



Over 10 Years of Making Money Do Good

Raising Money for Community Energy

# Raising finance for your community energy project





# Raising finance for your community energy project on Ethex

**Since 2012, Ethex has helped to raise over £120 million, funding numerous community-led projects.** Beyond simply providing a crowdfunding platform, Ethex offers crucial strategic advice on finance raising and helps create attractive investment opportunities, making sustainable investment accessible and effective. We've seen firsthand how community-driven energy projects, social enterprises, and ethical businesses can thrive when backed by investors who believe in using their money to create positive change.

Raising investment for a community energy project can seem daunting, but via Ethex many have already successfully done it. In the past 10+ years, the UK's positive impact investing platform Ethex has raised more than £80m for the community energy sector.

We have a deep understanding of the campaign-driven nature that brings success. We can help you speak to and motivate investors, managing them over the lifetime of your project through our investor management platform. We work closely with every project accepted on to Ethex to make sure it's completely 'investor ready' before going live.

**Ethex has a database of investors who are already interested in supporting community energy projects,** and we work with you to unpack your story to this audience as well as all other prospective investors we can identify. We can help you make sure your local community and existing audience are warmed up and ready to invest and that we're aligned on the key messages for your campaign that will inspire investors to act.

**However, the key to success** is in the preparation. Before you embark on your journey we will collaborate and learn about:

- **What is your impact?**
- **What do you want to achieve?**
- **Who will benefit? What does that look like in terms of real people?**
- **How will it be sustainable and replicable?**
- **Who are we talking to?**
- **What returns can you give back to investors?**



## What are the criteria to be able to list on Ethex?

The process of launching an investment offer on Ethex starts with a meeting with the investment team and gaining approval from the investment committee.

The committee favours projects which are:

- ✔ Seeking to raise £150,000 for newer projects and up to £1.5 million or more for larger ones
- ✔ Investment-ready with necessary consents, checks and contracts in place
- ✔ Registered, for instance, as a community benefit society or community interest company
- ✔ Are supported by financial models and a solid business plan
- ✔ Ready with a team of Directors and staff to manage the project





# What are the steps to launching an investment offer on Ethex?

## Step 1 Getting your organisation investment-ready

- **Define your financial needs and investment structure:** Will you be setting up community shares or bonds? What is the minimum investment required (which you can drawdown once reached), and what is your overall target investment? Ethex can work with you to decide the best structure against your funding requirements, project goals and development roadmap.
- **Set clear goals:** How much funding do you need, and what can you give investors in return?
- **Governance and oversight:** Ensure you have the right governance and oversight structures in place. How will you report to investors?

Remember that there will be a due diligence stage before your offer goes live, so make sure at this point you can back everything up that you say you are going to achieve.

Don't overpromise on milestones. Create cash flow forecasts and build a strong financial picture that will form part of your offer document.

Your team is important at this stage too. It is the team that is as much behind the success as the project, as it requires real leadership and a strong call to action and narrative to drive people to invest.

**"Grimsby Community Energy found a strong partner in Ethex to raise nearly £400k. Ethex's due diligence increased our confidence in our finance models, and marketing and comms made sure we achieved our raise a month ahead of target."**

— Vicky Dunn, Managing Director  
Grimsby Community Energy



## Step 2 Developing your offer: Preparing the offer document

An offer document is your ‘what, why and how?’ to investors that can factually and methodically convey in your own voice what your project is, the team behind it and how it intends to deliver. It’s similar to a condensed business plan, containing an overview of impact, the background and financials and is packaged as a brochure to investors to call them to action and invest.

