**[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. Between 2009 and 2018, over 150,000 people have invested over £150m to support over 500 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 the Community Shares Unit and funded 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, POSITION, ORGANISATION NAME] said: [“INSERT QUOTE HERE ON WHAT YOU’RE TRYING TO DO, AND WHY PEOPLE SHOULD BUY THE COMMUNITY SHARES”]

John Dawson, Head of Social Investment 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 [ORGANISATION], [INSERT DETAILS EG. WEBSITE/PHONE NUMBER].

**ENDS**

**Notes to Editors**

**About [NAME OF YOUR COMMUNITY BUSINESS]**

[GIVE A SHORT DESCRIPTION OF WHAT YOUR ORGANISATION DOES AND INCLUDE CONTACT DETAILS FOR JOURNALISTS, AND A WEBSITE LINK IF YOU HAVE ONE]

**About Community Shares**

The term 'community shares' refers to withdrawable share capital; a form of share capital unique to co-operative and community benefit society legislation. This type of share capital can only be issued by co-operative societies, community benefit societies and charitable community benefit societies.

**About the Booster Programme**

The Community Shares Booster Programme is a funding scheme to support community share offers. It invests equity up to £100,000 to match community shares in societies that can demonstrate higher than average levels of community impact, innovation and engagement. Match funding is in the form of equity held on equal terms with other community shareholders. The programme also provides development grants of up to £10,000 to help societies get investment ready and meet standards of good practice.

**About the Community Shares Unit**

The CSU is a joint initiative between Locality and Co-operatives UK, which since 2012 has had an overriding objective to grow a sustainable market and ensure the long-term success of the use of community shares to raise equity finance and participation, with due process and protection for investors, in a range of community and co-operative enterprises. Unlike other shares, community shares operate on a one member one vote system rather than number of shares. Members have the right to vote, and have an equal say in the direction of the business.

**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. The sector owns assets worth £890m, and comprises 9,000 community businesses across England who employ 33,600 people. (Source: Community Business Market 2019)

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 National Lottery Community Fund in 2015.

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

For more information please contact: [press@powertochange.org.uk](mailto:press@powertochange.org.uk)

**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.