

A Venture  
Philanthropy  
Approach to  
Social  
Investing

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# Venture Philanthropy Approach

- Same principles as venture capital but with social outcomes
- Leadership and Vision:
  - The critical role of the founder/leader
  - Clarity of purpose
  - Selling the vision
- Invest to tangible outcomes
- Risk appetite high – spaces others less likely to go
- Embrace change/going with opportunity when it arises
- Highly personal – brings challenges

# Relational Funding



Protecting your investment – so important to be close - you really want it to succeed



Bring all your assets to the table – not just £



Build capacity, knowledge and skills



Extend networks



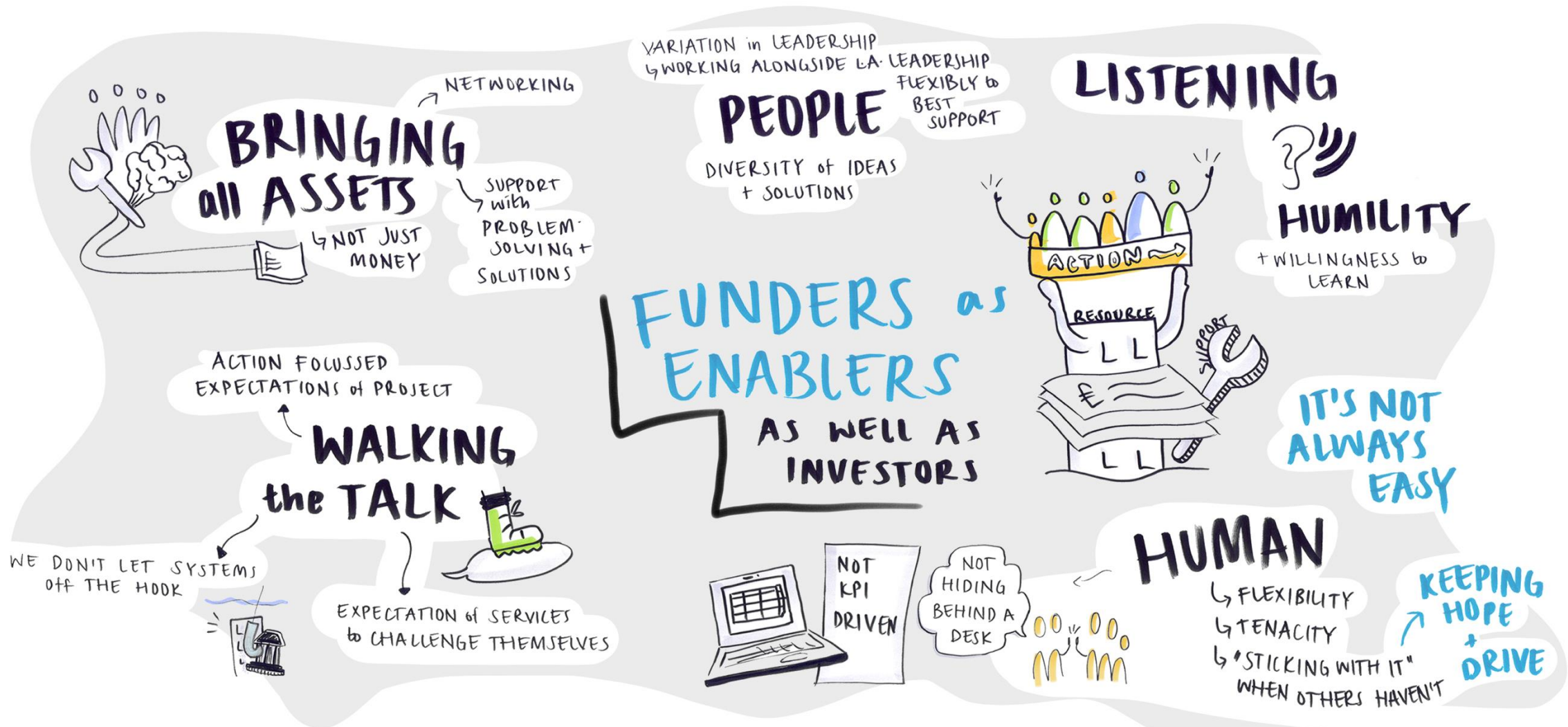
Honesty and trust



This all takes time and human investment so not for everyone

# Codifying Our Learning To Support Scale | What Matters to You

## Funders as Enablers



# Supporting Scale

- Not well understood in our sector – money and assets hard to come by
- Difficult when you are asking to fund the unfixable in current fix-it mentality
- Failure demand isn't well understood – or it's filed in “too difficult” (Children in Care estimated at £875M/Year)
- Public service change often results in cell rejection







# Exiting an Investment

- Its happens and its usually correct
  - Early or on time – some lessons
    - Protect those for whom the change or service was intended
    - Plan and talk openly with all stakeholders
    - Protect your initial investment
    - Secure the learning
  - Maintain relationships
  - Please plan for it
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