



INVESTORS IN
COMMUNITY

CHARITY ASSET PACK

WORKING TOGETHER TO MAKE
EVERY ACT OF GIVING COUNT

WELCOME TO INVESTORS IN COMMUNITY (IIC)

We're happy to have you with us.

This pack is here to help you share the news that you've joined the IIC platform and to make it easier for your supporters, volunteers and business partners to get involved.

Nothing complicated. Nothing time-consuming. Just simple tools to help you show people how they can support you in the ways that matter most.

Everything in the pack is designed to help you:

-  Build trust through honesty and transparency
-  Show the real impact your supporters make
-  Encourage your community to give in new, meaningful ways

We're here with you every step of the way.

YOUR CO-BRANDED CHARITY X IIC LOGO

A logo created just for you to let people know that you are part of a trusted platform where giving is always transparent, 100% of the donations made to your project go directly to you and that every act is verified.

How you can use it:

- Add it to the bottom of your email signature
- Include it on social media graphics or fundraising posts
- Use it in presentations, newsletters, or printed materials



Example of co-branded logo

All branded content will be sent over after we receive your logo image. All social graphics can be downloaded via this PDF.

SOCIAL MEDIA ASSETS

We've included three ready-to-use social posts to help you announce that you're now on the Investors in Community platform.

You're welcome to use the copy as it is or to tweak them to add in details about your charity.

There are two sizes of social media graphic provided so they are ready to be used on the platform of your choosing (or all of them!).



All branded content will be sent over after we receive your logo image. All social graphics can be downloaded via this PDF.

