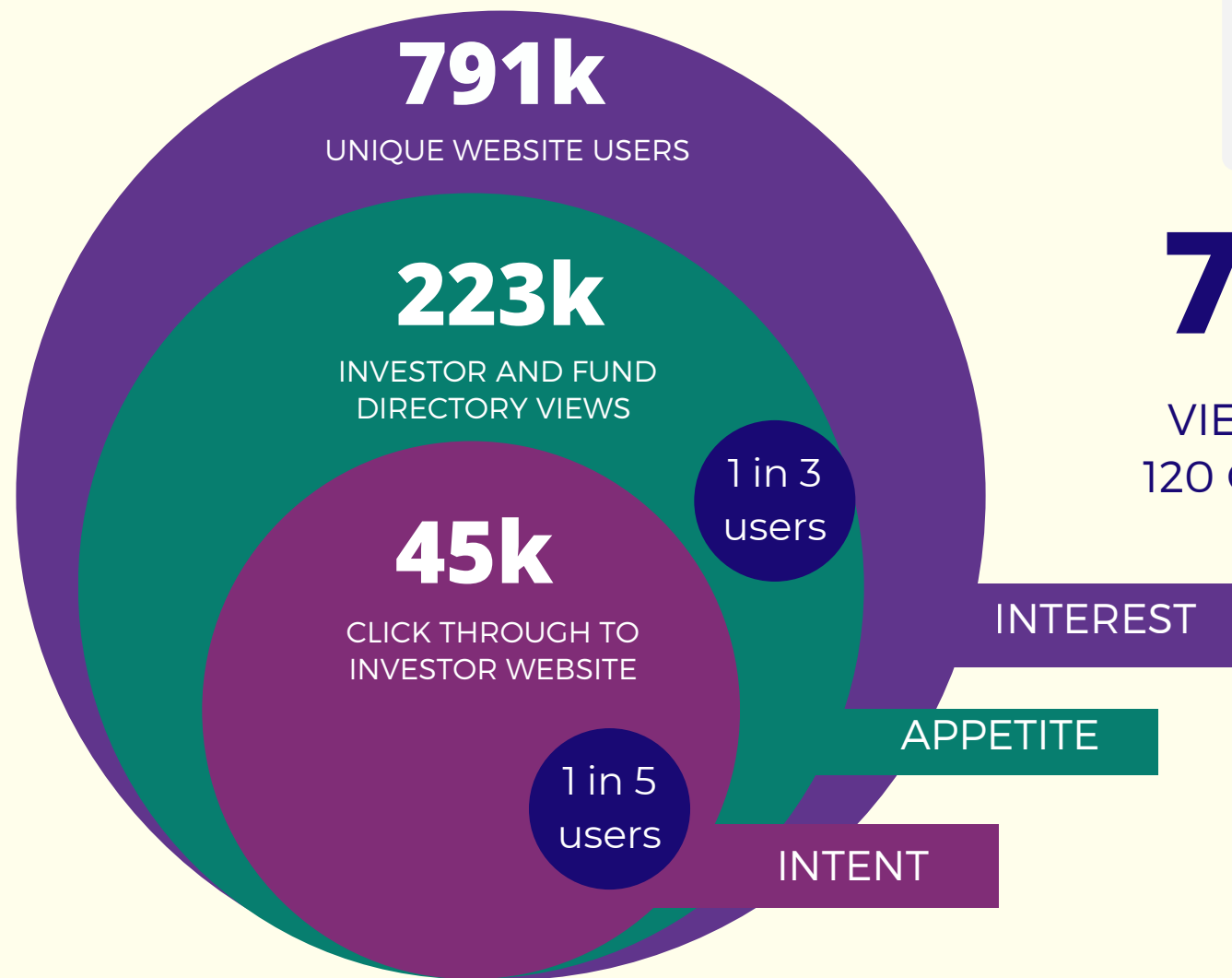
# Good Finance Users

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.



