

OUR COMMITMENT TO DIVERSITY & INCLUSION



GOOD FINANCE: DIVERSITY & INCLUSION PLAN 2020

In this document, we lay out Good Finance's diversity and inclusion plan and our 3 key focus areas:

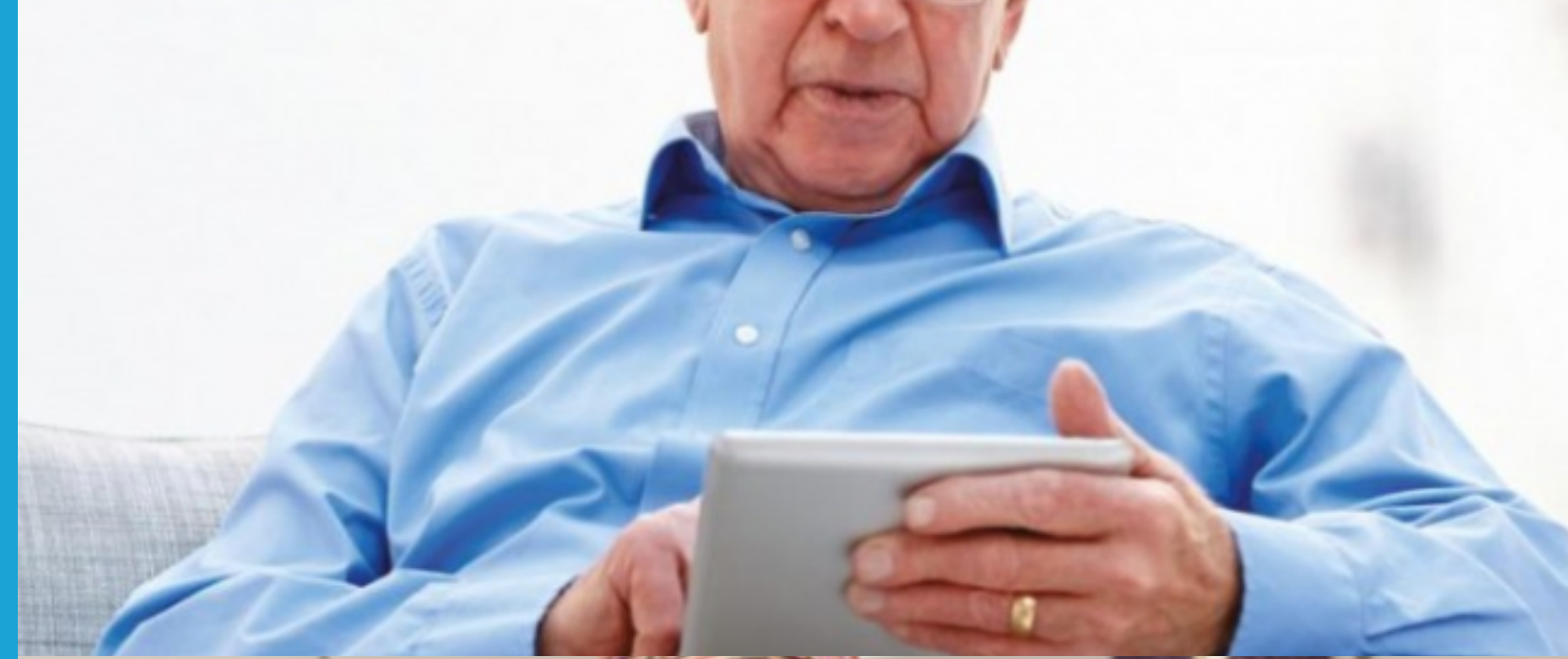
1. Delivery

- Online content
- Events
- User led approach
- Partnerships

2. Supporting the sector

- Sharing knowledge & collaborating
- Leveraging our platform

3. Staff, Suppliers & Governance



OUR DELIVERY

A key focus area for our diversity and inclusion plan is **delivery**, both across our **online and offline work**.

