

The Brixton Fund Pound Up

Make your business part of
building a better Brixton



The Brixton Fund represents a unique opportunity to associate your business with positive change in Brixton, and create a long-lasting impact for all of us who call it home.

What is the Brixton Fund?



The Brixton Fund is Brixton's grants scheme, managed by the Brixton Pound CIC, which enables community organisations to carry out locally beneficial work. The Fund's core objectives are to support local individuals, businesses and projects that:

- Increase local employment opportunities
- Take action for social justice
- Produce activities beneficial to the local community

Brixton Context

Brixton is one of London's most famous areas, and for good reason; it's been an engine of cultural and social change for many years and boasts one of London's strongest business communities, alongside its lively character and boisterous night-life.

It is also an area that experiences deep-rooted social issues and at the Brixton Pound we believe that with the help of each Brixtonite and Brixton-based business, we have the resources to enable solutions to these problems.

The Background

Our Vision

The Brixton Fund is the only fund of its kind in London that works with businesses and local residents to channel resources into community projects.

With the support of our partners, our vision is to make the Brixton Fund the vehicle for positive change in Brixton, and a demonstration of new social responsibility.

In 2017 our goal is secure funding of at least £50,000 to go towards community projects.

Making it Public

Making the Fund public is at the heart of our work. We want our supporters to know who receives funding and how it is spent, and we want the local public and our fundees to know whose generosity is contributing to it. We hold two public events a year where people are invited to meet supporters and decide on how to allocate funds.



Who We Fund

Funding a Better Brixton

This year we gave out £10,000 to organisations and funded activities such as:

- A 4-day residential programme for young leaders with **The Advocacy Academy**
- A festival celebrating age with **Age UK**
- Promoting cycling and design with **Bling Ya Bike**
- Refurbishing the kitchen at **Brixton Community Base**
- Supporting long-term unemployed into work with **The Cornerstone Church**
- Feel Good Friday activities with **Lambeth Elfrida Rathbone Society**
- A community gardening project with **Scoop**
- A youth-led careers event with **Speech Inspired**
- An exhibition exploring the changing social landscape of Brixton with **WANT/Xavier de Sousa**

The Advocacy Academy



Amelia Viney, The Advocacy Academy

The Advocacy Academy develops young leaders from marginalised backgrounds

“Just like the Brixton Pound, The Advocacy Academy builds powerful communities. That’s why we were so excited to be awarded £2,000, money which allowed us to run a four-day event designed by our young leaders, exploring how they can effectively challenge systemic inequality and injustice. We are so grateful to all the locals who came out to support us! You are helping a generation of ambitious but underprivileged young Londoners to be heard.”



Lambeth Elfrida Rathbone Society

Andrea Swainson, Project Fundraiser

Rathbone provides individual support and group activities for children, young people and adults with learning disabilities.

“The Brixton Fund supported one of our hardest to fund projects – the Feel Good Friday group that meets in the heart of Brixton to go and explore, build friendship and find out what’s going on locally. The Brixton Fund made fundraising more personable and enabled us to meet with local people and share our project.

More info → brixtonpound.org/funded

Why Support the Fund

Show Your Values

The Brixton Fund is an opportunity to associate with a brand that sits at the heart of Brixton and has delivered value to the area for over seven years.

We work with Lambeth Council, Brixton BID, local voluntary organisations, businesses large and small, and residents. Our Brixton newsletter goes out to over 4,000 people.

We feature regularly in the media. In the last year alone we have been featured in the Guardian, Time Out, BBC, and the New York Times. We have 10,000 followers on Twitter and 2,000 Facebook likes.

Join the Other Donors

In addition to our business partnerships, the Fund is supported through the not-for-profit activities of the Brixton Pound CIC, which includes its cafe, retail, transaction fees for its electronic currency, and over 300 monthly individual donations.



Become a Supporter

The Brixton Pound Up is an easy way to integrate the Brixton Fund into your business.

There are several ways to do this:

Optional Pound Up

Add an optional fee to the bill which will directly feed into the Brixton Fund. For example, offer customers the opportunity to add a percentage of the bill, or round it up.

The socially conscious choice

Make an item on your menu the one that customers feel even better about choosing, by stating that a percentage or fixed amount of the price will go into the Brixton Fund. You could even incorporate this into the name of the item.

Let's get your name out there.

You're helping build a better Brixton, and we're going to make sure everyone knows about it.

Online: we have 10,000 followers on Twitter, and a Brixton newsletter list of 4,000+. We'll commit to a tweet a week thanking you for your support, and a mention in our Fund newsletter once awards are made. We'll also add you to our website as a supporter.

In our business: your name will go on the wall in our cafe so that every customer here knows that you take community seriously.

In your business: we'll give you Fund-related information such as flyers for customers, and provide advice on any further display you'd like to use.

In public: we'll invite you to our public Fund events where you can meet the projects we fund and be part of the process that decides where the money goes.

Governance

Our Team

The Brixton Pound (registered community interest company, no. 07635113) is a not-for-profit organisation, overseen by a board of directors.



Chair
Binki Taylor



General Manager
Tom Shakhli



Project Manager
Lucy Çava



Communications Manager
Frank Taylor

More info → brixtonpound.org/team

How We Award Grants

The board of the Brixton Pound is accountable for the administration of the Brixton Fund. A highly accessible process enables applicants to gain funding, with decisions made in collaboration with representatives from different aspects of the Brixton community at a public event. These events are held twice a year, and approximately 200 people attend.

Brixtonites of different stripes sit on a separate decision panel which ensures different perspectives and priorities influence funding decisions. Local knowledge and understanding is indispensable when working to create positive solutions, and it allows effective local interpretations of the Fund's aims: employment, social justice and community benefit.

More info → brixtonpound.org/panel

What is the Brixton Pound?

Launched in 2009, the Brixton Pound (B£) works with Brixton's independent businesses, builds a more connected community, and celebrates the area's unique character. We believe in economic justice and building a local economy that is sustainable, creates opportunities for local people, and is distinctly Brixton.

Contact:
tom@brixtonpound.org
020 3581 2850
77 Atlantic Road, Brixton, SW9 8PU
www.brixtonpound.org

What We Do

At the core of what we do is the B£ itself: a local currency designed to benefit local businesses that keep Brixton, Brixton. As the UK's first urban community currency the B£ has established a national, and international, reputation - and is a well recognised and trusted member of the Brixton community.

We work with local groups: businesses, community organisations, civic projects, youth groups and local government - searching for and implementing new ways of bringing Brixtonites together as a community and a local economy.