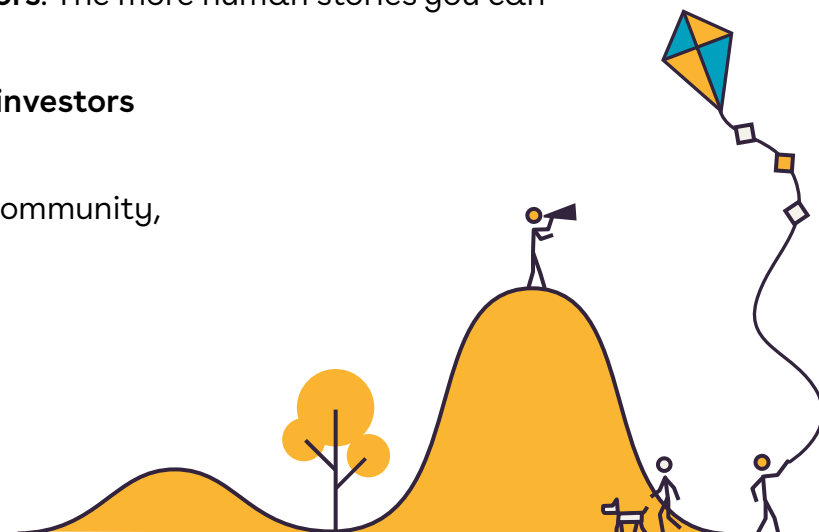
- Remember, you are talking to investors! Ensure **clarity, transparency, and investor confidence**. What is the problem you are solving? What is the impact? What will someone who engages with this get in return? Why are you doing this?
- Use this as another marketing touchpoint – keep the story and impact clear and summarise it upfront so potential investors can quickly see what you’re doing.
- Ensure you have legal requirements, structuring your bond or share offer, and crafting a compelling investment story.

When you start putting your offer document together, the Ethex team will support you with structure, feedback and examples to work from.

## Step 3 Create an engaging campaign

Unlike a traditional corporate raise, community energy is consumer-facing and much akin to building a movement. Impact investors and everyday investors want to see why your project is important, socially and environmentally, as well as what the potential financial returns might be. This is especially true if an investor is not within your existing community, so make it crystal clear the contribution your project is bringing to society as a whole. Any campaign starts local and then moves like ripples beyond that. How does your project stand out? What makes it special?

- Develop strong messaging that highlights **your project’s impact and benefits to investors**. Remember, you are part of a dynamic movement.
- Use storytelling and real-world impact examples to **connect with potential investors**. The more human stories you can bring, the better.
- **Use partners, stakeholders and investors to help tell your story.**
- Leverage **Ethex’s network**, your community, and PR to amplify your reach.



## Step 4 Launch & engage investors

With Ethex, you can do some pre-marketing to get investors warmed up, excited and ready to invest and then when the offer goes live, there is a totaliser to show the engagement as new investors come in.

There is a registration process with Ethex that includes a mandatory cooling-off period and investor questionnaire. We recommend informing your audience about this and getting them to pre-register so they are ready to invest at launch.

Once live on Ethex, use email, social media, community events, and media outreach to continue to drive interest. Tell your story in bits, keep your communications new and fresh, unpacking your story as you go along.

- Make sure the offer is clear on your website homepage.
- Ethex provides ongoing marketing and campaign support to maximise visibility.
- Keep your investors informed and engaged throughout the fundraising period.
- Use video updates from the team to keep the message fresh and urgent.

## Step 5 Close the offer and put the funds to work

- Once the investment target is reached, secure the funding and begin delivering your project.
- Provide regular investor updates and demonstrate the real-world impact of their investment through a registry or investor communications service such as Ethex.

Gower Power offer on [www.ethex.org.uk](https://www.ethex.org.uk)



The screenshot displays the Gower Power offer page on the Ethex website. The page features a blue header with the Ethex logo and navigation links for 'Invest', 'Raise', and 'About us'. A 'Register' button and a 'Log In' button are located in the top right corner. The main content area includes a video player for 'Gower Power' with a 'Watch later' and 'Share' option. To the right of the video, the offer details are listed: 'Gower Power Renewable Energy - Community Shares'. A large orange circle indicates that 113% of the target has been raised. Below this, a table of statistics shows a 6% forecast return, 226 investors, 0 hours left, and £584,105 raised so far. A description of Gower Power as a community benefit society is provided. A large orange circle with the text 'Offer closed' is prominently displayed, and a 'Register' button is located at the bottom right. The minimum investment is listed as £250.



## Why Choose Ethex?

- We've been trusted by **over 25,000 investors** who have invested over **£120m** in positive impact projects.
- We have a strong track record in raising finance for community energy projects across the UK.
- We are experts in the community energy funding landscape.
- We offer dedicated marketing, compliance, and campaign support to help you succeed.
- The whole Ethex team is committed to making your offer a success by telling your story, tapping into the right audiences and working with you to ensure every touchpoint is maximised. We're with you every step of the way!

