



for a better world

Portrait Pals joins national campaign encouraging pet lovers & gift-givers to use their spending power to build a better world.

Portrait Pals, a social enterprise based in London, is taking part in the Buy Social for a Better World Campaign urging consumers to spend their money with social enterprises and create a positive impact through their everyday spend.

Social enterprises are businesses set up to build a better world – trading for a social or environmental purpose and re-investing the majority of their profits back towards their social mission. There are over 100,000 of these businesses in the UK, contributing £60 billion to the economy.

The Portrait Pals mission is to help people grow. We help artists develop the skills and confidence to sell their work in a commercial setting whilst making a community contribution. We execute our social strategy via two channels: Online, *20%* of our proceeds are set aside for funding arts/ design-based skills-building workshops to help close the skills gap in the UK. At live drawing fundraising events, *100%* of our proceeds are donated to the local animal charities we work with – it is here where our team of artists practice their skills and use them to make a tangible difference. *We have participated in 10 charity events and donated roughly £1750 to dog charities in our first year of trading.* We will commence with our skills-building programmes in 2020.

Portrait Pals is encouraging shoppers in the UK to use their spending power to help them equip independent artists and individuals with the skills to succeed, and help some pets along the way!

The Buy Social for a Better World campaign is being supported by Hollywood star, Michael Sheen, author and activist Caitlin Moran, actor and comedian Chris Addison and writer Sali Hughes, who have released a series of films as part of an augmented reality experience tied into the broader campaign. Shoppers at The Co-op can scan the packaging of four social enterprise products available in-store and be greeted by one of the celebrities who will describe the social impact they are helping to create by buying them. It is all part of a nation-wide awareness raising drive, mobilising communities to support social enterprises and help transform how we do business.

Commenting on the campaign, Peter Holbrook, CEO of Social Enterprise UK (who is behind Buy Social for a Better World) said:

“All businesses must do more to meet the urgent challenges ahead; social enterprises are at the forefront of developing the solutions and fairness that we need. Social enterprises are the future of business – they are growing right across our economy and scaling quickly, creating outstanding products whilst doing what’s right for people and

planet. Whether it's creating fair and secure work or running renewable community energy schemes, they offer a beacon of hope and a blueprint towards a more sustainable and fairer future.

However, in order to succeed, social enterprises need your support. Consumers have real power and social enterprises can only create impact if people continue to buy from them. When you buy social, you're helping to build a better world."

It's time to help people grow.

- ENDS -

For more information on the Buy Social for a Better World campaign visit - <https://www.socialenterprise.org.uk/buysocialforabetterworld> or contact Shehan Perera at Social Enterprise UK – shehan.perera@socialenterprise.org.uk | 020 3589 4950

For more information about Portrait Pals, visit <https://portraitpals.co.uk> or contact Lauren Pilgreen on PortraitpalsUK@gmail.com | 074 7624 0042

About Portrait Pals

With our products, we aim to strengthen the connections between you and your loved ones and honour the moments you love the most. Your story, aesthetic, taste, individuality; recreated in the artistic style that speaks most to who you are. Portrait Pals is an artist marketplace selling charitable pet portraits and bespoke gifts. With our social enterprise, we aim to help shape a future where skills inequalities and unequal opportunities are obsolete.

About social enterprises

Social enterprises are businesses which trade for a social purpose that reinvest or donate over half their profits to further this social or environmental mission. They are an increasingly important part of the UK economy contributing £60 billion and employing 2 million people. Estimates are there are 100,000 in the UK. Research carried out by Social Enterprise UK, the membership body for the sector, shows they are outperforming traditional businesses when it comes to start-up rates, turnover growth and innovation. They are also ahead of the pack when it comes to workforce diversity and pay. For more information and statistics see Social Enterprise UK's State of Social Enterprise Report: The Future of Business and the 'Hidden Revolution' report, launched in September 2018 which showed the true scale and impact of the sector.

About Social Enterprise UK

Social Enterprise UK is the largest network of certified social enterprises in the UK and the leading global authority on social enterprises. Together with our members we are the voice for the sector. We have led public policy for 15 years, helping pass the Social Value Act, and are a strategic partner to government. We exist to increase the profile of the sector through our campaign and research, and build the markets for our members - working with some of the UK's biggest companies to support them to bring social enterprises into their supply chains. Our members reflect the diversity of the sector ranging from local grass-roots organisations to multi-million-pound businesses. We see social enterprise as the future of business.

www.socialenterprise.org.uk