



Transforming communities through social investment
sustainable energy – social investment – community – csr

Pure Leapfrog Company Overview

January 2014

Pure Leapfrog registered Charity No. 1112249
Company No. 05534395 registered in England & Wales



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Trusted for collaboration



“Pure Leapfrog’s innovative approach illustrates how Big Society Capital and social investment can work with major companies to deliver benefit to society”

Nick O’Donohoe, CEO



“For us Leapfrog is an A-list player in this space”

Matthew Hale, Managing Director



Pure Leapfrog – in a nutshell



Pure Leapfrog is the UK's leading social investment provider in community energy.

- We are a charity.
- We've helped more than 100 community energy projects.
- We help finance community energy projects.
- We help communities find affordable professional support in legal, planning, technical and finance.

Finance is secured through a credit facility from Big Society Capital.

Professional support is provided through our professional partner network.

Our mission is to ensure that community energy becomes a significant part of the sustainable energy mix in the UK.



Community energy projects

We provide finance & expertise



Rock Village Hall

Corporate Sponsor - Barclays
Professional Services - HSBC



Ham Hydro

Professional Services – Norton Rose



Osprey Leisure Centre

Project Sponsor – British Airways



Repowering London

Professional Services
Simmons & Simmons, HSBC, BDO



Loughview School

Project Sponsor – British Airways
Professional Services – Reed Smith



Support track record

Triple bottom line benefits of our loans

Financial return: 4.27%
Carbon reductions: 16.2kg per £1 loaned out
Net community benefit: +£5.60 per £1 loaned out

- Energy reduction projects
 - Carbon neutral initiatives
 - Energy efficiency programmes
 - Environment & sustainability
 - Behavioural change
-
- Reducing fuel poverty
 - Educating young people
 - Delivering sustainable community growth
 - Job creation

Key Facts

More than 100 community energy projects supported
More than 5,000 donated hours of professional support matched

+100
Projects

Technologies supported

Hydro, Solar, wind, biomass, anaerobic digestion, LEDS

2m
People

People Impacted

More than 2 million people benefitting



Results through partnership

Working in partnership with Pure Leapfrog enabled Barclaycard to:-

- Create the first ever community energy fund
- Offer customers a new Freedom Rewards charity redemption product
- Promote CSR credentials through charity partnership across all channels
- Deliver brand innovation with their first charity product TV commercial

“ What is noteworthy about PURE’s model is that the results benefit both the community and the environment in a sustainable way. Barclays is delighted to support this innovative community finance model as part of our broader focus on social innovation. ”

David Wheldon

Managing Director of Barclays brand, marketing and citizenship



3 ways we help

Finance / Funding / Loans

- Loans & grants to finance new installations, underwrite share issues or re-finance installations
- Keep financial benefits within the community



Professional Support

- We match donated professional support to projects needing assistance
- Get help with tax, EIS, VAT, planning, leases, company incorporation



Project Development

- Access advice, community best practice sharing & signposting
- Technical reviews for community projects to verify performance



Our impact

- Pure Leapfrog loans
 - help keep swimming pools open by reducing their heating bills
 - help reduce fuel poverty by providing free electricity from solar panels
 - help cut school energy bills, leaving more money to spend on education
- Pure Leapfrog Partner Support
 - helps projects overcome barriers in areas such as legal, planning, commercial, technical, financial and construction
 - help communities by donating their expertise
 - help create jobs, by starting new community social enterprises



Example Project

- Fenham Swimming Pool was closed by Newcastle City Council in 2003 despite opposition from local residents.
- Pure Leapfrog provided the loan to meet part of the installation cost of solar thermal panels to provide over 60% of the energy required to heat the pool, reducing running costs and keeping the pool affordable for the local community.
- The local community formed a registered charity and successfully reopened the pool in July 2005.
- Over 2,000 children per month take part in the pool's own swimming classes.



Pure Leapfrog Partners Included:



Other Community projects supported



Repowering London

Helped UK's first inner-city, co-operatively owned renewable energy project on a social housing estate

<http://www.repowering.org.uk/projects/elmore-house>



Project Dirt

Helped create "the green facebook"

<http://www.projectdirt.com/>



The DoNation

Supporting a new online innovation tool creating behavioural change

<http://www.projectdirt.com/>

“...incredibly valuable: ...we're finally stepping closer to being self-sustaining.

Hermione Taylor , Founding Director, The DoNation



A network for business growth

An active partner network providing specialist and collaborative support

“...challenges ability to monitor, evaluate & map practical implementations of a new areas of law ...”

Linklaters

“...developed our knowledge of and insight into fundraising for community renewables.”

BDO

“Generates clear commercial benefits from transactional experience and credentials.”

“Provides strong credentials to use as evidence for sectoral capabilities when pitching for commercial work.”

accenture



Further Information

- For case studies and loan criteria review website:-
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