



**HOW DO WE
MAKE AN
IMPACT?**





We do our best to nurture the wider Liverpool SOUP community, a hugely diverse group of locals...

...who listen. It's important to be heard. We know that the most relevant solutions will come from those with lived experience, so we remove as many barriers as we can and give real people a platform.

...who build. It takes hope and a whole lot of grit to create something new. We understand the value in empowering people to act, so we boost their confidence and motivate them to go further.

THANK YOU

A few words from Louisa Burman, founder and chair of the Liverpool SOUP committee:

I first came across the SOUP concept late 2018, when I was on the search for easy ways to make regular cash donations to hyper-local causes. Come June 2019, I was running my first Liverpool SOUP event, where 38 votes were cast and a total prize pot of £480 was raised. Since then, what I've come to learn is that being part of a community is worth so much more than cash alone.

Liverpool SOUP has grown a lot over recent years: events regularly draw 100 people and we've been able to award prize pots of close to £2,000, facilitating total donations of almost £24k during this time. Due to additional donations from our supporters, we're now also fortunate enough to be able to gift £150 to runners-up and pay the musicians and photographers who support us on the night.

I'm also made up that we've been able to support both Wirral SOUP and Culture SOUP to get going in the Liverpool City Region, demonstrating just how versatile and impactful the SOUP model can be.

While money is one thing, the results of our recent surveys further emphasise what we'd been hearing anecdotally: what people value most about Liverpool SOUP is being part of something bigger. They value feeling more connected, being uplifted and understood, understanding their neighbours and how to support them. And this has a knock-on effect, pitchers feel empowered and more motivated to grow their impact, and audience members feel more optimistic about the future.

With so many successes it's even more incredible that Liverpool SOUP is 100% volunteer powered! Without the generous donations of time and cash given by our community we couldn't make the impact that we do. We cannot thank you all enough.

Since 2019:

986

...votes have been cast across twelve in-person events.

57

...inspiring local projects have shared their work with us.

£23,981

...has been distributed to local projects, thanks to you.

"A JOYOUS AND INSPIRING EVENING"

During 2023:

361

...votes were cast across four Liverpool SOUP events.

15

...inspiring local projects shared their work with us.

9

...local creatives performed at, or photographed, our events.

£7,811

...was distributed to local projects, thanks to you.

BE FREE AWARDS

In March, we won the Community Impact Award in the 'Innovation' category. Nominations are made by the public and awarded by the Be Free Campaign.

SOUPS SUPPORTING SOUPS

We sat in the audience for both of Wirral SOUP's 2023 events - it's great to see them going from strength to strength! We also supported the inaugural Cultural SOUP, which was led by the BlaST network.

There are further steps we want to take to increase the diversity of our audience but, that being said, we are proud to be attracting attendees with a range of different experiences – with a fairly even mix of those from the private (31%), third (36%), and public (24%) sectors in our audience.

Attending SOUP is an act of community - many do so in support of friends/colleagues, or to discover examples of community action.

Our focus on local is important to our audience in creating opportunities to ‘support local’ and raises awareness.

We were also glad to learn that over half our audience (56%) reported having a more positive view of the Liverpool City Region and, as a result, feel more optimistic about the future after attending Liverpool SOUP.

69%



[An] opportunity to make so many genuine connections and...to do something which feels really worthwhile.

Being new to Liverpool, I attended to learn more about the grassroots life of the city... It delivered!

A GLIMPSE OF WORK THAT OFTEN GETS UNRECOGNISED IN THE COMMUNITY.

Great buzz in the room with like-minded people...Knocked away with the community projects people have set up.

It gives me hope - I learn about people doing brilliant things in my community which I wouldn't hear about otherwise.

A fascinating evening full of ideas, discussion and people coming together.

I felt so full of energy after attending SOUP, I can't wait to go to the next event!



HAVING RUN CULTURE SOUP, WHAT IS YOUR BIGGEST TAKEAWAY?

“Watching local social entrepreneurs and young creatives come together and have the confidence to stand in front of the audience and perform or speak about the things important to them. Was a great opportunity for stories to be heard and passions shared, can't wait to host the next one this year.”

ADELE MYERS

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HAVING RUN WIRRAL SOUP, WHAT IS YOUR BIGGEST TAKEAWAY?