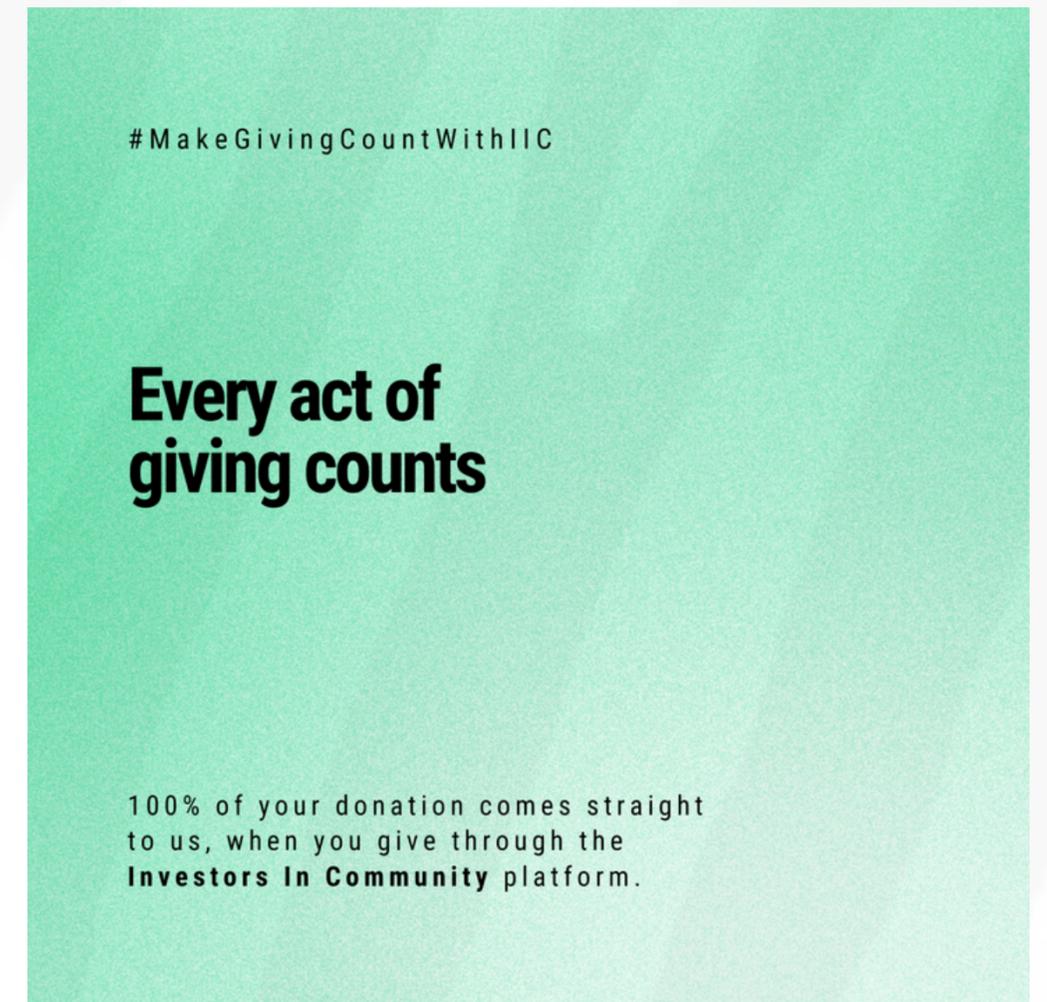
POST 1 - FOR YOU TO USE

When you choose to support us through the Investors in Community platform, 100% of your donation comes directly to us, there are no cuts or admin fees.

Your time, your gifts, or your donations all go straight into helping us with what we do best.

Every act of giving is verified, tracked, and celebrated, because your kindness deserves to count.

