



Building Society

Building society, with purpose

Rob Taffinder, Senior Social Investment Manager

Tackling the UK housing crisis

We want **everyone** to have a place fit to call home and we are working with members, colleagues and industry experts to help make this happen!

We were founded with a social purpose

- The very first building societies aimed to ease the housing crisis of the day through collective action
- They were formed when people came together to pool their resources, giving them the a way to realise their dreams of owning their own homes
- Nationwide is formed from over 250 of these societies who all brought local communities together to achieve a common aim



Mr Cooper and Co-operation

- Our parent organisation, the Co-operative Permanent Building Society, was the brainwave of Mr Cooper who suggested founding a new society based on the co-operative movement
- His original handwritten proposal survives to this day and includes the principle that members should be at the heart of everything we do: *'as though the society was established for them rather than for the capitalists.'*
- We continue to be committed to our founding purpose, following the values of those early members



Tackling the housing crisis isn't so new....



Social Investment is a key **part of our DNA** – we were set up to address the housing crisis back in **1884** by **Charles Cooper**.

The first building societies aimed to ease the housing crisis of the day through **collective action**., pooling their resources to own their own homes

We've been involved with social issues from the start. From funding the **world's first Garden City** in Letchworth in the 1900's to financing homes for the **most vulnerable in society**.



and today...

We'll work with partners on housing related projects that strengthen communities by supporting the most vulnerable



We'll increase supply by supporting innovative housing projects



We'll re-invent renting for both tenants and landlords, using our expertise in the privately rented sector



Evaluation

- Through Social Impact
- Member Involvement
- Through Brand Impact