

IMPACT REPORT 2016

Worthstone is an award winning social business with a vision to see social impact investment (SII) established as an integral part of the financial planning process for individual investors in the UK. Our exclusive focus is on providing an independent, specialist social impact investment service for financial planners.



Our aims are to:



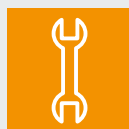
Inspire and Inform

By working directly with advisers to inspire change, foster confidence and develop their market knowledge of the social investment sector including specific investment products



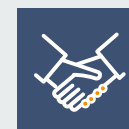
Motivate

By giving key influencers in the financial advisory sector the opportunity to become innovators and stakeholders in this fast-changing market



Equip

By providing advisers with a variety of tools, both online and in print, for use with clients and to cultivate peer-to-peer learning



Participate

By being an active member in the development of the market through regular interaction with other sector participants.

Worthstone Founder Partners

Worthstone is working with a leading group of financial planning firms. They are leaders in their field with 4 being ranked in the New Model

Adviser's Top 100 Firms of 2016.

Worthstone Founder Partners are financial planning firms subscribing to receive Worthstone services. During 2016, **2 further financial planning firms signed up** to subscribe, bringing the total up to 19 firms.



+2
↑19

Social Investment Academy (SIA)

- We delivered **2 SIAs**
- **197** attendees across both events



- Financial Planners / Wealth Advisors (inc. paraplanners)
- Investment Providers
- Sector Participants
- Others including: Cabinet Office & HMRC policy advisers, lawyers, press, etc.

- We developed knowledge within financial planners' professional environment by delivering up to **489 hours of Continuous Professional Development (CPD)**



- **51** unique financial planning firms were in attendance across both events. This provided opportunities to build relationships with 33 financial planning firms not yet Worthstone Founder Partners



"Thank you to the Worthstone team for organising another great Social Investment Academy. I would not have the knowledge or confidence to arrange an investment in this area if it wasn't for these events."

PAUL DAWSON, HELM GODFREY

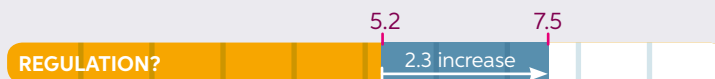
SIA survey

- We had, on average, 65 respondents to our post-event feedback surveys
- Financial planners rated how well informed they were about **SII** following the SIA

71%
RESPONSE RATE



- Following the November SIA, 43 financial planners rated how well informed they were about SII **regulation**



“It was an extremely useful day, a chance to hear diverse views from regulators, thought leaders and social investment providers and projects, and to make contacts and swap best practice with other professionals with an interest in this area. The content was all valuable and I came away feeling far more confident in my ability to articulate and advise on social investment in the future.”

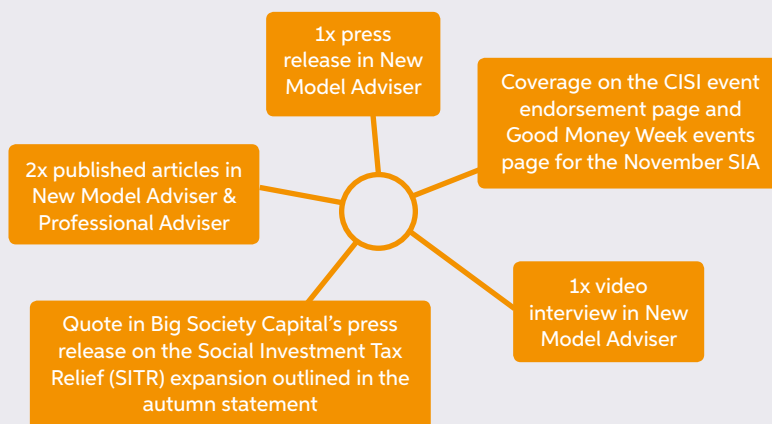
GREG MOSS, BOND DICKINSON WEALTH

“This was the second Social Investment Academy I had attended and I came away more motivated than ever, confident that social impact investment could improve our clients’ happiness, our business and society.”

DAVID BURRIDGE, PARADIGM NORTON FINANCIAL PLANNING

Communications outside our networks

- Worthstone presented at **9** financial planner or market influencer gatherings
- We achieved **10** instances of online coverage within trade press and other sector associated websites including:



"With Worthstone, it's great to be able to sign-post advisers to robust independent analysis on our social impact investment funds which can help financial advisers through their advice process. We've also enjoyed participating in the regular Social Investment Academy events, which bring together ever larger numbers of financial advisers focused on understanding social impact investment for their clients."