“Seeing the SOUP effect on Wirral folk was so inspiring: people in the audience networking and offering help and support to the pitchers was heart-warming. I believe that many people want to help the community and are not sure how. SOUP nights give people the opportunity to donate and get involved.”

SUSIE LAUGHLAND



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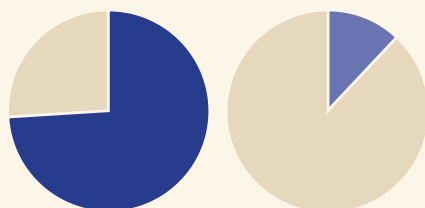
THE PROJECTS

One of the reasons we are able to platform a range of inspirational local projects is because we do our best to remove barriers for applicants and pitchers.

You won't see a slide deck at a Liverpool SOUP event, but you might see someone holding handwritten notes alongside the microphone. For us, pitches aren't about who has the best technical or public speaking skills - but about the passion and authenticity of those doing great things in our local communities.

We're proud to have developed a process and nurtured an atmosphere which amplifies the voices of those typically under represented in today's society. Women and people in the Global Majority* (GM) are strongly represented** amongst our pitchers and winners:

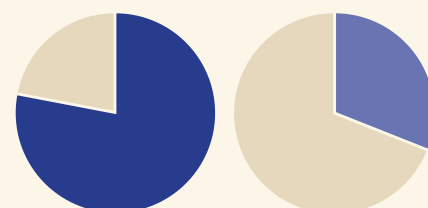
PITCHERS



Women: 72%

GM: 16%

WINNERS



Women: 77%

GM: 31%
(all women)

Given that in the 'mainstream', Women and those from the Global Majority are typically under invested in, it's refreshing to see that by Liverpool SOUP taking a community-based approach there are different outcomes, with support being given to projects led by people from these groups as a result of our events.

Supporting grassroots projects is at the heart of what we do:

50%

...of pitchers have never applied for any type of funding before.

55%

...of pitchers are starting or running projects on a voluntary basis.

18%

...began on a voluntary basis and now receive occasional/small pots of funding.

As a result of pitching at Liverpool SOUP...

68%

...felt empowered and motivated to grow the impact of their project.

68%

...built stronger and wider networks.

64%

...felt more confident in the potential of their project.

68%

...saw an increase in local support.

36%

...saw an increase in people wanting to volunteer with them.

32%

...received additional donations/funding.

60%

...felt understood and supported by local people due to the response they had from Liverpool SOUP's audience.

*Refers to the demographic group representing the majority of the global population. It includes individuals from diverse ethnic, racial, and cultural backgrounds prevalent on a global scale, particularly in regions like Africa, Asia, and Latin America. The term highlights their diverse, culturally rich perspectives and experiences within a global context.

**To help put this into context, based on most recent available Census data (2021), 23% of Liverpool's population is part of the Global Majority and 51% are women.





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You have helped to transform our corner of the world. Without your support and donations, our team would have struggled to find any help. I honestly don't believe we would be where we are today without your support.

GREAT THINGS HAPPEN WHEN GOOD PEOPLE COME TOGETHER.

The atmosphere was electric with kindness and support, it was such a privilege to be alongside three brilliant organisations...

The event really gave me the confidence boost I needed and, for that, I want to thank you...

Throughout the evening people approached me saying they were inspired, could they help...I was surprised by people's desire to be part of this vision...Finding your feet means there are going to be those willing to walk with you. So thank you all for choosing to walk with me, with us.

...it wasn't just the financial element that gave me a boost. Being able to pitch in front of members of the public, having them positively [respond] to my ideas and being chosen as the winner...really validated my work.

Last night really meant so much to me. It was emotional and nerve racking but I got through it thanks to all the support around me. Liverpool SOUP is a credit to our city.

Being able to speak on stage was incredibly validating, healing and powerful – we could feel that we sparked a conversation...

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WHAT NEXT?

MORE EVENTS

During 2024 we have three more Liverpool SOUP events planned (in February, June and October). We're hoping that reducing the number of events slightly will give more opportunity for other SOUPs to thrive in the Liverpool City Region.

MORE VOLUNTEERS

We'll be working to increase the number of regular volunteers who help make Liverpool SOUP happen. We'll do this through the creation of a Volunteer Committee, which will better engage our volunteers in the co-development of Liverpool SOUP and support us to maximise the impact we make.

