

PRESS RELEASE



SI² Fund invests in Active Minds' international growth.

SI² Fund, a European social impact investment fund focussed on scaling impact-driven businesses, on Thursday 14th December announced its investment in [Active Minds](#), a UK-based company that develops human-centred activity products and games for people living with dementia. The funding by SI² Fund will be used to accelerate international growth, expand its product offering and achieve social impact at scale.

Founded in 2008, Active Minds is a social business with a mission to create positive, well-made and evidence-based activity products and games, offering people living with dementia a better quality of life. Active Minds' award-winning products are tested in partnership with care homes, activity coordinators, families and carers to ensure they are as effective as possible. Proven positive outcomes for people living with dementia include a reduction in depression, boredom and isolation and an improvement in communications and engagement.

Building on its unique offering and strong customer network, Active Minds will use the funds to grow its international activities and product range and achieve social impact at scale.

Ben Atkinson-Willes, Founder of Active Minds, on the partnership:

"We are excited to partner with SI² Fund. We are relying on SI² Fund's exceptional track-record in business management and the social impact sector to accelerate our international growth, strengthen our operations and grow a long-term, profitable social business."

Pieter Oostlander, Fund Manager of SI² Fund comments:

"Active Minds is a unique company, built on years of research and personal experience, in a high impact and attractive segment. We look forward to supporting Ben and his team in scaling the social impact they have already achieved over the past couple of years. We will assist the company in implementing the SROI (Social Return on Investment) framework to enable them to truly understand, measure and manage the social impact of their business."

Active Minds already has a diverse list of products available for care homes and individuals. Clients include Unilever Food Solutions, The Alzheimer's Society and Four Seasons Healthcare.

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Notes to Editor:

About Active Minds

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Active Minds develops human-centred activity products and games for people living with dementia. Its award-winning product range has been developed, designed and tested in partnership with care homes, activity coordinators, families and carers incorporating the latest research. Through the development of suitable activities Active Minds hopes to alleviate the problems of depression, boredom and isolation associated with dementia by helping family and friends reconnect with their loved ones. More information at <https://www.active-minds.org/uk/>

About SI² Fund

SI² Fund is a European social impact investment fund that focusses specifically on businesses that have a social impact mission embedded in their business model. SI² Fund offers social investors access to qualitative impact-driven entrepreneurs and the opportunity to scale social impact on the long-term, alongside a fair financial return. SI² Fund is based in Belgium with operations in the Netherlands and the United Kingdom. SI² Fund is an active member of the European Venture Philanthropy Association (EVPA) and linked to the Oksigen Group. More information is available at <http://www.si2fund.com>.

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