

6. What are the benefits to wider society of community investment?

- Community investment creates social value, for individuals and society in general.
- Community investment professionals are placemakers, focusing not only on their organisation's residents but the wider community as well.
- Community investment is central to building sustainable communities.

What should I do with these descriptors?

These descriptors are a tool to help community investment professionals talk about community investment with confidence, and a resource to enable more conversations about community investment to happen.

If you're a community investment professional reading this document, here are some suggestions about where you could start to use these descriptors:

- In any documents where you're writing about community investment, whether that is a community investment strategy, or a report to your board or executive team.
- When you're working with your communications team on pieces to communicate the impact or evidence of community investment activity, internally or externally.
- When you're working with your procurement team to determine how to drive the most impactful and relevant social value through your supply chains.
- In other conversations with colleagues to help succinctly and clearly communicate the purpose, scale, breadth and impact of community investment.
- In conversations with external partners, including local third sector organisations, potential funders, or parts of the public sector including local authorities or the NHS.
- When talking to residents about the work that you do, both in their communities and more broadly.
- With family and friends, when describing your work.