



INVESTORS IN  
COMMUNITY

[www.investorsincommunity.org](http://www.investorsincommunity.org)



# The Community Economy

*An invitation to explore what comes next*



# WHY THIS WORK MATTERS NOW

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Work is changing. Entry-level routes are narrowing and more contribution is happening outside traditional job roles.

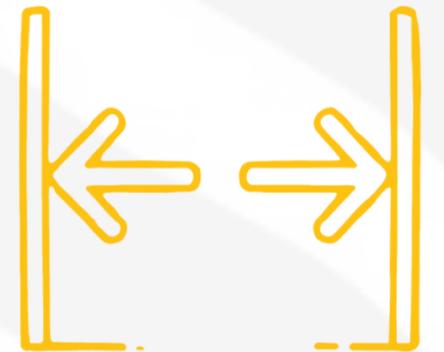
At the same time, people continue to give time, skills, care and support every day. This effort holds communities together, but much of it sits outside formal systems.

When contribution isn't visible, it's difficult to recognise properly. And when it isn't recognised, it's easy to overlook.

This creates a gap.

**The Community Economy is a response to that gap.**

It starts from a simple idea: if contribution already exists, we should have systems that make it visible and usable.





# THE FOUNDATIONS

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**Investors In Community** provides a live platform where people, charities and businesses connect through real community action.

Charities list how they need support. Not only funding, but time, skills and practical help as well. People choose how they give back based on what they're able to offer.

When someone supports a charity through the platform, that contribution doesn't disappear once it's done. It's recorded and verified, creating a clear picture of what's happening across communities.

At the heart of this system are **Community Credits**.

Community Credits are earned when people give time, skills, items or funding through the IIC platform. They build up over time, showing the contribution someone has made across different causes.

Community Credits are **already being earned** today.

They act as a **record** of real community action.

That record is the **foundation** of the Community Economy.





# THE NEXT LAYER

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People give back through the platform and earn Community Credits. Those credits sit on their account and build up over time.

Community Credits don't expire. They're earned through real action and stay with the person who earned them. As the system develops, credits will be shown as either already used or still available, so people can see clearly what they hold.

**Once contribution can be recorded and tracked like this, it opens the door to something more practical.**

Behind the scenes, work is underway to explore how Community Credits could be used in everyday ways, rather than sitting only as a record.

Over time, this could include **exchanging credits** for practical support, such as help with essential costs or access to local goods and services.

This part of the work isn't public yet. It's under development.

If you're interested in how this next layer takes shape, this is where **you can get involved.**





# BEING PART OF THE BUILD

## Standing behind something early

Being involved in the Community Economy is a visible statement about what you choose to stand behind.

It signals that contribution matters, that communities matter and that systems recognising social value should exist alongside the traditional economy. If your organisation carries influence, that signal carries weight.

## Supporting work that goes beyond projects

Being involved at this stage supports work that looks beyond individual programmes or funding cycles.

It helps create shared ways of recognising contribution, so effort doesn't exist in isolation or rely on one organisation alone. That kind of work is what allows progress to continue when circumstances change.

## Helping shape what comes next

The Community Economy is still taking shape.

Getting involved at this stage is about helping influence how the next layer develops, including how the Community Value Exchange is approached and who it is built with.

For organisations like yours, early involvement means shaping systems rather than adapting to them later.

## Choosing to step in early

This is a long-term decision.

You can back the Community Economy before it is fully formed, making sure it's built in a way that makes sense in the real world. You will be choosing to be associated early with work that recognises contribution properly.



# WHY BUSINESSES GET INVOLVED

## Brand, reputation and customer loyalty

Being visibly associated with the Community Economy positions your organisation as one that takes community value seriously.

That matters to customers who increasingly want to know who they're buying from and to employees who want to feel proud of where they work. Over time, this kind of credibility supports customer loyalty, staff retention and advocacy in ways short-term marketing rarely does.

## Commercial credibility and risk management

Social value claims are under growing scrutiny. Good intentions alone aren't enough.

The Community Economy is built on verified contribution through Community Credits\*, creating a shared, transparent way to recognise community action. That makes it easier to work with partners and suppliers who are aligned and reduces the reputational risk that comes with unsubstantiated claims.

\*Sponsorship of The Community Economy includes a Business membership to IIC where you can access the live project marketplace and earn Community Credits. (The amount of users included in membership is dependent on the sponsorship level)

## Supply chain visibility and opportunity

Being part of the Community Economy increases visibility across a network of organisations who care about how value is created and not just who can cut the lowest price.