# Good Finance in Numbers

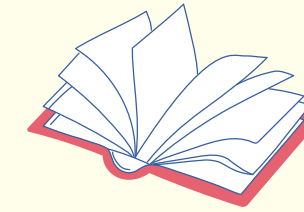


April 2017 - June 2025



**72k+**

VIEWS OF OVER  
120 CASE STUDIES



**375+**

PROGRAMME  
LEARNERS



**10k+**

DIAGNOSTIC  
TOOL USERS



**2k+**

EVENT  
ATTENDEES

"I can't praise Good Finance UK enough! Without the social investment we received we would still just have the one studio and be nowhere near where we are now! It was a big decision and a bit scary taking on our first ever company loan but life favours the brave hey"

*Good Finance user*



# The Investor and Fund Directory

Search 150+ social investors and funds to find your perfect match today!



# Profiles

Information in the directory including investor profiles and fund listing are self managed by the account owner, usually someone who works in the organisation.



## New account owners

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 on the directory.

Check out our '[For Investors](#)' page for more information on how to sign up.



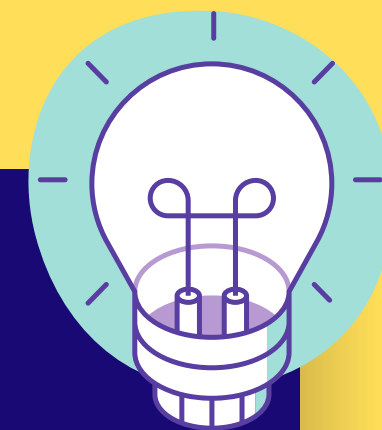
## Existing account owners

Is your organisation's profile accurate and up to date? Our user experience depends on accurate profiles!

[Log-in](#) to update your profile or email [info@goodfinance.org.uk](mailto:info@goodfinance.org.uk) if you need help with access.



# Criteria for your listing



01



## **Demonstrable impact of social investment**

or related work on your website e.g. example investments, case studies, news etc,

02



## **Page showing funds**

OR explanation of your social investment activity with clear links or search function from your homepage..

03



## **Agreement to display Good Finance logo on your website**

where relevant to help cross-market the site and re-direct charities and social enterprises.

04



## **Key contact nominated**

to upload, update and manage your own content to the site

# Criteria for your listing

The purpose of these profiles is educational. The aim is to:

- Show users the range of providers and products available
- Provide context with case studies that show how social enterprises and charities use social investment.

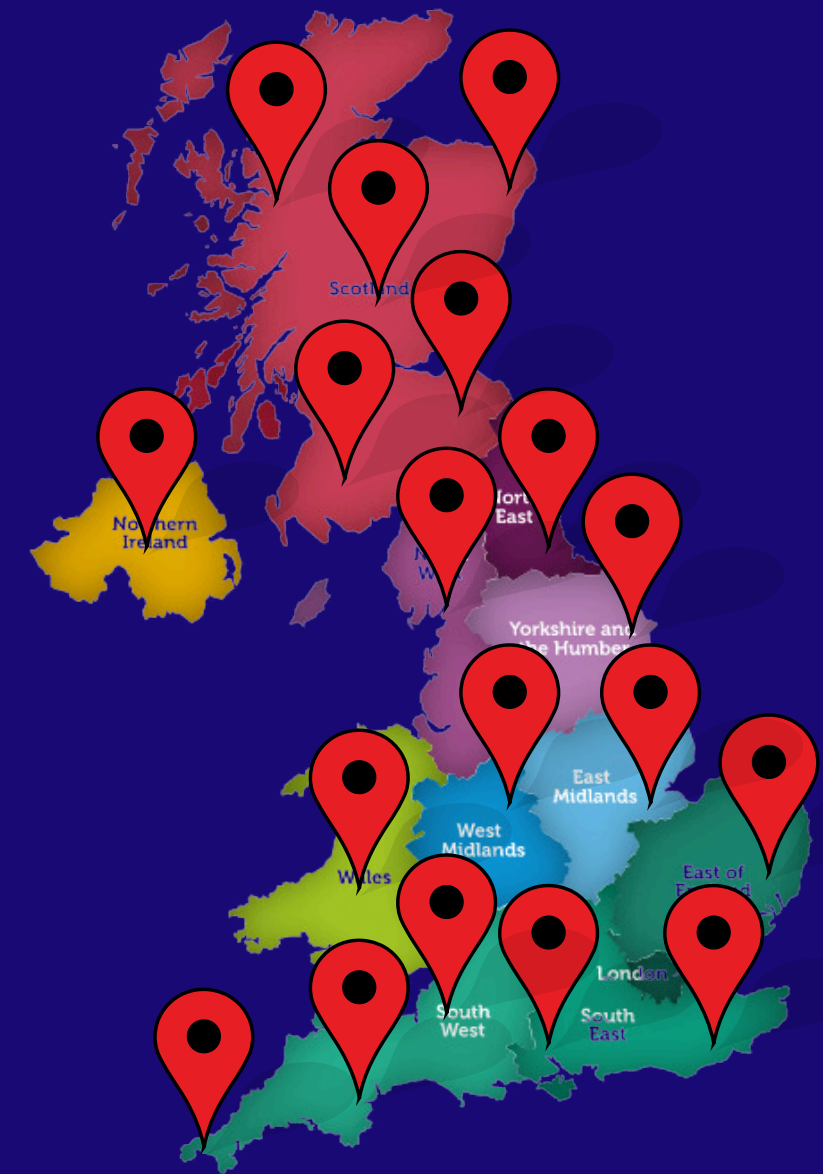
Individual profiles, therefore, should not contain information which could be perceived as “invitation or inducement to engage in investment activity, communicated by a person in the course of business.



