



Your Good Finance Profile

Managing your investor or fund listing on the Good Finance website.



My location or postcode

Filters:

Location

- Any -

Amount I would like to acc

- Any -

Financial products offered

- Any -

Social issue

- Any -

Filter results

Re





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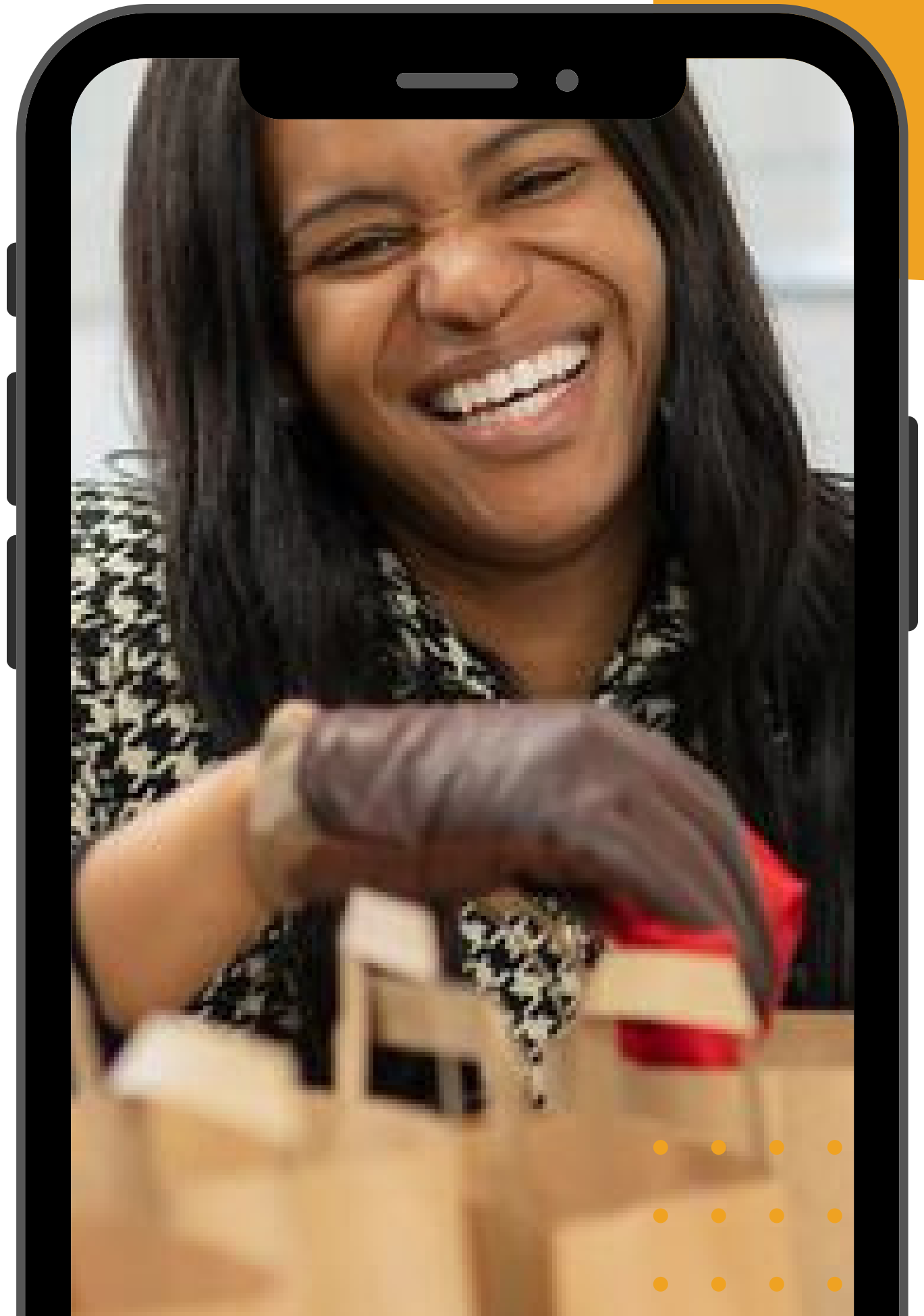
Good Finance

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 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.



