



Hello

Introducing ActionFunder

The community engagement platform
that unlocks action & impact



A photograph of several children riding bicycles, overlaid with a solid blue color. The text is centered in white. The children are of various ages, some wearing hijabs, and are smiling or looking towards the camera. The background is slightly blurred, showing more children and a fence.

**Purpose is defining how
people & companies behave
#WhoCaresWins**



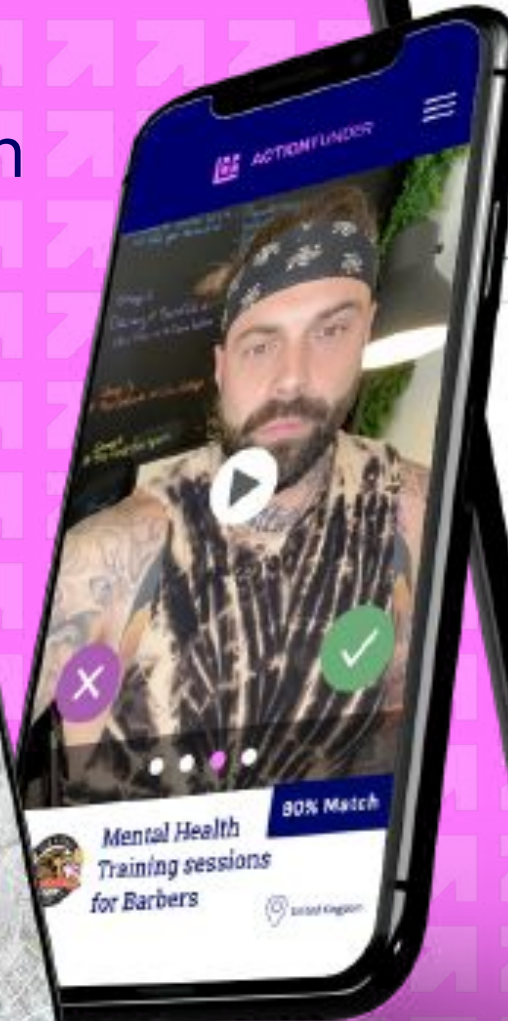
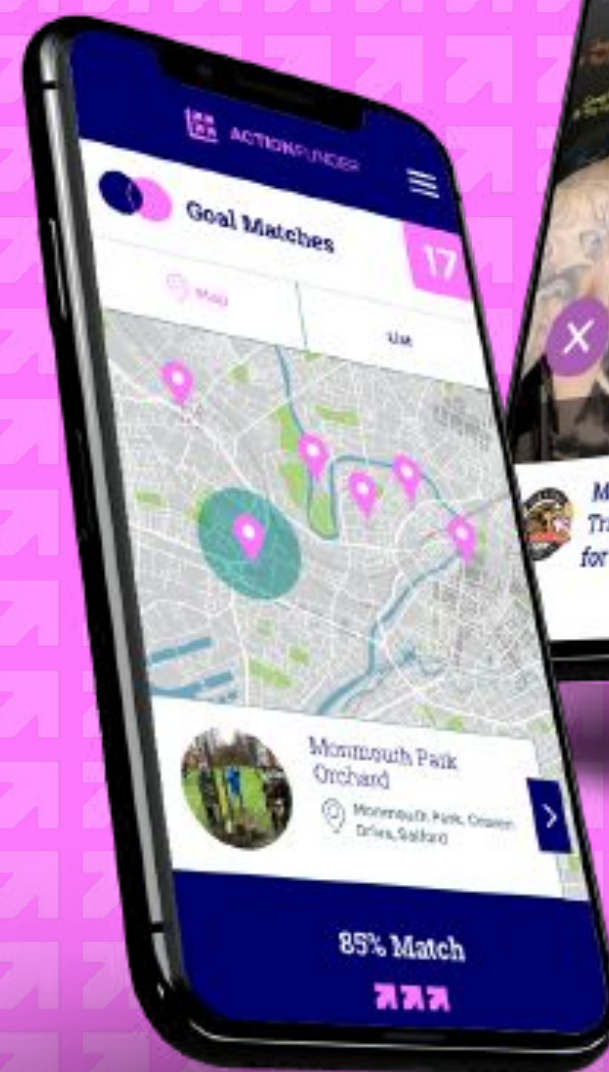


