



COMMUNITY IMPACT PROJECTIONS

A simple, scalable model for local
impact across Northern Ireland



Starting Point

Prizefunder brings together:

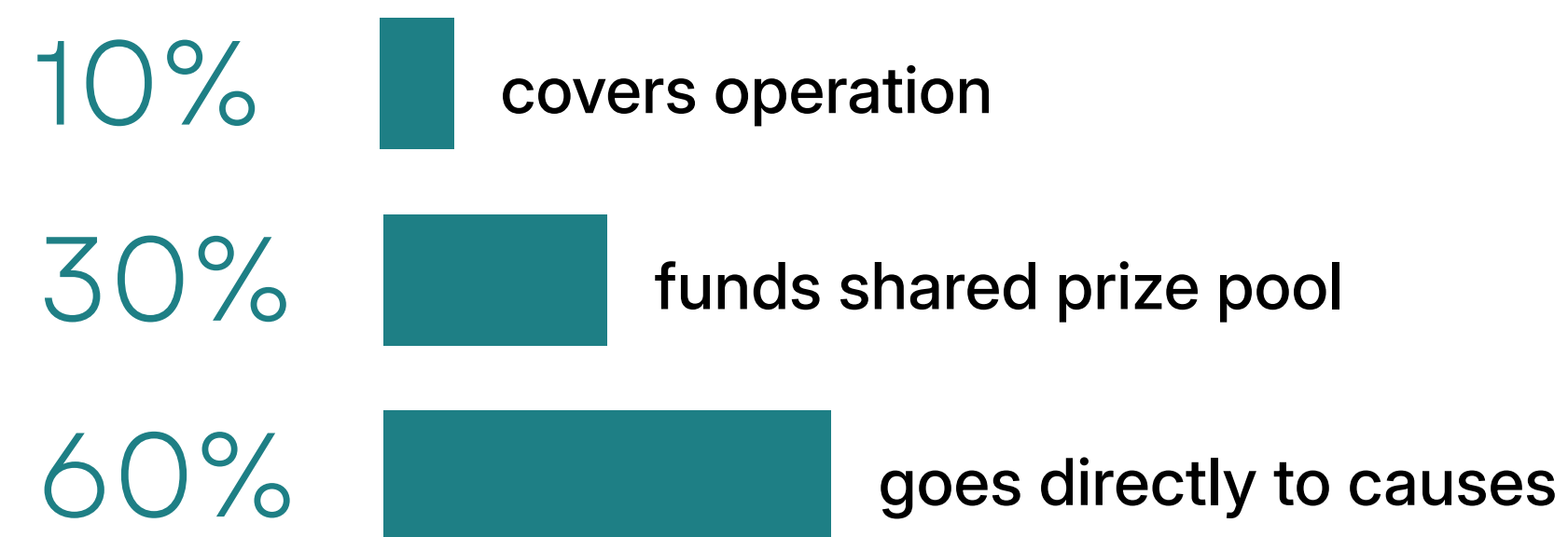
- **Supporters contributing monthly to causes they care about**
- **Local businesses contributing from £10/month**
- **Grassroots organisations benefiting from shared, predictable funding**

Together, this creates a sustainable, community-driven funding model.

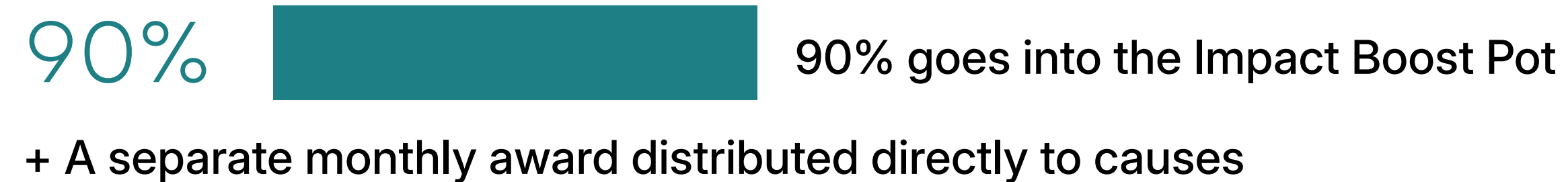


The Model

Supporter contributions:



