



Worthstone Live Impact Event

SOCIAL IMPACT REPORT

The Live Impact Event was held at The House of St Barnabas on November 20th 2014 for Worthstone Founder Partners, financial planning firms engaged with Worthstone and stakeholders. The two hour event was designed to generate momentum for social impact investment (SII) amongst financial planners by demonstrating how Worthstone can help them promote SII. It encouraged financial planners to “look beyond the barriers”, and thereby connect with the end goal of SII. The event began with a short drama performance from Only Connect (a London-based charity) followed by presentations from CCLA, House of St Barnabas, Cabinet Office and a panel interview with three Worthstone Founder Partners. It continued with a networking lunch. Of the 42 people who attended, 31 responded to a post-event survey designed to measure impact.

“Reinforced the message that social enterprises can be feasible businesses”.

A SURVEY RESPONDENT COMMENTING ON THE HOUSE OF ST BARNABAS

“Great piece which clearly demonstrated the benefits of funding organisations such as OC London”.

A SURVEY RESPONDENT COMMENTING ON ONLY CONNECT'S PERFORMANCE

100% OF SURVEY RESPONDENTS AGREED THE LIVE IMPACT EVENT BUILT MOMENTUM FOR SOCIAL INVESTMENT

OUR NET PROMOTER SCORE INCREASED FROM 61.54% IN MAY 2014 TO 86.6%

OUTCOMES

Following the event three firms contacted Worthstone asking to begin the Founder Partner sign up process. One firm didn't attend, but contacted Worthstone through a Founder Partner's Twitter post celebrating the event.

After analysing the survey results from the Live Impact event our net promoter score had increased from 61.54% in May 2014 to 86.6%. Moreover, 100% of survey respondents agreed the Live Impact Event built momentum for social investment within the financial advice sector. Over 90% of respondents viewed the Only Connect performance and the fact the venue itself was a social enterprise as either 'important' or 'very important'.

During the lunch reception we asked attendees to think of one thing that excited them about the event and one thing they would like to

know more about. Many of the comments praised the Only Connect performance and the venue. Another attendee commented it was great to have an “end to end story” with other remarks highlighting the benefit of involving the Cabinet Office and Financial Planner experiences.

After the event, our “What is social impact investment?” brochure, one of Worthstone's 'social investment in a box tools', was distributed to attendees. Subsequently 10 Founder Partner firms ordered and paid for brochures to use with their clients (totalling 1200 units). The social investment theme was also followed through in that we were able to use a social enterprise to print the brochures, the invitations to the event, and the response cards. The brochures include a short insert about the printing company in order to promote their services.

IMPACT

Following the event, further positive impacts have come to our attention:

1. The Cabinet Office are using the “What is social impact investment” brochure for internal and external purposes.
2. Worthstone were offered a corporate membership at the House of St Barnabas.
3. One Founder Partner, arranged for a foundation with which he is connected to donate £3,000 to both Only Connect and the House of St Barnabas, so inspired was he by the work of each organisation.

The objectives of the event were met, but we will continue to both nurture the connections that have been made and monitor the impact.

For further details, please email us at: info@worthstone.co.uk