

## **Get Informed – a new social investment campaign for boards**

The Forum meeting also marked the launch of an innovative new social investment campaign, led by Big Society Capital called [Get Informed](#).

Sponsored by [Honorary Treasurers Forum](#) and [Cass CCE](#) and amongst others, Get Informed offers free practical support, guidance and information to help board members of charities and social enterprises understand the opportunities and risks of social investment.

Recent research revealed that board members need better support, especially when it comes to social investment. Trustees feel more positive on most aspects of charity finance than both the CEO and Finance Director. However, when it comes to social investment they are 20 per cent more negative. It seems that Trustees are risk averse towards moving charity finances away from grants and donations.

“Get Informed” will allow Trustees and Honorary Treasurers to explore what social investment means in practice through some good case studies, access to mentors, information via events and workshops, resources and materials on social investment, including leaflets with essential tips, plus board facilitated sessions.

It will seek to de-mystify social investment at a time when it’s becoming increasingly important to charities and nonprofit organisations as an alternative source of funding.

Geetha Rabindrakumar, head of social sector engagement at Big Society Capital was at the meeting to launch the programme. She said: “We consistently hear that charity and social enterprise boards need more support if they are to engage meaningfully with alternative funding models. “Get Informed” is our collaborative response to help address this.”

Charity and social enterprise board members can access this free support by signing up at [Big Society Capital](#)