# (NAME OF YOUR ORGANISATION) Press Release Date

# (NAME OF ORGANISATION) Launches Community Shares Offer

(LOCATION E.G. ‘NORWICH’)(DESCRIBE WHAT YOUR ORGANISATION IS E.G. ‘COMMUNITY PUB’) is launching a community share offer to (INSERT DETAILS OF WHAT THE SHARES ARE GOING TO FUND). If they can raise £XXX by (DATE) the money will be matched by Power to Change’s Community Shares Booster Programme.

Community shares allow people to buy a stake in a business in an affordable and inclusive way. [Since 2009, almost a 120,000 people have invested over £100m](http://communityshares.org.uk/find-out-more/what-are-community-shares) in community shares to support 350 community businesses throughout the UK. They have helped to develop shops and pubs, renewable energy schemes, football clubs, heritage buildings and many more. The £3m Community Shares Booster Programme, run by Co-operatives UK and Locality on behalf of Power to Change, provides development grants to help organisations get ready to launch community shares offers, as well as larger equity investments to match community shares investments from the community.

(YOUR NAME, ORGANISATION NAME) said: (“INSERT QUOTE HEREON WHAT YOU’RE TRYING TO DO, AND WHY PEOPLE SHOULD BUY THE COMMUNITY SHARES”)

Colette Harvey, joint Head of Open Programmes at Power to Change said: “We believe that community businesses can change lives and transform places for the better. We wish (ORGANISATION) the very best of luck with their community share offer.”

Alice Wharton, Programme Manager at the Community Shares Unit said: “The Booster Programme is a great opportunity for groups to develop an idea that can innovatively use community shares as a funding mechanism to develop, grow and sustain community businesses.”

To purchase some community shares for (ORGANISATON), (INSERT DETAILS EG. WEBSITE/PHONE NUMBER)

**For more information please contact:**

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Follow Power to Change on Twitter at @peoplesbiz and visit [www.powertochange.org.uk](http://www.powertochange.org.uk) for the latest community business news.

Follow the Community Share Unit on Twitter at @comshares and visit [communityshares.org.uk](http://communityshares.org.uk/) for the latest community shares information.

**Notes to Editors**

**About Power to Change**

Power to Change is the independent trust that supports community businesses in England. Community businesses are locally rooted, community-led, trade for community benefit and make life better for local people. There are nearly 7,000 community businesses across England employing 35,500 people, with a combined income of £1.2bn.

From pubs to libraries; shops to bakeries; swimming pools to solar farms; community businesses are creating great products and services, providing employment and training and transforming lives. Power to Change received its endowment from the Big Lottery Fund in 2015.

[www.powertochange.org.uk](http://www.powertochange.org.uk) @peoplesbiz

**About The National Lottery Community Fund**

We are the largest community funder in the UK – we’re proud to award money raised by National Lottery players to communities across England, Scotland, Wales and Northern Ireland. Since June 2004, we have made over 200,000 grants and awarded over £9 billion to projects that have benefited millions of people.

We are passionate about funding great ideas that matter to communities and make a difference to people’s lives. At the heart of everything we do is the belief that when people are in the lead, communities thrive. Thanks to the support of National Lottery players, our funding is open to everyone. We’re privileged to be able to work with the smallest of local groups right up to UK-wide charities, enabling people and communities to bring their ambitions to life.

**About the Community Shares Unit**

The CSU is a joint initiative between Locality and Co-operatives UK.

Its objective is to support businesses, promote good practice and raise awareness of community shares as a sustainable funding mechanism for community businesses.

CSU is operating the Booster Programme on behalf of Power to Change.

**About community business**

A community business is a business set up and led by the local community that helps tackle problems in that area. It uses its profits to make the local area a better place to live, work and visit. Examples include communities coming together to save local shops from closure; to set up a community hub to provide a place for people to meet; or developing a community led housing project to help regenerate local areas.

There are an estimated 7,800 community businesses operating in England. In 2018 the estimated total market income was £1.05 billion, with total assets worth £0.75 billion. These businesses are estimated to employ 33,600 paid staff and involve 125,200 volunteers. (Source: [The Community Business Market in 2018](https://www.powertochange.org.uk/blog/community-business-market-2018-top-five-things-need-know/))