We commit to exploring approaches and methods that help to **champion equality, diversity and inclusion** in the social investment space across the UK.

We work directly with investors, investees and our users to improve the diversity and representation we showcase across the Good Finance website, online and offline events.

Read on to see how we do this with our:

- Online content
- Events
- User led approach
- Partnerships

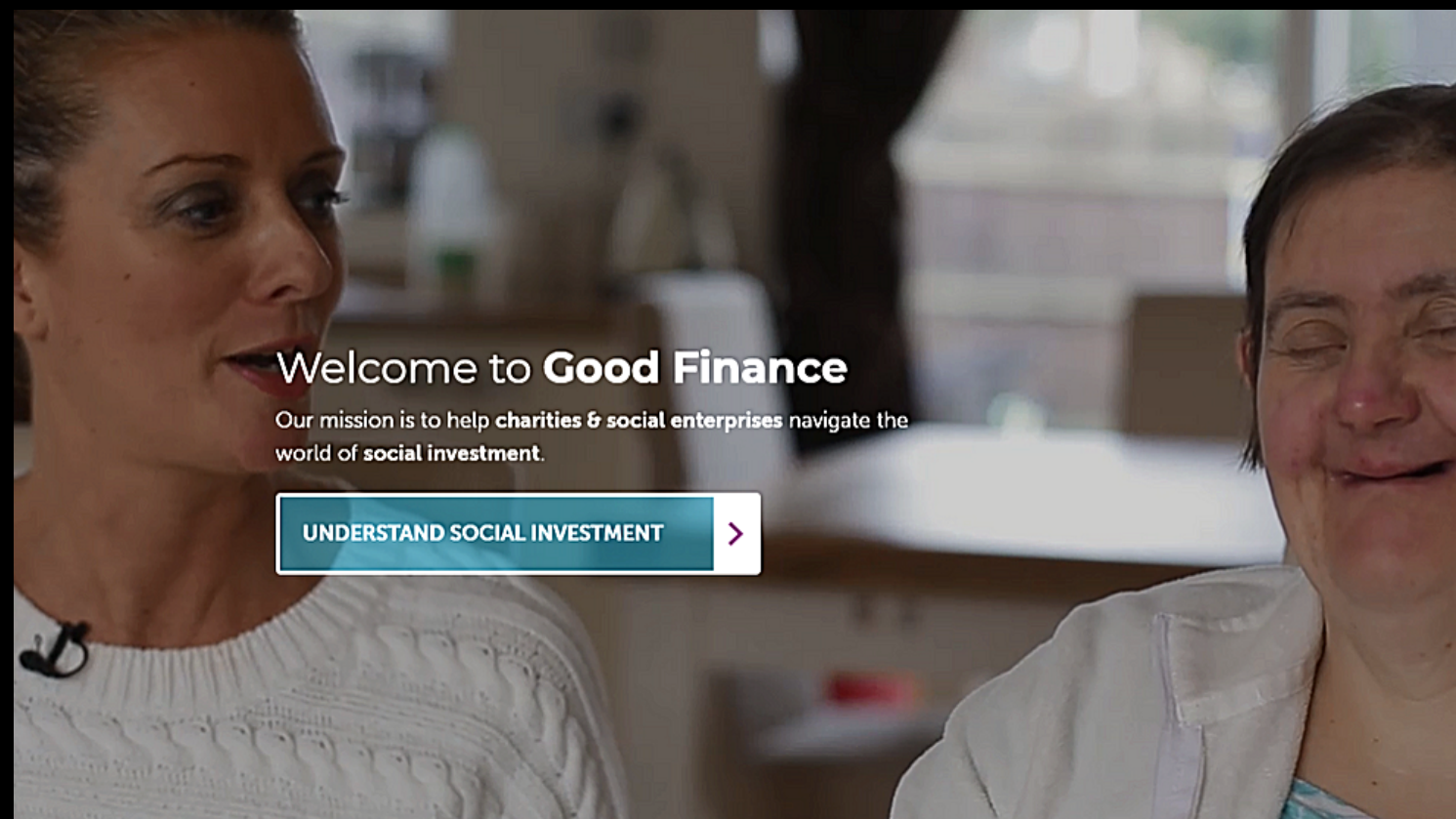
ONLINE CONTENT

Blogs and case studies

We showcase a range of perspectives in our podcasts, blogs and case studies - keeping in mind the geography, social background, gender and ethnicity of guest authors and those we feature.

