



STREAM FOR GOOD

PARTNERSHIP OVERVIEW





INDEX

1. INTRODUCTION

2. WHAT THIS PARTNERSHIP INVOLVES

3. WHAT YOUR CHARITY RECEIVES

4. WHAT WE ASK IN RETURN

5. HOW REVENUE GENERATION WORKS

REVENUE ALLOCATION, WHEN DONATIONS ARE PAID, NOT YET PARTNERED?

6. WHAT SUCCESS LOOKS LIKE

7. TIMELINE OVERVIEW

8. TRANSPARENCY & TRUST

9. NEXT STEPS

10. FINAL NOTE





1. INTRODUCTION

THANK YOU FOR YOUR INTEREST IN PARTNERING WITH STREAM FOR GOOD.

OUR MISSION IS SIMPLE: TO CREATE A TRANSPARENT AND SCALABLE WAY TO GENERATE DONATIONS THROUGH MUSIC STREAMING — TURNING EVERYDAY LISTENING INTO REAL-WORLD IMPACT.

THIS DOCUMENT OUTLINES HOW OUR PARTNERSHIP WORKS IN PRACTICE, WHAT YOU CAN EXPECT FROM US, AND WHAT WE ASK IN RETURN.

2. WHAT THIS PARTNERSHIP INVOLVES



WE CREATE A DEDICATED MUSIC PLAYLIST ALIGNED TO YOUR CHARITY'S MISSION, TONE, AND AUDIENCE.

THIS PLAYLIST IS:

- **DESIGNED TO REFLECT YOUR CAUSE AND MESSAGING**
- **DISTRIBUTED ON MAJOR STREAMING PLATFORMS (STARTING WITH SPOTIFY AND YOUTUBE)**
- **PROMOTED COLLABORATIVELY TO MAXIMISE REACH AND IMPACT**

EACH STREAM OF THE PLAYLIST GENERATES REVENUE, WHICH IS THEN CONVERTED INTO DONATIONS FOR YOUR CHARITY.





3. WHAT YOUR CHARITY RECEIVES

AS A PARTNER, YOU WILL RECEIVE:

1. A DEDICATED PLAYLIST

- **CREATED TO MATCH YOUR PREFERRED TONE (E.G. UPLIFTING, REFLECTIVE, AWARENESS-DRIVEN)**
- **APPROXIMATELY 1 HOUR IN LENGTH (THIS COULD BE BETWEEN 15 AND 30 TRACKS, DEPENDING ON THE LENGTH OF EACH SONG)**
- **ALL TRACKS PROFESSIONALLY MIXED AND MASTERED**
- **PLAYLIST DISTRIBUTED, PUBLISHED, AND MANAGED ON SPOTIFY, YOUTUBE, AMAZON, ITUNES, AND APPLE MUSIC**

2. DONATION REVENUE

- **A MAJORITY SHARE OF ALL REVENUE GENERATED FROM STREAMS (PLEASE SEE THE REVENUE ALLOCATION SECTION FOR MORE DETAILS)**
- **TRANSPARENT TRACKING AND REPORTING**

3. PROMOTIONAL ASSETS

- **A QR CODE FOR EASY SHARING**
- **A DIGITAL ASSET PACK FOR SOCIAL MEDIA**

4. ONGOING VISIBILITY

- **A FULL-FEATURED PROFILE ON OUR PLATFORM**
- **CONSIDERATION FOR INCLUSION IN "CHARITY OF THE MONTH"**
- **CONTINUED PROMOTION THROUGH OUR SOCIAL CHANNELS**





4. WHAT WE ASK IN RETURN

TO MAKE THE PARTNERSHIP SUCCESSFUL, WE ASK FOR 3 SIMPLE COMMITMENTS FROM YOU:

- **1-2 SOCIAL MEDIA POSTS PER MONTH PROMOTING THE PLAYLIST (FOR THE FIRST 12 MONTHS)**
- **INCLUSION OF THE PLAYLIST QR CODE IN RELEVANT CAMPAIGNS OR COMMUNICATIONS (WHERE APPROPRIATE)**
- **PERMISSION TO USE YOUR LOGO WITHIN YOUR PROFILE ON OUR WEBSITE**

THIS LEVEL OF SUPPORT HELPS ENSURE THE PLAYLIST REACHES AN AUDIENCE AND GENERATES MEANINGFUL DONATIONS.