#MakeGivingCountWithIIC



Click to download graphic

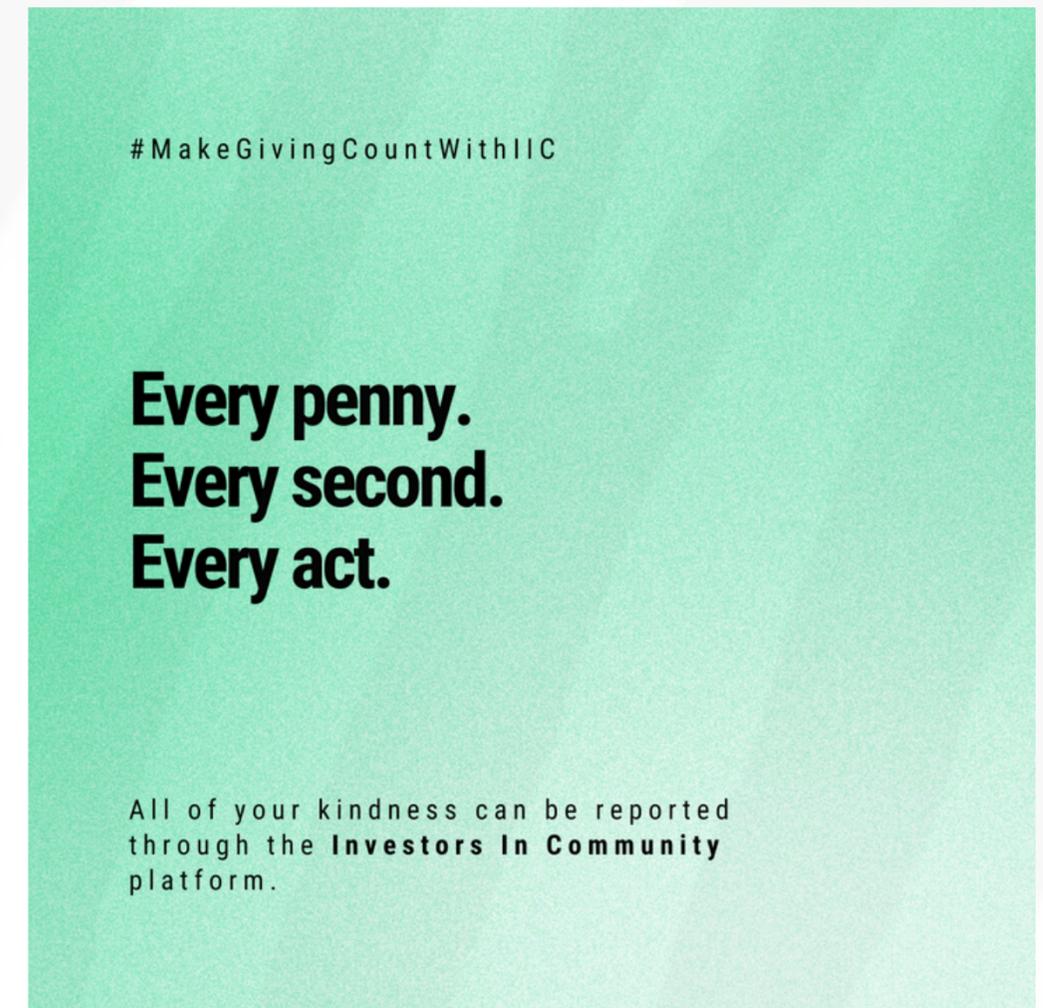
POST 2 - FOR YOU TO USE

On the Investors in Community platform, you'll find our projects showing exactly what we need to make the biggest difference.

[Add your current needs here – e.g. “Right now, we’re looking for volunteer mentors, laptops, and local business partners.”]

No matter how small, every act of giving counts.

#MakeGivingCountWithIIC



Click to download graphic

POST 3 - FOR YOU TO USE

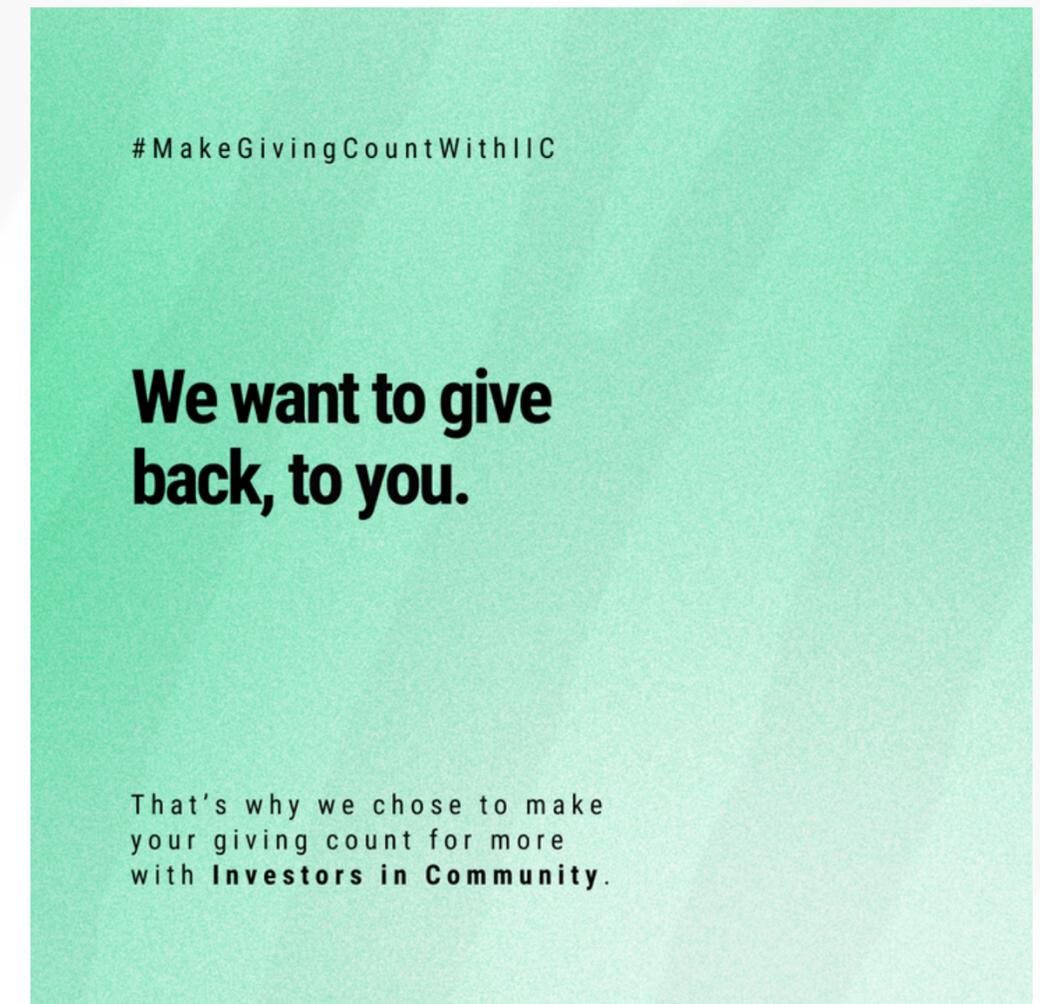
As a charity, we can't give back to you directly. But when you choose to give through the Investors in Community platform, your kindness goes even further.