Enter : ActionFunder

Direct to community giving with rich reporting for maximum social value

1

Companies launch
targeted funds

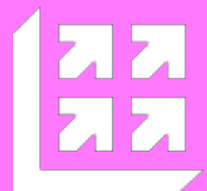


2

Winning projects are
chosen and funds
distributed

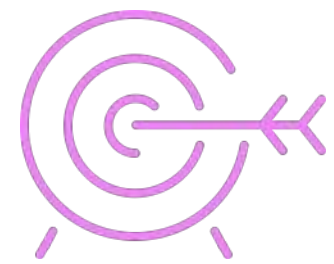
3

Impact and stories
are captured

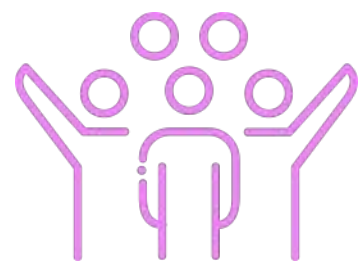


The bottom line for companies

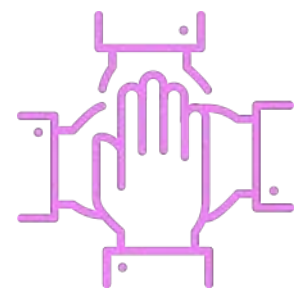
Investing in social impact or ESG must generate business value. We have structured ActionFunder to ensure companies can demonstrate their tangible impact authentically.



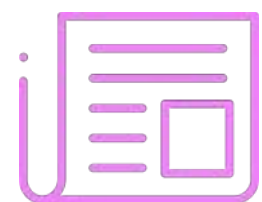
Stronger tenders or pitches, showing their ESG credentials



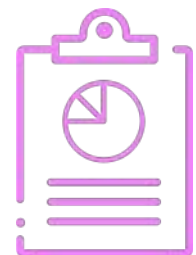
Better investor relations and stakeholder management



Improved employee retention and recruitment



ESG content and messaging for marketing purposes



Transparent social impact reporting, in real time



Nespresso volunteers at Bare Rootz and Fruits, Lewisham May 2023

Grassroots groups provide crucial services.

They require vital social investment to support UK communities.



 Brent Bulls Basketball Club funded
£5,000

Brent Cross Town Community fund



 The Alice Cross Centre funded
£2,000

South West Water



 The Listening Place funded
£3,750

Sir Robert McAlpine

Click on the images to hear directly from the projects.





Our Vision

Our vision is a world where thousands of companies back millions of community projects creating huge social value.

Our mission

We connect business funding with local projects. And we make the process valuable for everyone so that more and more funding is invested in local action.

ActionFunder overview

The ActionFunder platform was launched in May 2021 by a team with over 10 years experience of grant making. Since then we have:



Launched over 100 campaigns for 40 companies delivering more than **£2.5m** into UK communities.



Onboarded over **7,000 non-profits** across the the UK across **10 focus areas** tackling social and environmental challenges



Identified over 6.5 million people in the UK ready to reach through live projects



Client Feedback

“I’ve never seen anything instil more pride or connect our people to who we are as a business than our work with ActionFunder.”

Lynda Thwaite, Sir Robert McAlpine, Group Director Brand, Communications & Impact

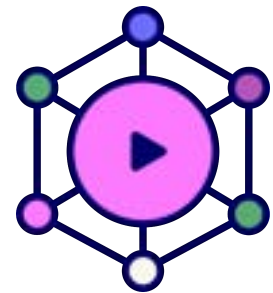


Real time reporting & engagement tools

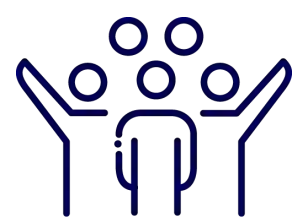
Engagement Features



Discovery tool - enabling companies to see and download reports on the community need in a location (used in tenders and planning)

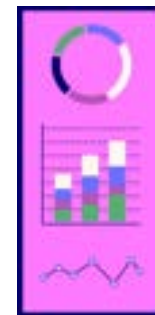


Nominations and voting - enabling colleagues, stakeholders, employees to nominate and/or vote for projects they want your company to fund.