**It is crucial that Good Finance does not breach financial promotion and credit brokering laws as enforced by the Financial Conduct Authority (FCA).**

# What does an investor profile look like?

- **An introduction:** One sentence overview of your organisation
- **A summary:** Who your organisation is, what your values are and the type of social investment products & services you most frequently offer
- **Contact details:** Provide up to date contact details users can reach you on
- **Filters:** Check the right boxes for product type, investment amount, social issue area and geography
- **A website link address:** Link to your homepage.





# What does an investor profile look like?



**Big Issue Invest**

Contact person: Linda Wickstrom

Phone:

[Contact email](#)

[Website](#)

[Impact report](#)

## Big Issue Invest

Since 2005 we have supported hundreds of organisations with £80+ million in funding. Our investments are tailored to fit the needs of our investees, who we work closely with throughout their journey to grow and deliver positive impact for individuals, in their local communities and wider society.

We offer a range of repayable finance options, from loans as small as £20,000 to larger investments of up to £4 million. Alongside this we offer investment-readiness grants, corporate mentoring, impact measurement and a dedicated account manager support to help your organisation make the most of the investment.

To find out more about the Big Issue Invest and our investment options, visit us on <https://www.bigissue.com/invest/investments-funds-programmes/>

Investor profile with description, logo, website link and contact information

Fund listings linked from investor profile page

## Our Funds

### Growth Impact Fund

The Growth Impact Fund offers businesses investment and support to entrepreneurs to grow their impact and sales. They support organisations with diverse representation at board and leadership level.

[Read more](#)


### Impact Loans England

Through our Impact Loans England programme, Big Issue Invest is offering loan finance between £20,000 and £400,000 to social enterprises and charities in England. [Read more](#)

### London Housing Fund

With support from the Greater London Authority, Big Issue Invest launched a £10 million Fund to finance the provision of new affordable housing in London.

[Read more](#)



### Birmingham Supported Living 2010

Birmingham Supported Living (2010) provides accommodation and support for people who suffer from mental health issues, learning disabilities, physical conditions, autism and asperger. Its mission is to provide homes that are safe and supported and to provide care that enhances the quality of life for residents, who are generally seeking long term homes and support.