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





500k

UNIQUE
WEBSITE USERS

167k

INVESTOR AND FUND
DIRECTORY VIEWS

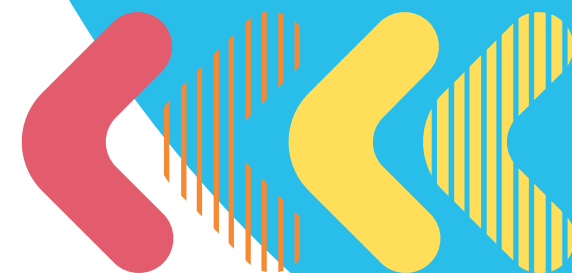
33.4k

CLICK THROUGH TO
INVESTOR WEBSITE



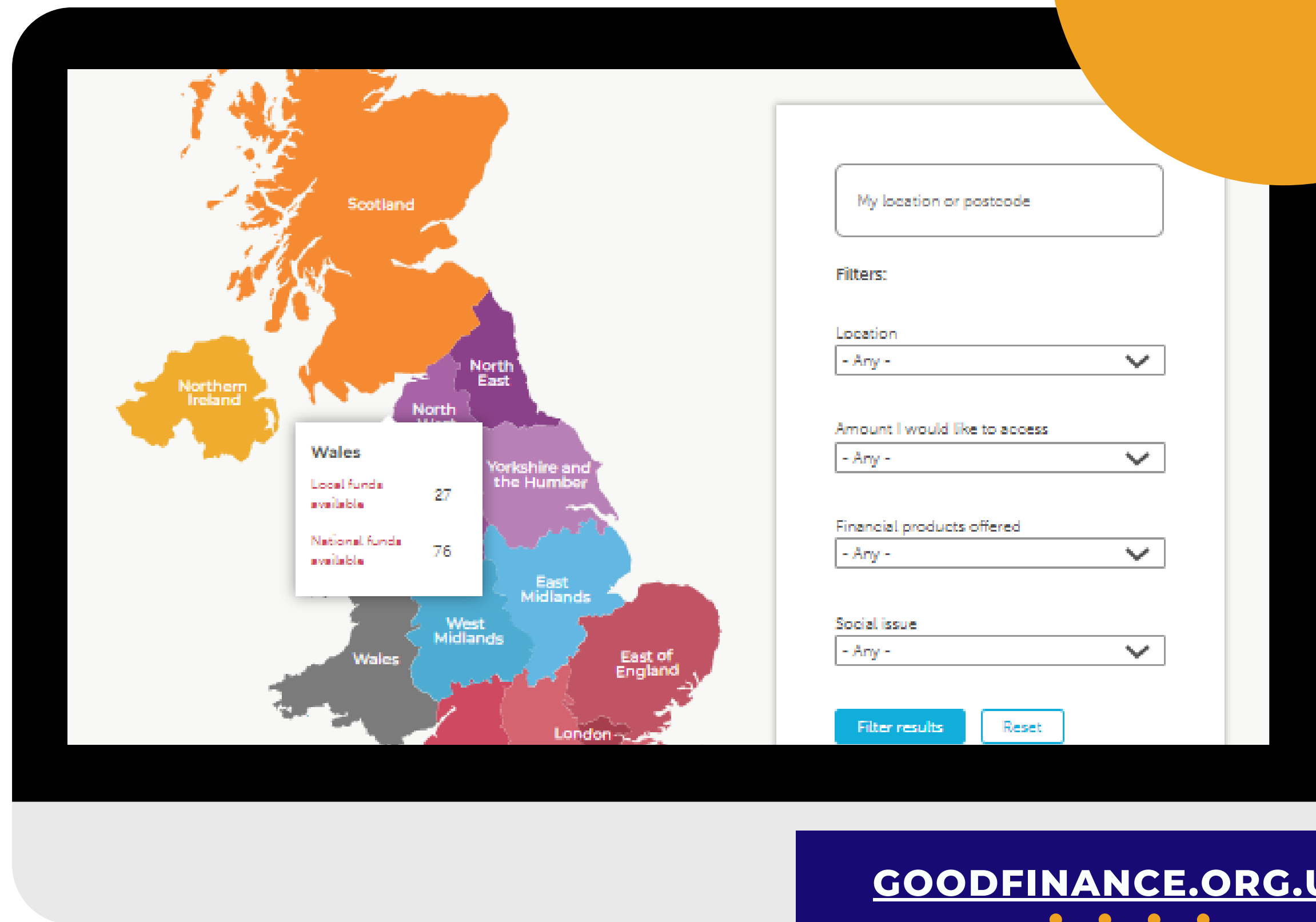
**Good
Finance in
numbers**

Journey from interest,
to appetite, to intent.



Investor and Fund Directory

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



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

Investor and Fund Profiles

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



INVESTOR DIRECTORY PROFILES

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 in the Investor Directory.



EXISTING ACCOUNT OWNERS

- Is your organisation's profile accurate and up to date?
- Good user experience depends on up to date profiles.



CONTACT US

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Digital Content Manager
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Criteria to list on Good Finance

What we look for when listing organisations and funds.



NEW PROFILES: CRITERIA FOR YOUR LISTING

1

- Demonstrable impact of social investment or related work on your website e.g. example investments, case studies, news etc.

2

- Page showing funds OR explanation of your social investment activity on your website, with clear links or search function from your home page

3

- Agreement to display the Good Finance logo on your website where relevant to help cross-market the site and redirect charities and social enterprises

4

- **Key contact nominated** to upload, update and manage your own content to the site.



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NEW PROFILES: 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).



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What an investor profile looks like

How profiles are set up for good user experience.