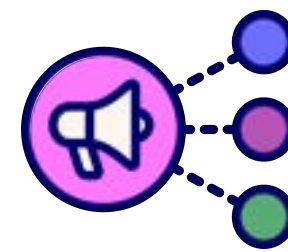


Volunteering - enabling companies and their employees to fund projects and also volunteer with them.

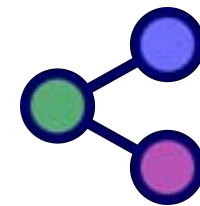
Reporting



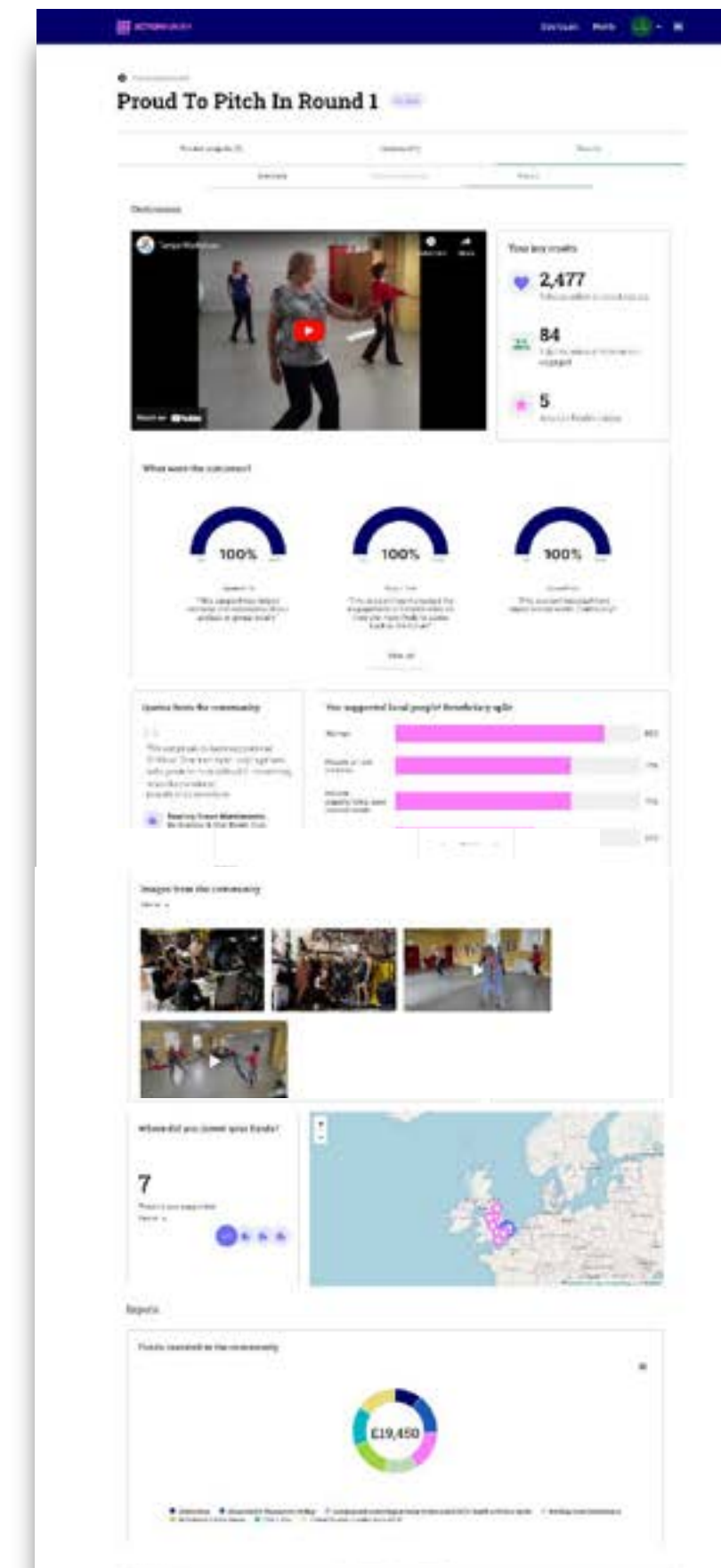
Real time impact reports - updating funders on the project outcomes and impact created from the funding



