Diversifying Income for and by a beginner
Diversifying income: Why do it?

• Grant funding getting hard to come across
• Access to some unrestricted money
• Projects that ‘don’t fit’
• Gauge and build support
Different ways of branching out

• Selling stuff
  • Books, t-shirts
• Selling services
  • Training, insurance
• Membership
• Crowdfunding
Our experiences - membership

Real Bread
• 1400 paying supporters
• Starts at £25 - £100+ per year
• Mag, offers, #readlbreadweek

London Food Link
• 300 paying supporters
• Mag, offers, #urbanfoodfortnight
Does membership work?

⚠️ Time to grow, doesn’t cover full cost, involves admin and IT

✔ Stay relevant and connected, sell other stuff e.g. books, aprons, t-shirts,
Electrifying The Jellied Eel

• 20 000 printed, 100 stockists, 30 000 readers
• Comms for supporters and campaigns
• Print media challenging

What: New era
• Update and simplify design
• Move to online
• Create a new offer

Why crowdfunding
• difficult to attract grant funding
• strong network rewards and favours
• good email and promotion channels
Steps to get it off the ground

• Fundraising meal
• Formulated a pitch
• Made a video
• Recruited a volunteer
• Select a platform
• Warm people up
• Social media assets/pictures
Watch the video: https://www.youtube.com/watch?time_continue=1&v=LoeDylDzjuc
Would we do it again?

• Time
• Type of project
• Test a new approach
• Building relationships
• Social media strategy
• Delivering what you promised!!!
ON THER BIKE

Benjamin Cullen says 'velo' to the new wave of pedal-powered providence peddlers.

HELLO, IS IT MEAT YOU'RE LOOKING FOR?

There is ever greater awareness of animal agriculture's impact on the environment, human health and animal welfare, spearheaded by savvy, networked consumers, living under the looming shadow of a projected population of nine billion, says sustainability and social impact consultant Tania Han.

The case for alternative protein continues to grow in its quest to democratise TV and film consumption. Netflix has teamed advocacy documentaries such as Forks over Knives, Cowspiracy and Vegucated on scientific and ethical merits and into the minds of viewers. The success of the annual Veganuary, where people sign up to try veganism in January, indicates further shifts towards plant-based foods. Since its 2012 launch, the number of official participants has increased from 3,000 to 50,000 in 2015, a 50-fold increase over 4 years.

BURGER ME

For burger fans, rapid advances have been made in the development of meat substitutes. The Dutch start-up and high-tech plant-based burger company Beyond Burger and Impossible Burger are generating much excitement. Their manufacturers have found a way to make the burgers look and feel like real meat; the Impossible Burger is infused with plant-based heme (the iron-rich molecule that makes blood red) to make it