Your impact won't disappear into a spreadsheet; it will be measured, tracked and verified, showing exactly how your support changes lives.

And if you're a business, your giving also counts towards your social value and ESG goals.

That's why we're working together with IIC to make sure every act of giving counts...for all of us.

#MakeGivingCountWithIIC



Click to download graphic

EMAIL TEMPLATE

This is a sample email that could be used to let your mailing list know that you are now on the **Investors in Community** platform. Just add your link to your IIC page and any personal touches.

Subject line ideas: *We're making every act of giving count, A new way to support [Charity Name], See the difference your support makes*

Hi,

We're excited to share something new with you.

We've joined the Investors in Community (IIC) platform, it is a simple, transparent way for you to support us and see the real difference you make. Our project can be found on the IIC platform, and it shows exactly where we need your help. Whether that's a donation, your time, or goods, you can choose what feels right for you and give directly to the area that matters most.

When you give through IIC 100% of your support comes straight to us (no admin fees), you can donate your time, skills, goods, or money...whatever works best for you and your support will be tracked, measured, and verified. And if you're part of a business, your giving can also count towards your ESG and social value goals.

Find us on Investors in Community: [insert your IIC project or profile link]

Thank you for continuing to support us, let's make every act of giving count.

With gratitude,

The [Charity Name] Team

ONE PAGER

A personalised PDF that you can share digitally, or as a printed flyer. It explains the benefits of measurable and transparent giving, how to support you through the IIC platform and will include a QR code to your IIC profile.

How you can use it:

- Email it to supporters or business partners
- Add it to your “Support Us” webpage
- Print copies for events or community spaces

INVESTORS IN COMMUNITY  YOUR LOGO HERE

HOW TO MAKE YOUR GIVING COUNT

WE'VE JOINED INVESTORS IN COMMUNITY

The IIC platform allows you to donate your time, skills, gifts or money to our cause - and we get 100% of it (none of those admin fees!). It also lets us communicate with you on what exactly would help us change lives, right now.



OUR PROJECTS

We have set up individual projects on the Investors In Community platform. These projects let us ask for what we really need; it could be your skills and expertise, some of your precious time, certain goods that would have a huge impact on who we help, or it could be a donation to help our cause reach more people.

MEASURING YOUR IMPACT

Every time you give to a charity on the IIC platform your impact is recorded, tracked and verified. This means that you can prove your social value and how you have given back to your community. And if you are a business on the platform, all of this counts towards your ESG goal (as does all of your employee's generosity).



SUPPORT US ON THE INVESTORS IN COMMUNITY PLATFORM

Working together, we're making every act of giving count.
#MakeGivingCountWithIIC

www.charitywebsitehere.com

Example of personalised one-pager

SUPPORTED BY IIC

With your permission, we'll share a welcome post on our social channels, celebrating your charity and introducing you to our network of businesses and supporters.

To help set up your projects on the IIC platform, we have provided a best practice project creation guide and a video walkthrough, which you may find helpful.

If you need any help or want support using the materials in your asset pack, you can reach out to Emily, our Customer Services Manager at: emily.blake@investorsincommunity.org



Project creation video



Project creation guide