5. HOW REVENUE GENERATION WORKS

REVENUE IS GENERATED THROUGH MUSIC STREAMING ON PLATFORMS SUCH AS SPOTIFY AND YOUTUBE.

IN SIMPLE TERMS:

- **LISTENERS STREAM THE PLAYLIST**
- **STREAMING PLATFORMS GENERATE REVENUE**
- **REVENUE IS COLLECTED AND ALLOCATED**
- **DONATIONS ARE DISTRIBUTED TO YOUR CHARITY**

WE AIM TO BE FULLY TRANSPARENT ABOUT HOW THIS WORKS, INCLUDING THE FACT THAT:

- **REVENUE PER STREAM CAN VARY**
- **TOTAL DONATIONS DEPEND ON THE LISTENER ENGAGEMENT AND REACH**

IMPORTANT TO KNOW:

- **STREAMING IS NOT A DIRECT DONATION, BUT A WAY TO GENERATE FUNDS OVER TIME**
- **REVENUE DEPENDS ON THE NUMBER OF LISTENERS, STREAMS, AND PLATFORM PAYOUTS**
- **WE FOCUS ON CONSISTENT, SCALABLE IMPACT RATHER THAN GUARANTEED AMOUNTS**





REVENUE ALLOCATION

WE HAVE 4 CLEAR PARTNERSHIP MODELS:

1. PARTNERED CHARITIES:

- **90% DONATED TO THE CHARITY / 10% REINVESTED INTO GROWING THE PLATFORM**

2. UNPARTNERED CHARITIES:

- **50% DONATED TO THE CHARITY / 50% REINVESTED INTO GROWING THE PLATFORM**

3. CHARITY OF THE MONTH:

- **100% DONATED DURING THE FEATURED PERIOD. AFTER THE FEATURED PERIOD, THE CHARITY WILL EITHER FALL UNDER THE PARTNERED CHARITY OR THE UNPARTNERED CHARITY MODEL**

4. 24-HOUR CHALLENGE CHARITY PARTNERSHIP:

- **90% DONATED TO THE CHARITY / 10% REINVESTED INTO GROWING THE PLATFORM**

WHEN DONATIONS ARE PAID

- **STREAMING PLATFORMS REPORT REVENUE WITH A DELAY OF 3 - 4 MONTHS**
- **DONATIONS ARE TYPICALLY DISTRIBUTED 2 - 3 MONTHS AFTER WE RECEIVE REPORTS FROM THE STREAMING SERVICES, SUCH AS SPOTIFY AND YOUTUBE**
- **SMALLER STREAM VOLUMES MAY RESULT IN MINIMAL OR NO PAYOUT IN THE EARLY STAGES. WE DON'T RECEIVE ANY REVENUE FROM STREAMS OF 1,000 OR FEWER**





THE AVERAGE PLAYLIST



1 HOUR = 20 SONGS



2,000 PEOPLE STREAMING PER DAY FOR A MONTH = 40,000 STREAMS



MONTHLY STREAMS = 40,000 × 30 = 1,200,000 STREAMS

CONSERVATIVE ESTIMATE

• **1,200,000 × £0.002 = £2,400**



REALISTIC AVERAGE

• **1,200,000 × £0.0035 ≈ £4,200**

OPTIMISTIC ESTIMATE

• **1,200,000 × £0.005 = £6,000**

£2,400 - £6,000

PER MONTH





NOT YET PARTNERED?

WE SOMETIMES CREATE PLAYLISTS TO SUPPORT CHARITIES BEFORE A FORMAL PARTNERSHIP IS IN PLACE.

THESE PLAYLISTS ARE CREATED WITH CARE TO RAISE AWARENESS AND GENERATE FUNDING, EVEN IF A CHARITY HAS NOT YET OFFICIALLY JOINED THE PLATFORM.

