

# Guidelines for applications

- our approach to social responsibility,  
expectations to our projects  
and how to apply for support.

## Our involvement and expectations

At Lind Invest we believe that we all have a responsibility towards each other and toward society. We are profoundly aware about our responsibility, why we have contributed to social organisations and projects since 2011. Lind Invest wishes to support and play an active part in projects, which create social and societal value.

We work with a catalytic and proactive approach when supporting social projects. This means that we follow a strategy based on high commitment in the projects, and we focus on a long-term change process and clearly defined goals of impact.

It is essential to us that the resources invested in social projects create the largest possible impact for the specific target group, and furthermore that we objectively are able to measure the impact of the initiatives and efforts both societally and socially.

A tool, which Lind Invest uses, is to compose a Social Return on Investment analysis, where the social effort is converted into a monetary value. This method puts a monetary valuation on voluntary work and social effects by comparing the investments made in the social effort with the value created for the stakeholders involved.

Therefore, we expect from the projects we support that we can gather data and thereby measure the impact of their work.

Moreover, we expect an on-going dialogue with evaluation and reports from the projects work. We do this for two reasons; we wish to show the public and other projects how changes can be achieved and which value they create for the target group. Furthermore, we do it so we can improve our efforts and thereby optimise the relief effort and eventually adjust the process of the project, so we together can help as many in the best possible way.

### Our purpose

All human beings are created equal, but the sum of our individual choices as well as the contingencies of life mean that some people are vulnerable and live their lives on the edge of society. We believe that every individual holds a potential and that we have a responsibility towards each other. Therefor we aim - through active support - to help vulnerable fellow men to unleash their potential and thrive.

### Our vision

Lind Invest wants to support vulnerable target groups in realising their potential through effective solutions that creates measurable value for the individual and society as a whole.

### Our mission

Lind Invest aims to select, support and continue to develop social projects through active involvement and effect measurement that documents individual evolvement and the societal value generated by the projects.

### Can your project tick most of the following boxes?

- ☐ We seek to help the target group in the long run
- ☐ We have clearly defined objectives for our project
- ☐ We have a well-defined plan for evaluation of our work and thus achievement of our objectives
- ☐ Our organisation is clearly structured and has a distinct division of responsibilities.
- ☐ We think and work cost-effectively and thereby secure help for as many as possible – and for as long as possible.
- ☐ We have a plan for the use of extra resources.
- ☐ We gather – or have the opportunity to gather – data from our project and is willing to share this with Lind Invest.

... In that case, you are more than welcome to send a description of your project to [gtj@lind-invest.dk](mailto:gtj@lind-invest.dk)

## Criteria for supporting charitable projects

In Lind Invest we wish to do as much good as possible for the available funds. To make sure that our donations help the target group in the best possible way, we measure the impact of the projects' effort and the value created for the target group and society in general. To ensure the impact measurement and to decide whether to support a specific project, we have developed the following criteria. If your project meets most of our expectations, we would gladly receive an enquiry from you.

- **Lasting effect**  
Your project seeks to help the target group in a way that creates longterm effect and sustains the achieved results.
- **Clearly defined objectives**  
You have an overriding strategy and clearly defined objectives for the project as well as a plan for ongoing evaluation of the chosen objectives.
- **Structuring**  
Your project has a clear structure and a distinct division of responsibilities.
- **Cost-effectiveness**  
Your organisation work cost-effectively and through that secures effective help for as many as possible. Additionally, there is a plan for the use of extra resources.
- **Impact measurement**  
Impact measurement is an essential part of Lind Invest's approach to social responsibility. Therefore, you must be favourably disposed towards a partnership with Lind Invest where you gather and share data and continually update Lind Invest on the progress of your project.

## How you apply

- 1** Check that your organisation and project matches most of our criteria. If you have ticked off most of the boxes due to our criteria for supporting charitable projects, we will look forward to receive a description of your project following the next steps.
- 2** Send us a description of your project. The description explains your project due to our criteria; including what the purpose of the project is, overview of your economy and budget, how you are organised and how you work to help the target group in the best possible way. Furthermore, you include how you think we can support you.  
  
There are no deadlines for enquiries and all will be responded for either further information on the project or for entering into a dialogue.
- 3** If your project meets our criteria and it is possible for us to measure the impact of your project we will initiate a process where we will compose the first impact measurements to show the value created for the target group.
- 4** If the impact measurement shows that value is created for the target group we will on the background of the value created initiate into a dialogue about how we can be involved in your project.

---

Send your enquiry to:  
[gtj@lind-invest.dk](mailto:gtj@lind-invest.dk)

 Lind Invest