

# Why Bank With Unity?



## A socially responsible bank for the social economy and wider civil society.

### Socially Focussed

Unity was set up more than 30 years ago as a different type of bank - a bank which was committed to the creation of the common good, and a bank which was not driven by a pure profit motive. Unity puts social good and financial sustainability first. Here are some of the ways we continue to live by these principles:

- **First Living Wage Accredited Bank**
- **Pioneer of the Fair Tax Mark**
- Staff offered **five paid volunteering days a year**
- Staff own shares in the Bank through our **Employee Share Ownership Plan**
- Our apprentices **paid 64% above the national apprentice wage**
- Use customer deposits to fund lending **only where there are clear social impacts**
  - Since 2013, we have created and protected over 4,000 jobs in the social economy and housed over 700 people
- Provide more funding to the **Community Development Finance Institution (CDFI) sector than any other bank**
  - CDFIs provide much needed finance to social enterprises and SMEs that are unable to access it from high street banks

### Sector Specialist

We specialise in providing tailored banking services to charities, social enterprises, co-operatives, voluntary and community organisations, trade unions, councils, housing associations and more.

As a social enterprise ourselves we are well placed to understand the distinct banking needs of your organisation.

Our governance friendly Internet Banking service offers single, dual or triple authority, multiple access levels and tailored payment limits – all of which we know are important to many of our customers.

### High Levels of Customer Satisfaction

At Unity, we are committed to providing high levels of customer satisfaction. All of our team is based in the UK. When you phone the Bank a real person will answer the call, rather than an automated message asking you to press various numbers from a menu option first!

- **Over 90%** of queries are dealt with by the person that initially answers the call
- On average calls are answered in **less than nine seconds**

## Open for business

- ✓ **Committed to lend £100m to social economy organisations between 2013 and 2015**
- ✓ **Specialist Relationship Managers working all over the UK**
- ✓ **Strong liquidity position – our loans are covered almost three times by customer deposits**
- ✓ **We typically lend from £250,000 and up to 70% loan-to-value, but please contact us so we can tailor a package to meet your specific requirements**

### Number one for charities

In a 2014 independent survey by Charity Finance, we were voted as the top bank for:

- **Relationship management**
- **Fees and charges**
- **Sector knowledge**
- **Meeting expectations**

The annual survey rates 10 banks including 5 high street banks and surveys hundreds of charities. There are nine categories in total, and as well as coming first in those listed above, Unity was rated a close second in the remaining five areas.

# Helping our customers to achieve more

We are inspired to see how our customers are making a difference to those most in need by delivering services, accommodation and provisions to achieve stability, hope and prosperity for individuals and communities. The following case studies show how we have helped our customers to achieve this.

**Forth Sector** **£575,000**  
Edinburgh



Our loan helped social firm Forth Sector to invest in a new enterprise and employment centre to house current social enterprise businesses.

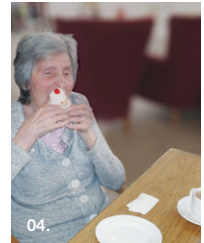
With a vision to increase its impact by doubling the amount of people it is able to support, and also increasing its own workforce by 50%, we supported Forth Sector with a loan of £475k loan and £100k overdraft.

The new eco-complex allows Forth Sector to bring its series of social micro-businesses together to operate under one roof. The training space provides opportunities for disadvantaged and unemployed people to gain work experience and vocational training, preparing them for a job at Forth Sector or elsewhere.

“Unity was different because they wanted a proper, supportive relationship and took a real interest in what we are doing, and their rates were competitive. We give hundreds of people training and support each year and this facility will mean we can do even more.”

Mike Finlayson  
CEO of Forth Sector

**Sandwell Community Caring Trust (SCCT)** **£3,525,000**  
Sandwell, West Midlands



Our loan enabled SCCT to purchase of a 62 bed care home for older people with dementia. This purchase was 100% loan financed through a partnership with social investor, Big Issue Invest.

We provided a £3.5m purchase loan and Big Issue Invest provided a deposit of £725k so the charity was able to purchase the care home without using their own cash reserves.

This type of support not only demonstrates how we do things differently, but also how we support our customers with bespoke, flexible finance.

As well as offering SCCT a flexible finance package to achieve their goals, the project will also enable SCCT to create and protect over 90 jobs in the care profession, along with investing in a number of apprentices to develop their long term careers.

“We need this rare type of flexibility. It’s important because most social enterprises like us aren’t capital rich, but can develop revenues to pay back loans.”

Geoff Walker,  
CEO of SCCT

01. & 02. Part of Forth Sector's portfolio of successful social businesses – The Scottish Soapworks.

03. Hall Green, the residential home which was purchased with support from Unity.

04. Sandwell Community Caring Trust provide specialist care homes, allowing residents to maintain their independence.

To join a socially focussed bank call us on 0345 155 3355 and we can make a difference together.

us@unity.co.uk www.unity.co.uk @unitytrustbank