**Interested in raising investment for your project?**

Get in touch here: <https://www.ethex.org.uk/user/fundraiser>

Ethex investors are  
driven by impact,  
alongside reasonable  
financial returns.

# Case Study:

## Investment Success for Grimsby Community Energy



**Grimsby Community Energy (GCE)** is a forward-thinking community benefit society dedicated to supporting its local community by installing solar energy systems on local buildings. By 2024, GCE had already built a solid portfolio of renewable energy assets, with 10 solar arrays installed across 5 local community organisations, including St Andrews Hospice, YMCA, and The Rock Foundation.

But GCE has ambitious goals to expand even further. Their vision includes achieving 1 megawatt of community-owned solar generation by 2025 and 2 megawatts by 2030. To help fund these initiatives and their growing pipeline of projects, GCE decided to launch a share offer to secure the upfront capital needed to complete their solar installations.

In December 2024, GCE launched their share offer on Ethex with a target of raising £227,000, offering investors a 6% return on investment. The goal was to fund three promising projects in the pipeline and lay the foundation for future growth. In collaboration with the Ethex team, GCE executed a comprehensive marketing campaign aimed at both the local Grimsby community and the broader network of impact investors. This campaign included social media outreach, PR, events, webinars, blogs, and email communications, all designed to spread the word and create a buzz around the share offer.

The promotional efforts emphasised the strong community benefits of GCE's projects, which not only provide renewable energy but also support non-profit and charity organisations through solar power access.

The campaign received a significant boost when the Co-operatives UK Booster Fund contributed £80,000, helping the share offer reach £160,000. Ultimately, the campaign exceeded expectations, **successfully raising the full £382,000 ahead of schedule**. This success enabled Grimsby Community Energy to move forward with their pipeline of projects, advancing their mission to bring sustainable, community-owned solar energy to more local organisations.



**141% raised**

### Grimsby Community Energy

**Renewable Energy - Community Shares**

**6%** Forecast return


Grimsby Community Energy (GCE) is an established community benefit society that empowers and benefits its community through solar energy. **\*\*When the offer reaches £160,000, The Cooperatives UK Booster Fund will invest an additional £80,000 in the share offer.**

**This opportunity is now closed**


Target	Investors	Hours left
<b>£271,000</b>	<b>123</b>	<b>0</b>

# How your offer will look on www.ethex.org.uk

## Grimsby Community Energy offer


Invest ▾ Raise ▾ About us ▾

Register
Log In



Grimsby Community Energy Share Offer

Watch later Share

GRIMSBY COMMUNITY ENERGY

Watch on YouTube

## Grimsby Community Energy

Renewable Energy - Community Shares

141% raised

Overfunding

6% Forecast return	Investors 123	Hours left 0	Raised so far £382,040
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Grimsby Community Energy (GCE) is an established community benefit society that empowers and benefits its community through solar energy. \*\*When the offer reaches £160,000, The Cooperatives UK Booster Fund will invest an additional £80,000 in the share offer.





Clean energy


Login to invest
Register

Min investment: £100

Target <b>£271,000</b>	Min raise <b>£99,000</b>
Offer opened <b>20/12/2024</b>	Closing date <b>21/03/2025</b>

**Grimsby Community Energy Ltd**  
Community Benefit Society Number 7356  
Grimsby, UK  
Incorporation date: 10 June 2016



### Your money will...

- Take positive climate action by enabling GCE to cut carbon emissions through the generation of clean, community-owned energy
- Help community organisations and charities save on bills, creating funds to be used elsewhere
- Support vital local energy reduction initiatives with positive environmental and social impact through their Community Benefit Fund
- Earn a financial return Investments in the share offer target a return of 6% and make you a member of the CBS



**Interested in raising investment for your project?**

**Get in touch here:**

**<https://www.ethex.org.uk/user/fundraiser>**

**Email us: [info@ethex.org.uk](mailto:info@ethex.org.uk)**



Don't invest unless you're prepared to lose all the money you invest. The investments listed on Ethex are high - risk investments and you are unlikely to be protected if something goes wrong.

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