

# MAYOR OF LONDON

## Mayor's Back to Business Fund - Communications pack

**All communication is strictly under embargo until 12pm Thursday  
30 July - Thank you**

### **Mayor's Back to Business Fund & Pay It Forward London – About**

The Mayor's £1m Back to Business Fund will offer up to £5,000 in match funding to small and independent businesses through the Pay It Forward London crowdfunding platform delivered in partnership with Crowdfunder UK.

Pay It Forward London enables businesses to raise vital funds and stay afloat, rebuild and recover from the impacts of Covid-19 through crowdfunding. Since its launch in April, over 4,000 Londoners have donated over £280,000 to support their favourite local businesses.

The Mayor will match every pound raised by a business up to a maximum of £5,000 - or 50% of their campaign target - in sectors which rely on physical trading and have been badly affected by Covid-19 restrictions, including retail, hospitality, leisure, tourism, travel, creative and arts, entertainment and recreation, and health and fitness.

As well as supporting cash flow, the Mayor wants to help small businesses to invest in their future, so the funding is being made available conditional upon recipients spending a portion of the funding to support digital transformation and measures to enable safe re-opening and socially-distant trading.

**Applications for the Mayor's Back to Business Fund open on Monday 10 August.** More details about the Fund will be released then.

### **PR - announcing the scheme**

The Back to Business Fund will be announced by Mayor of London Sadiq Khan on Thursday 30 July Paper Dress Vintage in Hackney, a vintage clothing store which has benefitted from Pay It Forward London and raised over £8,000. The GLA communications team will be issuing the main press release and handling press queries.

You are encouraged to share the announcement on social media and across your networks. Our goal is to reach as many small businesses in London as possible - every business type from every part of the city. We aim to encourage businesses to start their crowdfunding campaigns now, register their interest for the scheme on our website, so that when applications open they are immediately eligible to apply.

## Social media content for sharing

### Newsletter copy example

The Mayor's £1m Back to Business Fund will offer up to £5,000 in match funding to small and independent businesses through the Pay It Forward London crowdfunding platform.

Through the [Back to Business Fund](#), businesses will get financial help to expand their operation online and to adapt to safe, socially distant trading. It could be used for such things as new Perspex screens, contactless payment technologies or the adoption of tried and tested technologies such as e-commerce.

Pay It Forward London is a crowdfunding platform that enables businesses to raise vital funds and stay afloat, rebuild and recover from the impacts of Covid-19 through crowdfunding. Since its launch in April, over 4,000 Londoners have donated over £280,000 to support their favourite local businesses.

Applications open on Monday 10 August. Register your interest now, start crowdfunding and receive coaching support from Crowdfunder to prepare you for your funding application:

<https://payitforward.london.gov.uk/fund>

### Twitter copy examples

- Today, @MayorofLondon, in partnership with @crowdfunderuk announced a new £1m Back to Business Fund.

This offers £5k in match funding to small businesses through the #PayItForward scheme.

Applications open on 10 August - register your interest today:

<https://payitforward.london.gov.uk/fund>

- Today @MayorofLondon and @crowdfunderuk have launched a new Back to Business Fund through #PayItForward.

Small businesses can apply for up to £5,000 in match funding from the Mayor starting from 10 August.

Register your business now. <https://payitforward.london.gov.uk/fund>

- Is your business on #PayItForward?

@MayorofLondon has just announced that every pound raised by small businesses through the scheme will be match funded up to £5,000.

Register your interest today:

<https://payitforward.london.gov.uk/fund>

- Today @MayorofLondon announced a new £1 million Back to Business Fund.

If your business has been helped by #PayItForward, you can register your interest in the match funding scheme today:

<https://payitforward.london.gov.uk/fund>

### Facebook copy example

Today, @MayorofLondon, in partnership with @crowdfunderuk announced a new £1 million Back to Business Fund. This offers £5k in match funding to small businesses through the Pay It Forward scheme.

Applications open on 10 August - register your interest today:

<https://payitforward.london.gov.uk/fund>

### LinkedIn copy examples

- Today, the Mayor of London announced a new £1m Back to Business Fund which will offer £5k in match funding to small business through the successful #PayItForwardLondon crowdfunding scheme - register your interest now and apply when it opens on 10 Aug <https://payitforward.london.gov.uk/fund>
- Through the @MayorofLondon's #PayItForward crowdfunding initiative, businesses can apply for up to £5,000 in match funding from the Mayor starting from 10 Aug - register your interest now and apply when it opens on 10 Aug <https://payitforward.london.gov.uk/fund>

The #PayItForward has seen huge success, with over 4,000 Londoners contributing over £280,000 to small businesses across London. Start crowdfunding for your business now and the Mayor will match 50% of your target!

- The Mayor will match every pound raised by a business on the #PayItForward crowdfunding platform, up to a max £5k to help them with safe re-opening and socially-distant trading #BacktoBusinessFund → register your interest now and apply when it opens on 10 Aug <https://payitforward.london.gov.uk/fund>