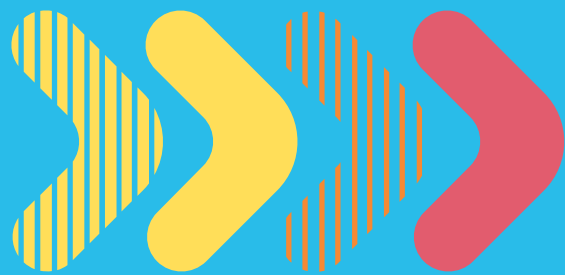


WHAT DOES AN INVESTOR PROFILE LOOK LIKE?

- **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 an investor profile looks like

How profiles are set up for good user experience.



Big Issue Invest



Contact person: Linda Wickstrom

Contact email

Website

Impact Report

Big Issue Invest, the investment arm of Big Issue Group, supports social enterprises and charities to deliver social, economic and environmental impact across the UK.

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 £3.5 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/>

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

Big Issue Invest is offering loan finance between £20,000 and £150,000 to social enterprises and charities in England. This new £5 million lending scheme is aimed at enabling social enterprises and charities to access loan funding.

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

Fund listings linked from investor profile page

Our case studies



Mentis Tree CIC

Mentis Tree CIC (MTCIC) is a social enterprise providing low-cost therapies across East Anglia. They took on investment from Big Issue Invest after outgrowing their service offices, to buy a place of their own.

Duration: 5 years

Cost of capital: 8%

Turnover: £314,070

Amount invested: £50,000

Product type: Unsecured loan (incl. overdrafts)

View details

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



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.

SUBMIT

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CONTACT US



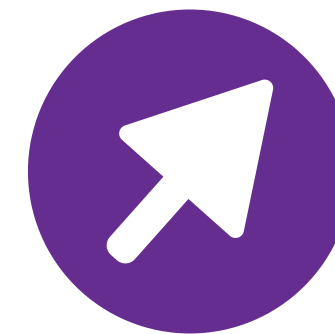
Other tools for Social Investors and partners



OTHER RESOURCES FOR SOCIAL INVESTORS

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

Do's and Don't

A guide for writing your listing.



DO'S AND DONT'S FOR YOUR LISTING



DO

- Talk about your values as an organisation – users love to see this
- Provide a link to your homepage and an up to date contact
- Use concise, accessible and friendly language
- Let us know if a fund had closed
- Ask if you have any questions – we're here to help!



DONT

- Use long, wordy sentences
- Use acronyms, buzzwords and jargon
- Use excessive sales-based language or anything that could be considered a financial promotion.

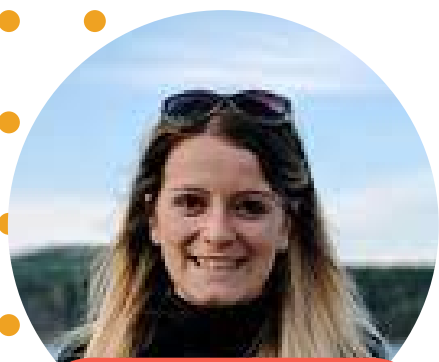
Tops tips

Top tips for writing your listing



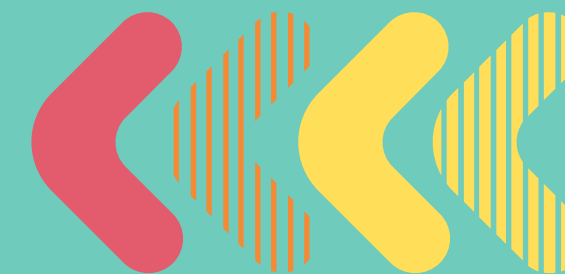
TOPS TIPS FOR YOUR PROFILE LISTING

- **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.
- **Traffic takes time:** If your profile is new or recent, give it some time!



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CONTACT US

**Get in touch to add,
update or manage your
investor profile on
Good Finance.**

@goodfinanceuk



SIGN UP

Thank You

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





Appendix





MELANIE MILLS

**Head of Social
Sector Engagement**



**ISHITA RANJAN-
CHURCHILL**

**Director, Good
Finance**



**ANNIE
CONSTABLE**

**Digital Content
Manager**



**OLIVIA
MCLOUGHLIN**

**Programmes
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**FAYYADH
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**Engagement
Officer**



**ABDULLAH
AHMED**

**Digital Marketing
Apprentice**



**ESTHER
KUTOYA MAKENGO**

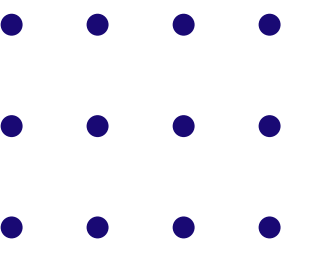
**Digital Marketing
Apprentice**

**our
team**



Our Partners

Marketing, operations and steering group partners



Addressing Imbalance partners



Event and Infrastructure partners