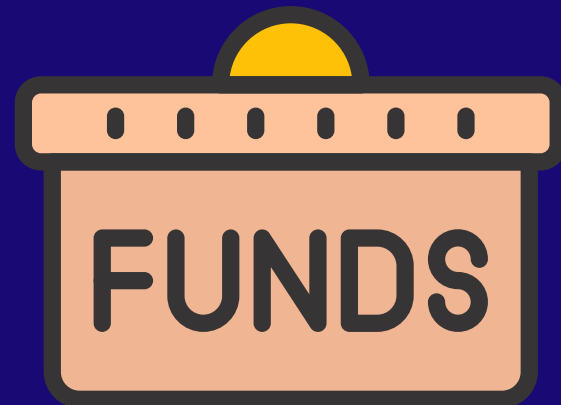
**Duration:** 4 Years  
**Cost of capital:** 6.75%  
**Turnover:** 12m  
**Amount invested:** £220k  
**Year of investment:** 2021  
**Investor:** Big Issue Invest  
**Product type:** Secured loan  
**Legal structure:** [Company limited by guarantee](#)

[View details](#)

Case studies that put your work into context and share real life stories and examples of how social investment was used.



# Additional profile content



## Fund listings

Investors listed on the directory and organisations with dedicated social investment funds can also create specific fund listings. These showcase the specific funds available (and can be unpublished should they close).

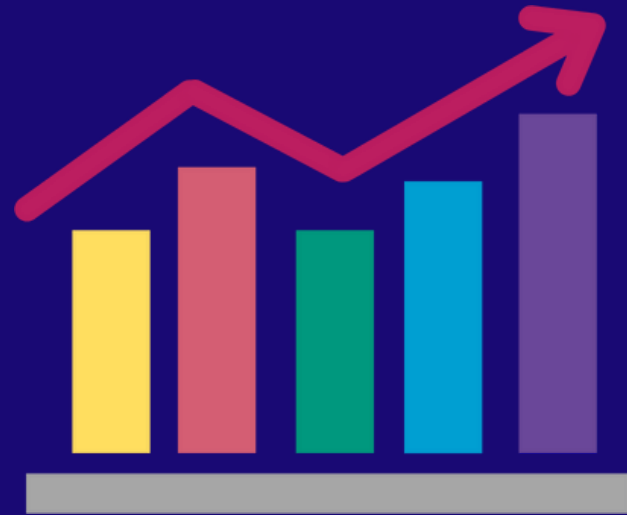


## Case studies

Good Finance also develops educational content such as case studies, podcasts, blogs. Case studies help boost engagement with your investor profile as users can understand your work in context.

**Add / edit both case studies and fund listings by logging in to your profile.**

# Other resources



## Investor data dashboards

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



## 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 to the investor newsletter [here](#).**



# Do's and Don't's for your listing

- ✓ Talk about your values as an organisation - users love to see this.
- ✓ Ensure the contact provided hands over to another team member if they move on.
- ✓ User concise, accessible and friendly language
- ✓ Update your profile when funds close and add case studies on a regular basis
- ✗ Use long, wordy sentences
- ✗ Use acronyms, buzzwords or jargon
- ✗ Use excessive sales-based language or anything that could be considered a financial promotion.



Ask the team if you have any questions - we're here to help!

Email [info@goodfinance.org.uk](mailto:info@goodfinance.org.uk)



# Top tips for your profile listing

- **Less is more:** update your to use fewer words and be as precise and succinct as possible.
- **Be human in your tone:** read it out loud and see how it sounds, scrap the buzzword & jargon!
- **Bullet points are your friend!** Use them to clarify and structure content.
- **Keep up with the competition:** providing blogs, case studies and up to date information will help improve your traffic.
- **Get involved with content and social media:** cross promoting across social media will also improve your traffic.





# Contact us

If you'd like more information to help you better understand the role of Good Finance, or how we can help - get in touch!



**Melanie Mills**

Head of Social  
Sector  
Engagement



**Olivia  
McLoughlin**

Senior  
Programmes &  
Projects Manager



**Annie  
Constable**

Senior Digital  
Content Manager



**Maria  
Lozada**

Digital Marketing  
Apprentice

# Thank you!

