

## Impact Investment

### A New Way to Use Your Capital for Purpose and Return

The traditional charity funding model is under increasing pressure. Donations are more competitive, grants are harder to secure, and the demand for measurable impact is only growing.

In response, more health and care charities are exploring impact investment – a way to use capital not just to sustain operations, but to drive mission-aligned outcomes and strengthen long-term financial resilience.

#### What is Impact Investment?

Impact investment is the strategic use of a charity's capital to achieve both a potential financial return and a positive, mission-aligned impact.

Unlike traditional grants or passive investing, impact investment enables charities to:

- Deploy funds in ways that align with their mission from day one
- Aim for long-term financial sustainability, with the potential to reinvest returns
- Back innovations in health and care that improve outcomes and drive system change
- Invest with intention and accountability, measuring outcomes as well as financial performance

With growing interest in using investment as a tool for social good, many charities are asking how to begin – and how to get it right.

#### Who we are

Future Care Capital (FCC) is a mission-driven charity working at the intersection of health, care and innovation.

We've already taken the first step into impact investment ourselves. We've faced the challenges, made the decisions, built a network of expert advisers, and developed a practical understanding of how to align investments with charitable purpose.

We are not a fund or a broker. We are an independent, non-commercial advisor, here to help other charities explore what impact investment could mean for them.

### **Who should consider impact investment?**

- Charities with reserves, endowments or existing investment portfolios
- Foundations and funders looking to move beyond grant-making
- Organisations facing shrinking income and increasing service demand
- Boards and executives seeking new models for financial resilience

You don't need to be large or heavily resourced. You need clarity, governance, and the right support.

### **How we can help**

FCC provides support through:

- Awareness-building and board engagement
- Strategy and policy development
- Access to trusted legal, financial and investment partners
- Ongoing support from exploration to evaluation

Whether you're just starting the conversation or ready to act, we help charities move forward with confidence.

### **Let's start the conversation**

Get in touch: [giovanna@futurecarecapital.org.uk](mailto:giovanna@futurecarecapital.org.uk)

Or explore our articles and downloads about Impact investment at

<https://futurecarecapital.org.uk/impact-investment/>