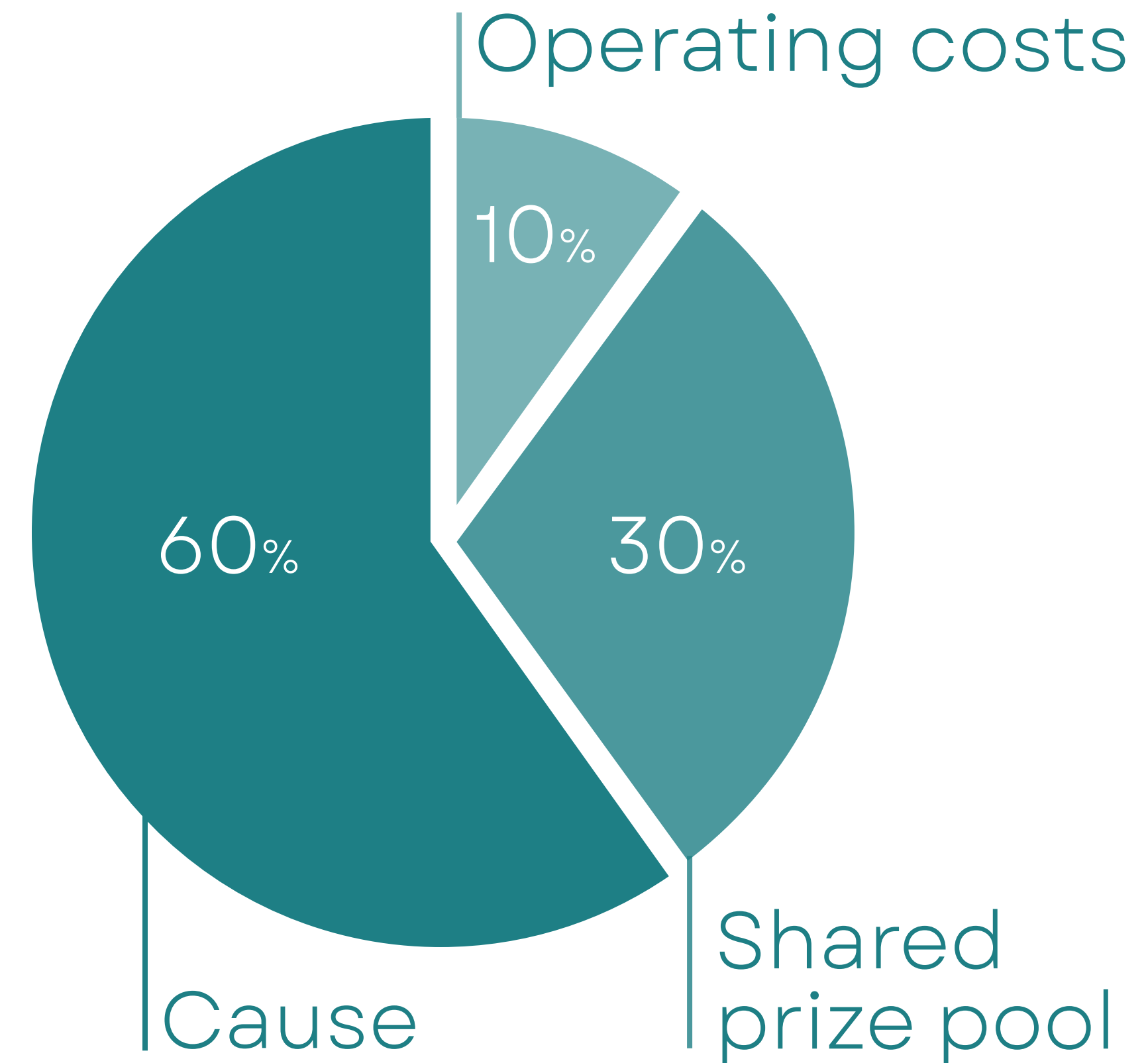
Business contributions:



Even small participation levels generate meaningful impact.

