

case study

pictures to share

Key Fund invested working capital in Pictures to Share CIC to help them expand and adapt its business model to increase market-reach.



who

Pictures to Share CIC create, publish and supply books for people who have dementia. The books encourage meaningful communication with family, friends and carers, can reduce isolation and depression, and lead to a better quality of life.



their story

Since 2005, Pictures to Share has researched how the right pictures can benefit people with mid to late stage dementia. Their books help communicate with loved ones in an enjoyable and meaningful way.

MD, Helen Bate, worked as an architect before studying illustration. She had the idea after her own mother had dementia and became aware of the lack of resources.

The first three books were developed with the support of charitable sponsors and were such a success she obtained funding from the Andrews Charitable Trust to grow the business. From printing three books in 2006, Pictures to Share grew its book list to 17 in 2016, increasing reach from a few hundred to up to 250,000 people.

The books are used by people at home, in care homes, day centres, public libraries and in hospitals across the UK and overseas. In 2015 they entered a two-year contract with book sales and distribution agencies, Global Sales and Macmillan Distribution. This also had the benefit of moving storage and distribution of the books to a specialist provider, reducing overheads with more efficient delivery.

Key Fund delivered a £60k loan to change the business model to make the product more accessible, and expand the range of available titles to 30 by 2019.

impact

Books are suitable for the 500,000 people in the UK who suffer with mid to late stage dementia or other cognitive or communication difficulties, reaching over 100,000 new beneficiaries every year.

They offer practical help for carers in managing behaviour that may be challenging, maintaining communication between different generations through a shared enjoyment of books. They are free to access in all public libraries in England under the Reading Well Books on Prescription scheme.

testimonial

“The Key Fund has provided two loans over the past six years. It allowed us to overcome a temporary period of uncertainty and operate within a competitive publishing marketplace. It has ensured we have the best opportunity to remain a sustainable business that can benefit people with dementia for the years to come.”

Helen Bate, Founder, Pictures to Share CIC.



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