



# Diversifying Income

*for and by a beginner*

Photo: Miles Willis

# Diversifying income: Why do it?

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- 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

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- Selling stuff
  - Books, t-shirts
- Selling services
  - Training, insurance
- Membership
- Crowdfunding



# Our experiences - membership

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## *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

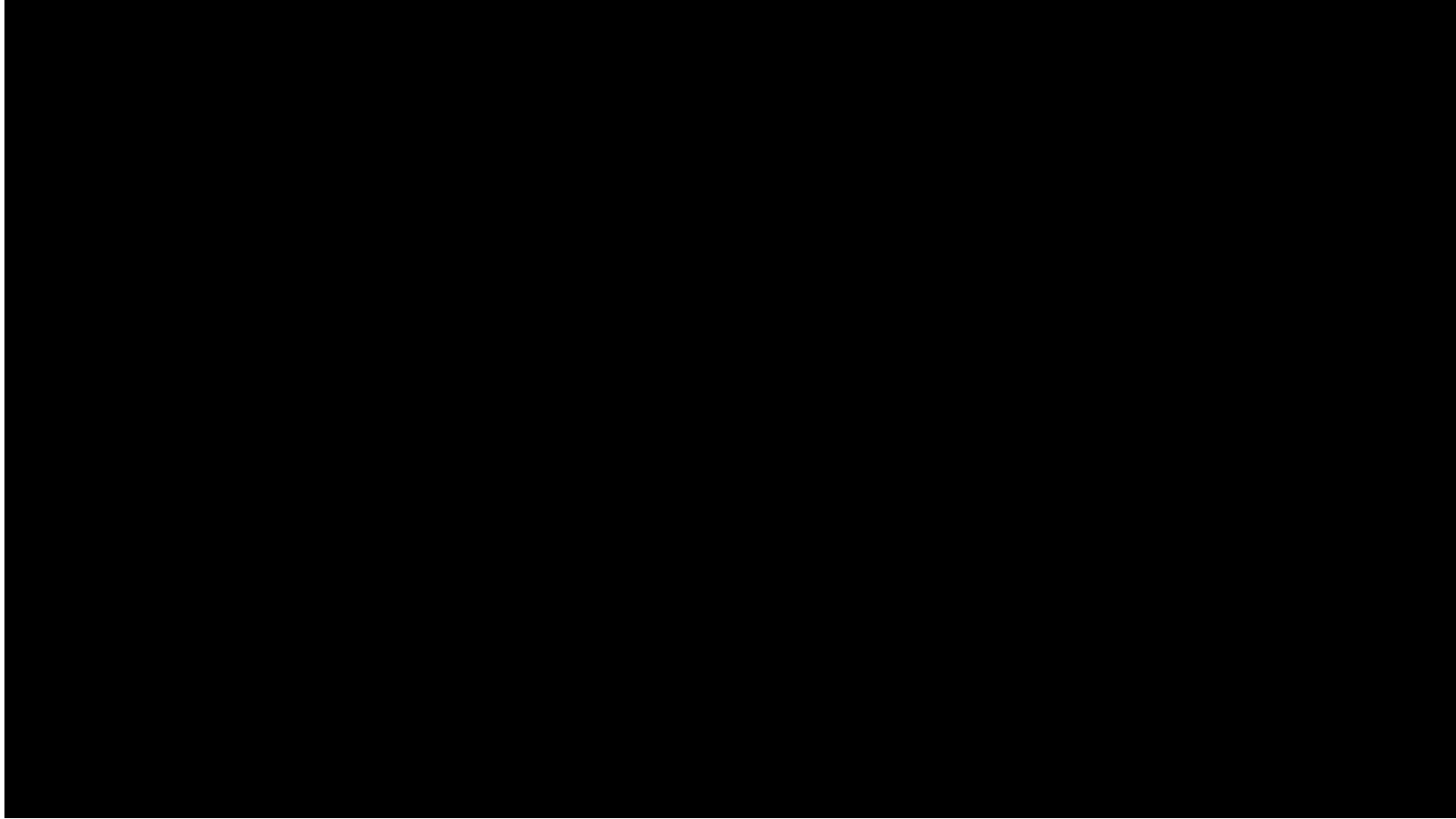


# Steps to get it off the ground

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- 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=LoeDyIDzjuc](https://www.youtube.com/watch?time_continue=1&v=LoeDyIDzjuc)



# Would we do it again?

- Time
- Type of project
- Test a new approach
- Building relationships
- Social media strategy
- Delivering what you promised!!!





### ON YER BIKE

Benjamin Cullen says 'velo' to the new wave of pedal-powered provender 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**.



### HOW WILL SUPERMARKET MERGERS AFFECT LONDON?

The UK supermarkets have seen major disruptions of late, with the rise and rise of Aldi and Lidl alongside the growth in on-line purchases. The revolution ramped up a notch in May with a surprise move by Sainsbury's, says **Urbal Lind**.



### FOOD HUNT: SUMMER'S SEASONAL SOFTIES

'Eel regular columnist, chef Tom Hunt, shares why we should be seeing seasonal strawberries and local loganberries.



## HELLO, IS IT MEAT YOU'RE LOOKING FOR?



PICTURE: MOVING MOUNTAINS B12 BURGER BY MILES WILLIS  
Published: 11/09/2018



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 beamed advocacy documentaries such as Forks over Knives, Cowspiracy and Vegucated on screens 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 food. Since its 2014 launch, the number of official participants has increased from 3,300 to 168,000 in 2018, 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 Weedburger and high-tech plant-based burgers such as 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

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### MUST READ



COOK  
Food Hunt: Summer's seasonal softies



EAT  
Top of the swaps: five fish to avoid a what to eat instead