Social updates - Updates that are posted by the projects. These comprise the 'stories' that enable you to track (and promote) progress as it happens.



ESG Framework integration (coming soon) - link the reporting in ActionFunder to your framework, enabling a coordinated approach.



Social posts & beneficiary feedback

Quantitative outputs & focus areas

SDG alignment & giving outcomes



Case Studies



Nespresso: Employee engagement

The challenge:

- Improve B Corp 'community' score with both internal and external stakeholders
- Increase uptake of employee volunteer days

The action:

- Pilot community fund targeted at 4 locations
- Follow up employee volunteering day

The result:

- Increase in staff volunteering uptake
- Evidence for B Corp evaluation in 2024
- Roll out to 10 more boutiques with 400% increase in overall funding

Client Feedback:

"ActionFunder supported us to build a community programme that has helped employees feel more engaged in the business and playing their part in our ambition to be a force for good. We're sharing the success stories with our Nestlé brand partners and B2B partners and seeing a great response"

Mary Child, Sustainability Manager, Nespresso UK



Nespresso volunteers at Bare Rootz and Fruits, Lewisham May 2023



Thames Water X Backyard Nature (JEDI) Programme

Thames Water: Community engagement

The challenge:

- Reach more diverse communities with funding for nature
- Create community led nature resources that build capacity
- Use funding as a launchpad for greater impact

The action:

- Partnered with ActionFunder campaign [Backyard Nature](#)
- A targeted fund for youth nature action in supply locations
- Launched a content led programme showcasing environmental action in underrepresented communities

The result:

- £60k of funding distributed
- 12 new community nature creators in development
- 8 pieces of content to be delivered by end of 2024

Client Feedback:

"We are delighted to have teamed up with ActionFunder on a project that has brought positive impact to young people and communities....We're proud to be funding this inspiring initiative and we hope to have created a positive legacy for generations to enjoy."

Claudia Innes Community Projects Lead at Thames Water

Greene King: Customer engagement

The challenge:

- Drive sales of IPA
- Test the performance of a purposeful campaign
- Based on consumer insight with a focus on grassroots sports clubs

The action:

- Community fund made up of contribution per sale
- Pilot featuring customer & employee nominations
- James Haskell as influencer voice on the campaign

The result:

- Significant uplift in sales of IPA vs BAU
- Pilot is now a monthly rolling fund with a commitment to up to £1m
- Content & PR opportunities across the business

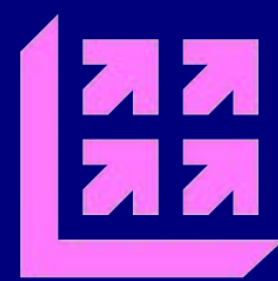
Emma Hibbert, Marketing Controller at Greene King talks purpose marketing on the ActionFunder podcast



ActionFunder in Summary

- ActionFunder is at least **75% quicker** than conventional giving platforms.
- The platform is '**demand led**' enabling funders to respond to community need.
- Companies reach relevant, innovative and **local grassroots communities**.
- Transparency and automation ensure giving is **authentic and real**.
- Social posts are collected in real time enabling funders to **promote the stories**.
- **Real time and automated impact reporting** for stakeholder / investor relations.





ACTIONFUNDER

Make Change Happen

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Book a demo



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Certified



Corporation