IF YOUR ORGANISATION IS FEATURED IN THIS WAY, YOU ARE ALWAYS IN CONTROL. YOU CAN:

- **ASK FOR YOUR PLAYLIST OR PROFILE TO BE REMOVED AT ANY TIME**
- **UPGRADE TO AN OFFICIAL PARTNERSHIP, INCREASING YOUR REVENUE SHARE TO 90%**

WE AIM TO REPRESENT EVERY CHARITY IN A POSITIVE AND RESPECTFUL WAY, AND WE ARE ALWAYS HAPPY TO COLLABORATE TO ENSURE EVERYTHING FEELS RIGHT FOR YOUR ORGANISATION.

6. WHAT SUCCESS LOOKS LIKE

SUCCESS IN THIS PARTNERSHIP IS BUILT OVER TIME.

TOGETHER, WE AIM TO:

- **GROW A CONSISTENT LISTENER BASE**
- **INCREASE STREAMING ACTIVITY MONTH BY MONTH BY PROMOTING THROUGH SOCIAL MEDIA**
- **GENERATE A SUSTAINABLE AND SCALABLE DONATION STREAM**

WHILE RESULTS CAN VARY, CHARITIES THAT ACTIVELY PROMOTE THEIR PLAYLISTS TYPICALLY SEE A STRONGER LONG-TERM IMPACT.

THE MORE THE PLAYLISTS ARE STREAMED AND LISTENED TO, THE MORE REVENUE IS GENERATED.





7. TIMELINE OVERVIEW

A TYPICAL PARTNERSHIP FOLLOWS THIS STRUCTURE:

- **WEEK 1:**
 - **CHARITY FILLS OUT THE 'REGISTER YOUR CHARITY PARTNERSHIP INTEREST' FORM**
 - **THE FORM IS REVIEWED**
 - **APPROVAL**
 - **'STATEMENT OF WORK' SENT AND AGREED**
 - **PARTNERSHIP CONTRACT SENT AND AGREED**
 - **PARTNERSHIP IS ACTIVE**

- **WEEKS 2:**
 - **CREATION**
 - **MUSIC AND PLAYLIST**
 - **ONLINE PROFILE**
 - **DIGITAL ASSETS**
 - **PLAYLIST REVIEWED AND APPROVED**

- **WEEK 3:**
 - **MUSIC DISTRIBUTED TO SPOTIFY, YOUTUBE, AND OTHER SERVICES**
 - **MUSIC PUBLISHED AND LIVE**
 - **PLAYLIST CURATED**
 - **QR CODE CREATED**
 - **DIGITAL ASSETS SENT OUT**

- **WEEK 4:**
 - **ONLINE PROFILE GOES LIVE**
 - **QR CODE SENT OUT**
 - **SOCIAL MEDIA CAMPAIGNS START**
 - **EVERYTHING IS READY TO GO AND PROMOTE**





8. TRANSPARENCY & TRUST

TRANSPARENCY IS AT THE CORE OF WHAT WE DO.

- YOU WILL RECEIVE REGULAR UPDATES ON PERFORMANCE
- REVENUE AND DONATIONS ARE TRACKED AND REPORTED
- WE ARE ALWAYS AVAILABLE TO ANSWER QUESTIONS OR PROVIDE CLARITY

9. NEXT STEPS

ONCE YOUR APPLICATION HAS BEEN REVIEWED, WE WILL:

1. CONFIRM WHETHER WE'RE MOVING FORWARD WITH THE PARTNERSHIP
2. SHARE A SIMPLE STATEMENT OF WORK
3. PROVIDE A PARTNERSHIP AGREEMENT FOR FORMAL SIGN-OFF

10. FINAL NOTE

WE'RE BUILDING SOMETHING LONG-TERM — A NEW WAY FOR CHARITIES TO BENEFIT FROM DIGITAL BEHAVIOUR THAT ALREADY HAPPENS EVERY DAY.

WE HAVE A HUGE GOAL OF GENERATING OVER £100 MILLION FOR CHARITY BEFORE 2050 - IT'S A BIG TARGET, BUT A LONG-TERM ONE. WE HOPE YOU WILL GET INVOLVED IN JOINING US ON THIS JOURNEY.

IF THIS FEELS ALIGNED WITH YOUR ORGANISATION, WE'D LOVE TO MOVE FORWARD TOGETHER.

THANK YOU AGAIN FOR TAKING THE TIME TO READ THROUGH THIS PARTNERSHIP OVERVIEW, AND WE LOOK FORWARD TO HEARING FROM YOU SOON.

GARY TATE
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