

Joining Pay It Forward London and eligibility criteria

Small businesses we love are facing enormous challenges whilst playing an important part in the fight against COVID-19. However, many of them have had to close their doors in recent weeks and are struggling with cashflow. Pay It Forward London is designed to support small business in London by enabling them to pre-sell their goods and services through 100% free fundraising.

To be eligible to fundraise on the Mayor's Pay It Forward London platform, the following eligibility criteria apply:

- Your business must be located in the Greater London area.
- Qualify as a small to medium sized business (less than 250 employees), a registered charity, freelance or self-employed.
- You must be directly impacted by the COVID-19 lockdown restrictions – for example, if you have been forced to close your doors to customers;
- Qualify as belonging to one of the following sectors: Retail, hospitality, leisure, tourism, travel, creative & arts, entertainment and recreation, personal service, and health and fitness.
- Are not funding a one-off event or campaign (though re-launch events are a great reward to sell!)
- Are not an intermediary business – for instance selling tickets or vouchers for use by other businesses which have been impacted by Covid-19.
- Are not selling or reselling software products or consulting services which you can continue to do in the usual way.
- Are not undertaking activities that promote political views or religious beliefs.