It makes it easier to identify suppliers and partners who share similar values and it increases your visibility to organisations looking for businesses they can trust to operate responsibly.

## Efficiency, reduced admin and connection

Community involvement is often fragmented across teams, contracts and initiatives. Access to the IIC platform brings this activity into one place, making it easier to find opportunities, record contribution and understand what's happening without adding extra layers of admin. And community work can be something that is repeatable and manageable, not reactive.

Sponsors also become part of a network of organisations who are also thinking beyond short-term cycles and are prepared to invest in the future of social impact through the Community Economy.



# STARTING THE CONVERSATION

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There isn't a single way to be involved.

Some organisations choose to support this work financially. Others contribute time, thinking, partnerships or influence alongside funding.

What matters most at this stage is alignment. A shared understanding of why this work matters and how it should be shaped.

**Involvement usually starts with a conversation.**

If there's alignment, we talk openly about what support looks like and what it enables.





# HOW INVOLVEMENT TAKES SHAPE

Involvement can work in different ways, depending on how closely organisations want to engage with the build.

<b>Legacy Partner</b> £85,000 per annum	<b>For organisations that want to be involved at the earliest and most influential stage of the build.</b> Legacy Partners support the work required to move from foundations into the next layer, including the development of the Community Value Exchange. This level suits organisations that want to be able to say, with credibility, we helped build this.	<b>What this enables:</b> High-profile positioning as an early backer, with sustained visibility and influence as the Community Economy takes shape.
<b>Impact Partner</b> £45,000 per annum	<b>For organisations that want to back the build at a meaningful level and be closely connected as the work develops.</b> Impact Partners support the progress of the Community Economy as it takes shape and are recognised for helping turn early foundations into something practical. This level suits organisations that want to support change that has real-world relevance.	<b>What this enables:</b> Strong public recognition for backing the work as it moves into practice, strengthening brand trust and stakeholder confidence.
<b>Growth Partner</b> £10,000 per annum	<b>For organisations that want to contribute to the growth of the work as it develops.</b> Growth Partners help enable the Community Economy to reach more people, charities and places, supporting the build in a practical, supportive way. This level suits organisations that want to be involved and aligned without a shaping role.	<b>What this enables:</b> Increased visibility and local recognition as the Community Economy begins to scale.
<b>Foundations Partner</b> £5,000 per annum	<b>For organisations that want to support the foundations the Community Economy is being built on.</b> Foundations Partners help ensure the early work continues and are recognised for standing behind the principles of the Community Economy. This level suits organisations that want to show alignment and support from the outset.	<b>What this enables:</b> Early brand alignment with the Community Economy and visible support for its foundational work.

Sponsoring the Community Economy places your organisation among those taking a serious, long-term view on community value, with visibility and influence that reflects the level at which you're involved.



# QUESTIONS PEOPLE OFTEN ASK

## Is this going to replace our current methods of spending?

No. This work isn't about replacing the pound or removing money from the system. The Community Economy is designed to sit alongside the existing economy. It recognises that not everyone can access paid work consistently, especially as work changes, but contribution doesn't stop. Community Credits create a way for that contribution to be recognised and, over time, help ease pressure on everyday costs. For many people, that means freeing up cash rather than replacing it.

## What is driving this, why does it matter?

A growing number of people are struggling with insecure work, rising costs and a lack of fulfilment. At the same time, people are already giving time, skills and support in their communities. In the traditional economy, that effort just isn't recognised or organised in a meaningful way. This work responds to that gap. It gives contribution a clearer role in how people stay engaged and supported, without asking them to give more of what they don't have.

## How will you get offers into the exchange?

The principle already exists. Student discount platforms show that people are happy to offer value where there's a clear audience and shared benefit. The same applies here. For businesses, taking part in the exchange offers a way to be visible to people who are actively contributing to their communities, while aligning their brand with something practical and positive.

## Is this being done already?

Many businesses already give back and many charities already rely on community support. What's missing is a shared system that brings people, charities and businesses together in one place, with consistent verification and a longer-term economic ambition. The Community Economy brings those strands together, starting with what already exists and building from there.

# AN INVITATION

This work exists because there's a gap that needs addressing.

People already give time, skills and support every day. The challenge is building systems that recognise that effort properly and allow it to play a meaningful role over time.

The Community Economy will only take shape with organisations willing to step in early and help build it with care.

Sponsorship at this stage supports that work. It helps turn foundations into something real.

The next step isn't a commitment or a decision.

It's a conversation.

**Ready to talk it through? Get in touch.**