



Charitable Organisations and Good Causes Programme

A Novel Way to Raise Funds

A great way to raise funds while providing a channel for local businesses to present and promote themselves is to set up a local Business Club / Directory on your App.

This is the app version of having an advertisement ... but allows the company to say much more about themselves while being literally in the pockets of your community and contacts all the time. Companies can provide a comprehensive overview to their products and services; include pdf brochures for things like menus, opening times, tips and advice; promote seasonal offers, etc.

You are free to set the rate for inclusion in your Business Club / Directory that you feel is appropriate.

You can also offer a home screen 'advertisement' as an additional revenue opportunity.

Though there is zero ongoing subscription fee for your app on Robin Road, you agree to share any revenues earned through your app at a rate of 25% - to a maximum £900 per year (*plus vat*).

This is consistent with our standard pricing for small business and will help enable us to develop additional features and functionality to make your app even more useful and engaging.

There is no minimum financial threshold or revenue expectation.

Invoicing and payment collection can be done by yourselves or by us ... if you collect then we'll simply ask for a revenue report each quarter; payment for which can follow. If we collect, then we'll similarly make payment to you each quarter.



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Funding Scenario A

1. 15 companies confirmed in your Business Club @ £250 per year* = £3750
2. Maximum amount for co-funding = £3600
3. Amount to Robin Road @25% = £900 (plus £180 vat = £1080)
4. Amount Retained = £2670

You will need to determine if vat is chargeable

Funding Scenario B

1. 10 companies confirmed in your Business Club @ £120 per year* = £1200
2. Amount to Robin Road = £300 (plus £60 vat = £360)
3. Amount Retained = £840

You will need to determine if vat is chargeable

Funding Scenario C

1. 40 companies confirmed in your Business Club @ £250 per year* = £10000
2. 6 companies x home page promotion @ £100 each = £600
3. Total Revenues = £10600
4. Maximum revenue for co-funding = £3600
4. Amount to Robin Road = £900 (plus £180 vat = £1080)
5. Total Amount Retained = £9520

You will need to determine if vat is chargeable