SIMON CHISHOLM, INVESTMENT DIRECTOR, RESONANCE

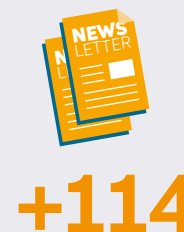
- We gained **112** new followers on **Twitter**, bringing our current total up to 334
- Website**



- 62.5% (2,492 NEW VISITORS)**
- 37.5% (1,497 RETURNING VISITORS)**

Communications inside our networks

- 114** new subscribers sign up to receive our newsletter bringing the total up to 1,933 subscribers. 95.4% of these subscribers we classified as financial planners or wealth managers
- 4 newsletters** were emailed to our subscribers providing key SII information such as blog articles, case studies and key market updates





EQUIP

- We produced **1x independent product review** of the Bright Futures Sitr Fund for our Founder Partners in Q1 and this was responsible for 70% of the product reviews downloaded from our website portal
- We also produced a **case study** with Michael Smith from Founder Partner, Chamberlyns, about his experience on advising clients on Sitr to better inform on the practicalities from a peer viewpoint
 - Michael also reordered a supply of our "What is Social Impact Investment?" brochures that we provide within our subscriber toolbox



"The provision of materials by Worthstone, including their 'What is Social Impact Investment?' brochure, has been extremely helpful - in fact, crucial - in supporting our conversations with clients about Social Impact Investment and indeed, furthering our clients' understanding and engagement with this emerging area of finance. In addition, Worthstone's product research and due diligence process and documentation, as well as their ongoing support, has been essential in enabling us to help our clients to access Social Investment opportunities and as such, I cannot recommend Worthstone highly enough."

MICHAEL SMITH, DIRECTOR, CHAMBERLYNS

- 3x Founder Partners + UBS, who we worked very closely with, actively advised their clients on Sitr. They were part of 12 independent financial advisory firms who introduced 52 investors to ultimately invest £439,000 across two funds



MOTIVATE

- Both SIAs provided a vital platform for key sector stakeholders such as Cabinet Office, Financial Conduct Authority (FCA), Financial Ombudsman Service (FOS) and various product providers. These speakers equated to $\frac{3}{4}$ of the agenda across both events
- Within our response to the FCA's call for input we recommended that the FCA engage with FOS in order to involve them in the dialogue at this stage in the development of the market. Following this, they were able to invite FOS on behalf of Worthstone to attend our SIA in November as a panel member. This was the first time FOS had spoken publicly on the topic of social investment and feedback indicated that this was one of the most valuable aspects of the day

What is the most valuable aspect?

"Getting the FCA, FOS and others together in one room."

"The wide and balanced Panel debate including FCA, FOS and PII provider."



@Worthstone



gavin.francis@worthstone.co.uk



www.worthstone.co.uk

worthstone



PARTICIPATE

- Worthstone gathered intelligence from various channels in order to contribute to the FCA's call for input on the regulatory barriers to social investments
- Following the information provided to the FCA for their call for input, the FCA then gave their only presentation on their response at the November SIA

"The FCA attended the Social Investment Academy and took the opportunity to set out our expectations in the sector. It was helpful for the FCA to gather views directly from advisors, and to receive feedback to the call for input the FCA had released in December 2015."

FCA FROM MARCH SIA

- Worthstone endeavours to have a positive impact on the social enterprise sector through our direct operations as well as through the results of our support and advice
 1. We provided **3 speaking slots** across both SIAs for social entrepreneurs and associated beneficiaries to tell delegates about their journey with SII
 1. We embedded social enterprises in our supply chain by using **10 social enterprises** to deliver goods, services and products (e.g. Printing of business cards and brochures and products as takeaways for our SIAs)



OTHER INFORMATION

- CCLA, one of the leading fund managers of charity and local authority assets in the UK, hold an equity investment in Worthstone with the aim of continuing to strengthen the growth of the SII sector
- Big Society Capital, CCLA, Hogan Lovells and Bates Wells Braithwaite provided sponsorship for our SIAs
- Cabinet Office, Esmée Fairburn Foundation and Golden Bottle Trust have contributed to the development of the Adviser Competency Training (ACT) manual for social investment to be launched in Q1 2017



| ACT |



NEXT STEPS

During 2017, we aim to:

- Maintain our existing subscriber base and continue to grow to 40 firms during 2017
- Deliver 2x Social Investment Academy events
- Launch ACT in Q1
- Grow the product base offered by Worthstone
- Continue to utilise social enterprises in our supply chain where possible