MORE DIVERSITY

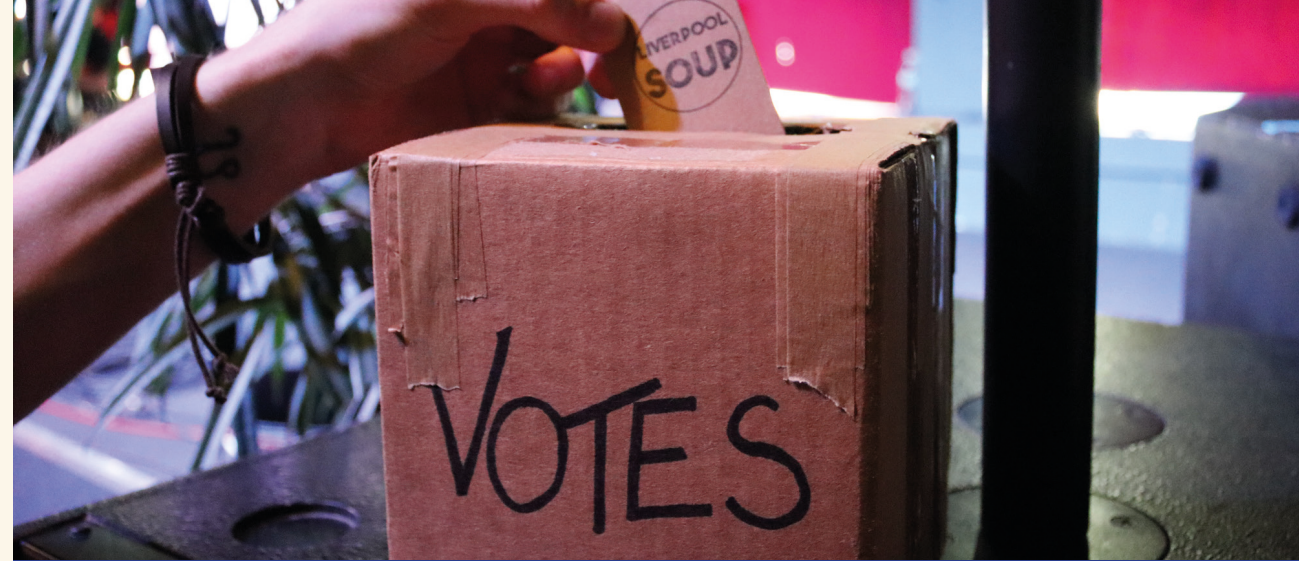
While our audience and volunteers are diverse in a number of ways, there are still some steps we can take to encourage and support further diversification. In particular, we'd like to ensure we feel fully inclusive to Global Majority and LGBTQ+ communities.

MORE KNOWLEDGE SHARING

As our Volunteer Committee starts to take shape, we'll be exploring how we can further support the projects and people that pitch at Liverpool SOUP. We'd love to create opportunities for them learn from one another, support them to maintain motivation, and have the courage to shift direction if things don't go to plan.

MORE SOUP

We're keen to support the growth of other SOUPs in the Liverpool City Region, as well as supporting additional SOUP-style events. We'll be continuing to share our learnings with anyone interested because we know that those within communities are best placed to develop events that best suit their needs.



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HOW CAN YOU HELP?

SPREAD THE WORD

Let people know about the SOUP concept and keep bringing people along to Liverpool SOUP (and other SOUP) events! We want people to experience first-hand the value of coming together in spaces that encourage collaboration and enable constructive conversations.

ENCOURAGE PEOPLE TO PITCH

We know that we're only scratching the surface when it comes to discovering inspiring work happening across the Liverpool City Region. Let's support more people to get their ideas off the ground and have a positive impact in their community!

LET'S CHAT

Connect us with potential sponsors, volunteers, or community leaders. If there's anybody who could help support us or our pitchers, we'd love to hear from them! They can email hq@liverpoolsoup.co.uk.

Brabners

A massive thanks to Brabners for covering the cost of our event overheads during 2022 and 2023. This means we have been able to award 100% of audience donations to the winning project at each event.



Impact Data Design and Collection

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Graphic Design