

# A New Way Forward for Grassroots Fundraising

Competing in a Modern Prize Culture – Together



# The Challenge Facing Grassroots Causes

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Across the UK and Ireland, fundraising is shifting  
—not because people have stopped caring, but because how they participate has changed.

Prize culture is now mainstream.

National prize draws, online competitions and commercial campaigns attract billions in public participation each year. These formats offer excitement, storytelling and the possibility of meaningful wins — elements that individual grassroots causes often struggle to compete with alone.

The result is not a lack of generosity.  
It is a shift in where value flows.

Money that once moved through school raffles, club draws and local appeals increasingly flows outward through national operators and private platforms.

Supporter behaviour is rational.  
The system around them has evolved.

**The question now is how grassroots causes respond.**



# What Supporters Value

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Research and sector evidence consistently show that supporters are motivated by two things:

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**1**

## Impact

knowing their contribution meaningfully supports a cause they care about

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**2**

## Excitement

the anticipation and shared energy of meaningful prizes

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Grassroots causes have always delivered impact.  
Commercial operators have mastered excitement.




Until now, there has been no shared infrastructure allowing grassroots causes to deliver both at scale.

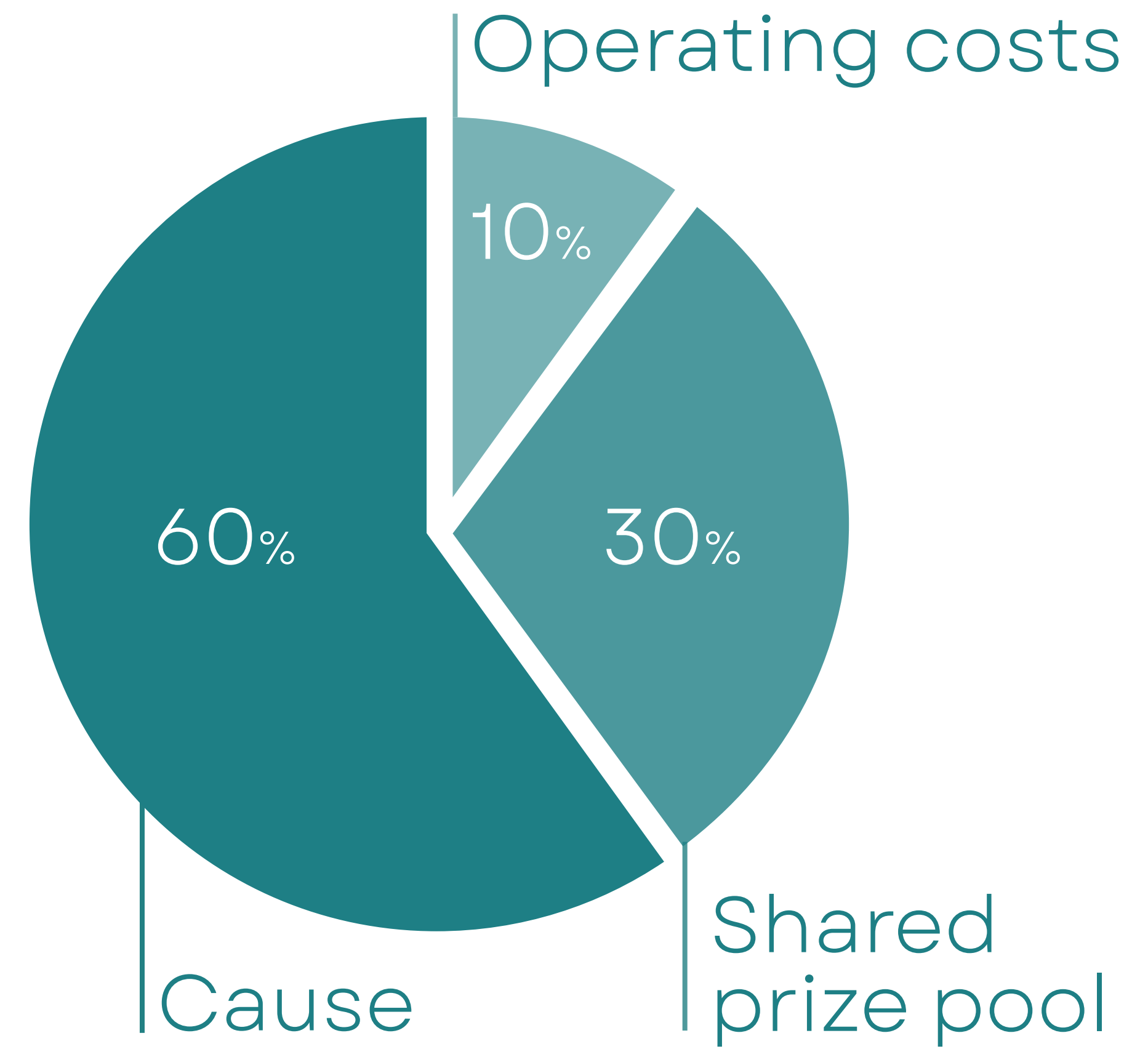


# Our Model: Shared Excitement, Predictable Local Impact

Prizefunder is collaborative fundraising infrastructure built for modern participation.

