



Effervescent

<https://eff.org.uk/>

Challenge

Effervescent wanted to become less reliant on grant funding and to develop a sustainable business model, meaning they can reach more young people and move away from project-to-project fundraising.






Revenue model

The organisation is in the process of transforming its business model to enable it to generate more revenue by commercialising its existing IP and creating further campaigns with young people that can help save clients money (such as local authorities) or support public services (such as the NHS).

Impact

The investment, from Nesta, will enable Effervescent to generate more income and shift away from its historic reactive and grant-funded programme model to a more strategic one; creating more chances for traumatised children and young people to heal, make a positive social impact in their communities and go on to form part of the creative workforce.

Key Statistics

-  **Duration:** 4 years
-  **Cost of capital:** 7%
-  **Turnover:** £138,920
-  **Investment:** £150,000
-  **Product type:** Unsecured loan