

Borrower survey

Working with our borrowers to understand our impact across SASC

This year we launched an annual Borrower Survey. We wanted to better understand what borrowers felt they got from SASC and how we can help them more. Crucially we wanted to start collecting some quantitative data on their capacity and resilience and how that linked to our investment.

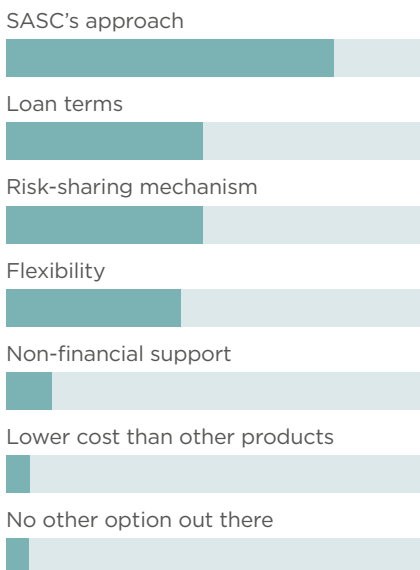
SASC’s Mission is “Finance for good. Funding organisations that support communities and transform lives.” We have anecdotal evidence and direct feedback from borrowers that supports this ambition. We also have repeat customers, which is a key goal for any organisation like ours.

But we are interested in understanding if our collaborative, longer-term engagement and broader support for social sector organisations delivers lasting benefits, and to understand how that changes over time.

Why SASC?

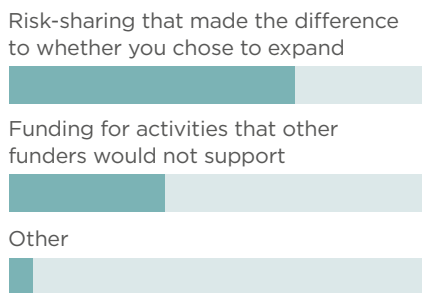
90% of organisations that have received funding from SASC had looked at or received other sources of funding before they came to us. The reasons they give for accepting funding from SASC are encouraging because they match our ambition. SASC’s approach has always been to develop product that addresses the needs of the sector.

Why did you choose SASC (over alternatives if you considered them)?



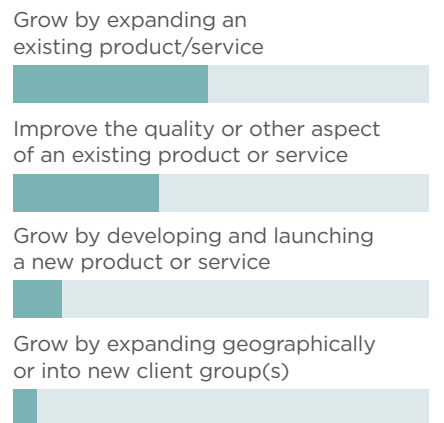
SASC sees risk-sharing as core to the impact proposition. It allows borrowers to grow in a way that would otherwise not be possible, and deliver a larger number of higher quality services to disadvantaged people. Our borrowers view this as the ingredient that sets us apart from others.

What did SASC offer that was not available elsewhere?



Most of our lending is used to help organisations grow.

What is the purpose of your SASC loan?



Borrowers say our loans help them do things they couldn't have done otherwise

95% of borrowers would recommend us to other organisations because...

- we create meaningful partnerships
- we offer a supportive approach
- we provide flexible funding

What makes SASC a good partner?

We asked our borrowers to be honest about their experience of working with us. We were pleased to discover that 100% of our borrowers said our communication process with them was positive.

All respondents also described our reporting processes as clear, although 28% said there was room for improvement. We are addressing this by creating a new reporting portal for borrowers.

-
- 90% Easy to work with**
 - 89% Good at resolving post-investment issues**
 - 89% Processes quick and efficient**
 - 63% Materials clear and informative**

89% of SASC borrowers say their capacity to deliver impact has increased due to our funding

More than just money

We always set out to be more than just a lender, and offer non-financial support where we can. This can include advice, convening, or connecting to partners organisations.

58% of respondents tell us they have received, or expect to receive, this additional support.

62% say they would welcome such support in the future. Suggestions include more learning opportunities with other borrowers, and ongoing strategic help.

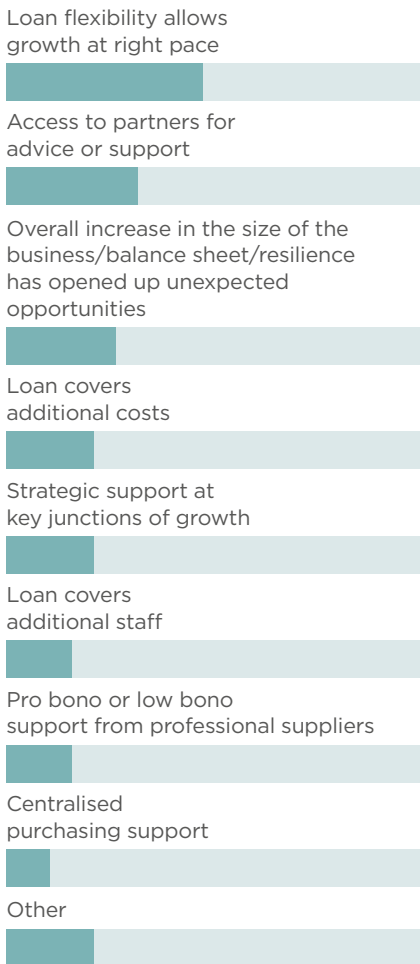
Improved capacity and resilience

SASC’s products are designed to generate increased social outcomes whilst improving the sustainability of our borrowers through greater financial resilience.

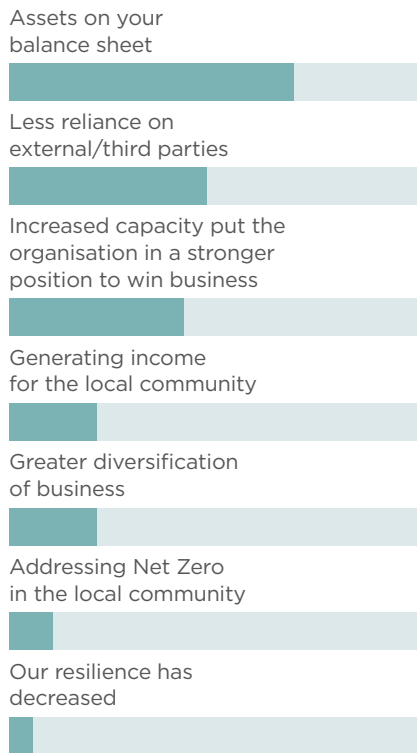
Our goal is that our borrowers are stronger at the end of the loan than they were at the start. This is what will allow them continue to provide best in class support for disadvantaged people.

84% of borrowers say their resilience has grown since taking on a SASC loan

Where your organisation’s capacity is growing/has grown, how do we help?



What are the key factors in your changed resilience?



We continue to listen and respond

We were grateful that our borrowers also made suggestions about how we could help further. For example, borrowers suggested we could help by creating networks, pressing policy makers on relevant issues and

supporting with internal models and business plans. We have already been working hard to improve our processes and materials, making it easier for potential borrowers to understand and access our funds.

In 2021 we improved processes and materials for our borrowers:

To make it easier for organisations to understand SASH funding, we created a Borrowers Handbook

To make property purchase smoother for our borrowers, we provided more external support

To make reporting and communication simpler for our borrowers, we are launching an online portal

To make the legal closing stage less complicated for our borrowers, we are creating ‘plain English’ documentation