The structure is simple and transparent:

- 10%  covers lean operating costs
- 30%  funds a shared regional prize pool — enabling prizes no single cause could offer alone
- 60%  goes directly to the supporter's chosen cause — ring-fenced and paid monthly



# Our Model: Shared Excitement, Predictable Local Impact

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This creates:

- ✓ Predictable monthly revenue instead of one-off spikes
- ✓ Prizes large enough to genuinely compete for attention
- ✓ No prize sourcing, risk or admin burden for causes

Traditional raffles often depend on small, one-off prizes and volunteer effort. In today's prize-driven culture, those formats are increasingly difficult to sustain alone.



**By working together, causes can offer something stronger — without giving up control of where their funding goes.**

# A Key Difference: Supporters Choose

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Prizefunder keeps decision-making local.

**Supporters choose exactly which grassroots cause receives their 60%.**

Value flows where supporters decide — not where platforms dictate.  
This protects local autonomy while strengthening collective reach.

## Why Collaboration Changes the Equation

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A single cause can fundraise. But when causes act collectively:

- Prize pools grow
- Supporter reach expands
- Stories gain traction
- Businesses pay attention
- New funding streams unlock

Private operators have long used pooled participation to build scale.

Prizefunder gives grassroots causes shared infrastructure to do the same — while keeping the impact local.  
Small contributions, when pooled intelligently, create meaningful leverage.



# The Power of Collective Reach: Local Business Integration

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In the modern digital economy, brands and businesses frequently provide high-value giveaways to influencers with large social media followings to gain reach. By working together, grassroots causes can offer that same level of visibility and engagement to local partners. Prizefunder uses this growing collective leverage to build a local business ecosystem where supporters gain immediate access to:

## Sponsored Prizes:

High-value items and experiences  
—such as hotel breaks, adventure days, or tech—provided  
by brand partners to enhance monthly excitement.

## Subscriber Perks:

Ongoing digital and in-store discounts from local  
businesses, ensuring supporters receive tangible value  
even when they don't win a draw.

This creates a mutually beneficial community cycle for causes and businesses alike. It delivers predictable monthly excitement and prizes large enough to genuinely compete for attention —all with no prize sourcing, financial risk, or admin burden for the cause.

# Keeping Value Circulating Locally

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Prize culture creates excitement — but the financial benefit often leaves the communities generating it. Prizefunder is designed differently:

- **Excitement stays local**
- **Impact stays local**
- **Business participation stays local**

It is a model built for circulation rather than extraction.

# Business Impact Boost

(additional funding)

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As participation grows, an additional funding stream strengthens the model.

Local businesses contribute from just £10 per month, funding a shared Impact Boost Pot. 90% of net proceeds form a shared monthly Impact Boost Pot.

Every supporter entry now does double duty:

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**1 Personal Prize Draw**  
supporters can win for themselves

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**2 Impact Boost Draw**  
their chosen cause is automatically entered into a separate monthly business-funded award

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**No extra cost for supporters. No applications. No gatekeeping. No additional admin for causes.**

This introduces an additional layer of funding while stimulating supporter participation across the network.

# Building Leverage Together

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As more causes join:

- ✓ Shared prizes increase in value
- ✓ Local businesses offer sponsored prizes and supporter perks
- ✓ Media interest strengthens
- ✓ Legitimacy with funders grows
- ✓ Recurring funding becomes more stable

These outcomes are not produced by any one organisation.  
They emerge from collaboration.

**Participation creates momentum.**  
**Momentum creates resilience.**



# Supporter Stories

## – How the Model Works in Real Life

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## Paul

Supporting:

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**Road Safe NI**

Contributes:

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**£10** per month    **£6** goes directly to their chosen charity

Result:

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**Wins £3,000 from the shared Prizefund & uses a member perk that month.**

# Supporter Stories

## – How the Model Works in Real Life

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## Sarah

Supporting:

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**Belfast Primary School**

Contributes:

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**£20** per month    **£12** goes directly to their school

Result:

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**Doesn't win personally –but wins  
£1,000 for the school  
through the impact Boost Pot**

# Supporter Stories

## – How the Model Works in Real Life

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## John

Supporting:

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**Local Football Club**

Contributes:

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**£10** per month    **£6** goes directly to their club

Result:

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**Wins a hotel break  
through a Sponsored Prize**

# Supporter Stories

## – How the Model Works in Real Life

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### Emma

Supporting:

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**Local Community Centre**

Contributes:

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**£10** per month    **£6** goes directly to their centre

Result:

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**Doesn't win that month**

**–but her centre still benefits  
from ongoing funding and local support**



# What This Is – And What It Isn't

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## Prizefunder is:

- ✓ Shared fundraising infrastructure
- ✓ A recurring income stream
- ✓ A way to compete in modern prize culture
- ✓ Designed to protect grassroots causes from market displacement

## Prizefunder is not:

- ✗ A short-term campaign
- ✗ A demand to stop what already works
- ✗ A replacement for your existing fundraising

**This introduces an additional layer of funding while stimulating supporter participation across the network.**

# Why Join Now

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The earlier causes participate, the stronger the shared model becomes.

More participation

→ Larger prizes

→ More supporters

→ More Leverage

→ Greater predictable funding.



A collaborative cycle rooted in shared growth rather than competition.

# An Invitation

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Prize culture is not disappearing.  
The question is who benefits from it.

If excitement and generosity are going to continue shaping public participation, grassroots causes deserve infrastructure that allows them to compete — together.

Every cause that joins strengthens the system for all.  
Let's make modern fundraising work for communities — not against them.

*With appreciation,  
The Prizefunder Team*



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