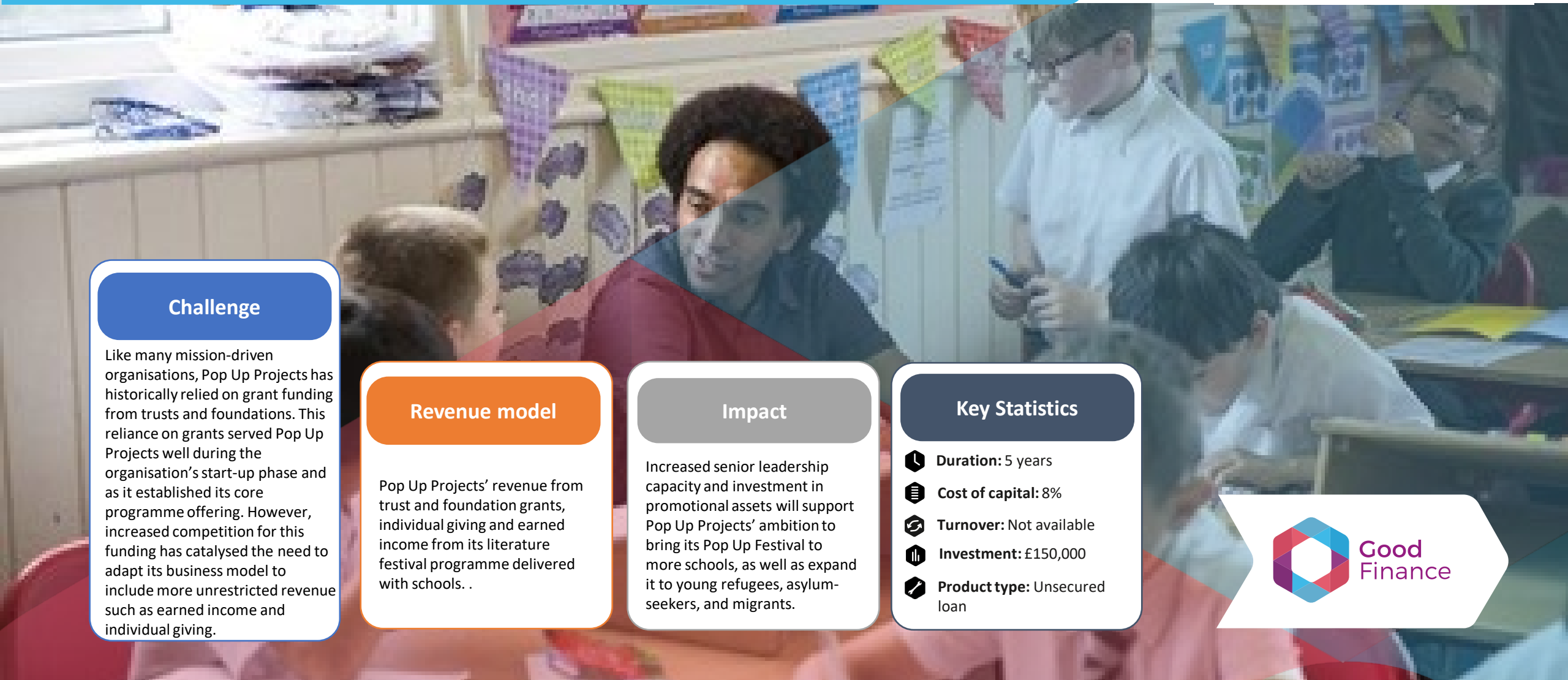




Pop Up Project

<https://pop-up.org.uk/>



Challenge

Like many mission-driven organisations, Pop Up Projects has historically relied on grant funding from trusts and foundations. This reliance on grants served Pop Up Projects well during the organisation's start-up phase and as it established its core programme offering. However, increased competition for this funding has catalysed the need to adapt its business model to include more unrestricted revenue such as earned income and individual giving.






Revenue model

Pop Up Projects' revenue from trust and foundation grants, individual giving and earned income from its literature festival programme delivered with schools. .

Impact

Increased senior leadership capacity and investment in promotional assets will support Pop Up Projects' ambition to bring its Pop Up Festival to more schools, as well as expand it to young refugees, asylum-seekers, and migrants.

Key Statistics

-  **Duration:** 5 years
-  **Cost of capital:** 8%
-  **Turnover:** Not available
-  **Investment:** £150,000
-  **Product type:** Unsecured loan