Northern Ireland Context

- Population: ~1.9 million
- Approx. adult population: ~1.5 million



Supporter Participation

Assuming £10/month per supporter

Participation Level	Supporters	Monthly Total	Annual Total	To Causes	To Prizes
1%	15,000	£150,000	£1,800,000	£1,080,000	£540,000
2%	30,000	£300,000	£3,600,000	£2,160,000	£1,080,000
5%	75,000	£750,000	£9,000,000	£5,400,000	£2,700,000
10% (mature system)	150,000	£1,500,000	£18,000,000	£10,800,000	£5,400,000

Business Participation

Minimum contribution: £10/month per business
90% goes to the Impact Boost Pot

Participation Level	Businesses	Monthly Total	Monthly to Impact Boost Pot	Annual to Impact Boost Pot
1%	1,500	£15,000	£13,500	£162,000
2%	3,000	£30,000	£27,000	£324,000
5%	7,500	£75,000	£67,500	£810,000
10% (mature system)	15,000	£150,000	£135,000	£1,620,000

Combined Impact (to causes)

Figures shown represent funding delivered directly to causes.

Scenario	From Supporters (60%)	From Businesses	Total to Causes
1% / 1%	£1,080,000	£162,000	~£1.24 million
2% / 2%	£2,160,000	£324,000	~£2.48 million
5% / 5%	£5,400,000	£810,000	~£6.2 million
10% / 10%	£10,800,000	£1,620,000	~£12.4 million

Why This is Realistic

- £10/month is a low, accessible entry point
- Businesses already support causes informally
- Supporters already engage in prize-based platforms
- This model combines impact + excitement + local connection
- No admin burden for businesses or causes

**Prizefunder aligns with existing behaviour
– it simply connects and amplifies it.**

How Growth Happens

Business participation acts as the catalyst.

As businesses take part:

- The Impact Boost Pot creates visible funding
- Causes promote the platform to their supporters
- Supporters engage for both impact and prizes
- More supporters join
- More causes participate
- Businesses gain increasing visibility and footfall

This creates a reinforcing cycle:

**Businesses → Funding → Causes
→ Supporters → Visibility → More Businesses**

Critical Mass

Early stage:

- Growth is steady
- Each business has visible impact

→ As participation increases:

- Funding becomes more meaningful
- Engagement strengthens
- More organisations actively promote it

→ At critical mass, the system begins to shift:

- Prize values become compelling
- Participation becomes habitual
- The model begins to sustain itself

The Tipping Point

Beyond critical mass:

- **Businesses join because others are already involved**
- **Causes expect to be part of the platform**
- **Supporters engage consistently**
- **Growth accelerates naturally**

This is where community momentum takes over.



The Role of Local Businesses

Local businesses are the catalyst for this system.

By taking part, businesses:

- Help establish the initial funding base
- Enable supporter participation to grow
- Strengthen local causes
- Gain visibility and customer engagement

**This is an opportunity to lead
– not follow.**



What This Could Become at Scale

Strong Adoption

(5% participation):

~£6.2 million per year going directly to causes

Mature System

(10% participation):

~£12.4 million per year going directly to causes

At this level:

- Participation becomes familiar and routine
- Causes expect to be involved

- Supporters expect their cause to be part of it
- Businesses join because others are already involved

Prizefunder becomes part of how local communities operate.

The Opportunity

Small, consistent contributions — when combined — can generate:

- **Millions per year for local causes**
- **Ongoing engagement for businesses**
- **A sustainable, community-driven funding model**



Every business that joins helps move the system closer to critical mass — and closer to a new way of funding local communities.