



THE  
GOOD  
ECONOMY

# Funding Affordable Homes: Case Study

Rigorously evaluating the broader societal and environmental value of investing in sustainable, affordable housing

Funding Affordable Homes is a social impact company which builds and acquires affordable housing to deliver financial and social returns for both communities and investors.

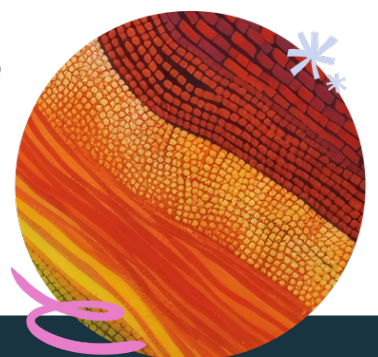
Real Estate and Investment Advisory services are provided by Edmond de Rothschild REIM (UK) Limited.

## Our Role

The Good Economy (TGE) has acted as social impact advisor to FAH since 2015. Our role is to help FAH measure, manage and report on the social impact of its investments. We aim to make impact considerations an integral part of investment decision-making, alongside traditional financial investment considerations of risk and return.

TGE helped design an **Impact Measurement and Management System** for FAH including defining its' impact objectives, a **Theory of Change** and a process to assess impact at every step of the investment process, including the design of an **in-house social impact screening tool**.

We now carry out field-based social due diligence on all projects and prepare FAH's **annual social impact report**. The annual performance review is based on a mix of quantitative and qualitative data.



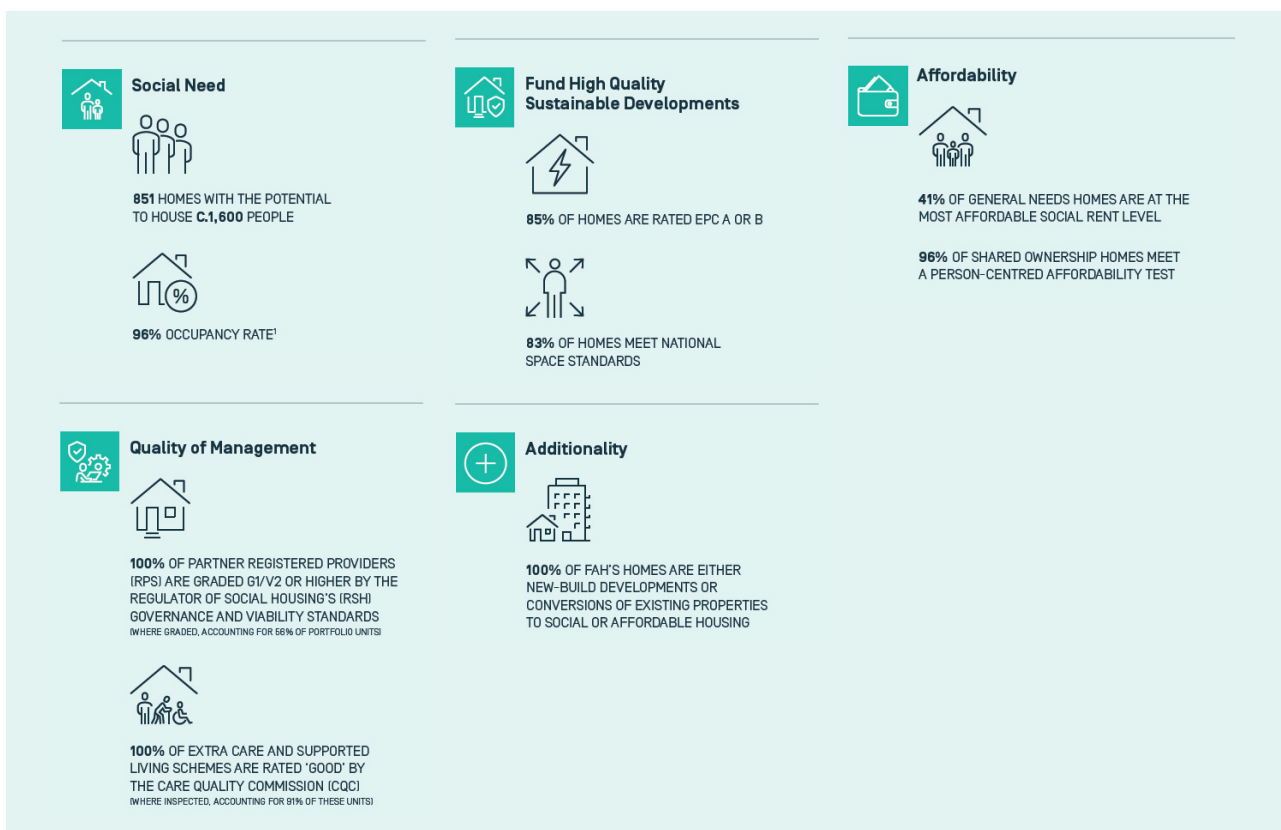
We take a stakeholder-driven and outcomes-focused approach to our work, ensuring end-user voice is captured and analysed as part of impact performance.

These services ensure that FAH has a high level of transparency and accountability to all stakeholders, including its investors, partners and tenants.

## Impact Reporting

TGE's ninth impact report for FAH covers the 12-month period from 1 July 2023 to 30 June 2024.

Findings include:



*"We are pleased to have worked with The Good Economy once again to produce our eighth annual social impact report for Funding Affordable Homes. The report offers a rigorous assessment and insight into the additional homes we have created, helping give investors a holistic view of the challenges and successes of delivering social impact through the delivery of much-needed affordable housing across the UK."*

**Adrian D'Enrico (Fund Manager, FAH)**

## Contact Us

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ANY QUERIES? VISIT US AT  
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