Social media and newsletters

We ensure our social media and communications are diverse and representative by showcasing a range of perspectives, people and organisations. This applies to all images and materials we share.



EVENTS



External events

- We do not attend all-male panels or webinars
- We proactively seek to attend events that help us build our reach and engagement with a more diverse range of people.

Good Finance events

- All our events online and offline are inclusive of more than gender and visible diversity
- We also strive to include diversity of investors and peer speakers at Let's Talk Good Finance and Good Finance Live events.

USER LED



User led principles

- Good Finance was founded on user led principles
- Our mission is to be the trusted source of information on social investment for charities and social enterprises - this means working with and listening to **all** our users
- We continue to uphold and embed this user led approach
- We strive to listen to you, to be open to feedback and respond to challenges and questions
- If you are an user you can reach us by emailing:



iranjan@bigsocietycapital.com



PARTNERSHIPS



Working with partners

We are making a conscious effort to improve and expand our marketing and outreach in order to improve accessibility to our online and offline work

Partner with us

If you want to work with us to build and improve on our delivery, reach and engage a wider range of people and act as our critical friend, get in touch.



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SUPPORTING THE SECTOR

Another key focus area for our diversity and inclusion plan is **supporting the social impact sector**. This refers to both the social investment sector, as well as wider partners, stakeholders and suppliers.

As an educational platform, we do not directly make or influence social investment decisions. However, we recognise our role in the sector and the ability we have to **support, champion and share knowledge**.

Through our commitment to the Diversity Forum, as well as social investors and stakeholders, we aim to champion diversity and inclusion initiatives and improve accessibility for our end users.

Find out more about how we do this in the next section.

SUPPORTING THE SECTOR: SHARING KNOWLEDGE & COLLABORATING



We work with our stakeholders to share knowledge and insight that supports the development of diversity and inclusion within the sector.

We do this by:

- Being transparent with investors, advisors and marketing partners about our diversity considerations
- Sharing best practice with stakeholders whenever possible, relevant and appropriate
- Sharing case studies and videos with investors in our directory
- Sharing knowledge through our Social Investment Unpicked e-learning course.

SUPPORTING THE SECTOR: LEVERAGING OUR PLATFORM



We will support and encourage social investments to support the full range of diverse recipients and issues we have in the UK.

We do this by:

- Promoting diversity and inclusion programmes and interventions being developed and delivered by social investors to our users via our online and offline platforms
- Working with the Diversity Forum and other interested stakeholders to leverage Good Finance as platform to reach users.

STAFF, SUPPLIERS & GOVERNANCE

Another key focus area for our diversity and inclusion plan is our **staff, governance and suppliers.**

We know the decisions we make about who we work with and how we work with them will impact and influence the delivery of this plan.

We commit to diversity in our team at a staff, supplier and governance level.

Find out more about how we do this in the next section.

STAFF, SUPPLIERS & GOVERNANCE



This includes:

- Diverse representation of geographical region, social backgrounds, gender and ethnicity in the Good Finance steering group and stakeholder panels
- Ensuring the Good Finance team is representative of the communities we work with:
 - All team members have the skills, experience and empathy to speak for and with our sector, in line with our user led approach
- Buying social - we work with social enterprise suppliers wherever possible
- If you're a social enterprise who'd like to work with us, get in touch!



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GET IN TOUCH

If you have any thoughts, questions or would like to work with us, please don't hesitate to get in touch!



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