

FUZZE^{UK}

BRAND DECK

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FUZE'S MISSION

We are FUZE UK: a community interest company whose purpose is twofold. FUZE UK is a creative organisation that creates professional performance opportunities to young people while raising funds for charity.

Firstly, we organise inclusive immersive events to raise awareness and funds for issues facing our generation (racial discrimination, homophobia, transphobia and mental health).

Secondly, we promote and grow young creative talent. Both behind the scenes and on stage, we nurture the next generation of creatives such as musicians, dancers, models and directors to cultivate meaningful communities.

Our primary aim is to put on sell-out immersive events targeted at young people, to raise funds for our selected charities. The past few years we had residencies in prominent venues such as Lakota, Loco Club and Passenger Shed that allowed us to put on sell-out events for over 1000 guests.



FUZE'S MISSION

CONTINUED



We have partnered with global corporations such as MAC Cosmetics and Select Model Management.

We have also previously partnered with companies to support our mission financially, with sponsors including Teach First, Redbull, Coca-Cola, Roqgett and POM.

Currently based in Bristol, every year we put on the UK's largest charity music, fashion and dance show as a celebration of our community, where we aim to see everyone represented on stage. All of our profits are in aid of our selected charities. Our aim is to have residencies across the UK, creating meaningful communities nationally to support FUZE's overall mission.



SOCIAL INITIATIVES

ACCOUNTABILITY AND SOCIAL AWARENESS IN FUZE

With the current rate of expansion, FUZE UK is on track to become one of the UK's largest community interest companies. Given the exclusive nature of the creative industry, FUZE UK actively seeks to democratise this space.

Through our blog and social media we promote marginalised and underrepresented voices, we aim to give people an opportunity to be involved in an inclusive community that we like to call the FUZE Family. Our main focus is on inclusion and diversity, and we have been widely praised for this as recipients of the Bright Network's Diversity and Inclusion Award, 2021".





EVENTS

20

UTOPIA

Guests: 1,344
Ticket Sales: £17,208

21

H A U S O F
HORRORS

Guests: 800
Ticket Sales: £3,500

**LET'S GET
TOUGH TIE**

Guests: 800
Ticket Sales: £3,500

The last two years FUZE UK raised a significant sum of £42.5k, overcoming all challenges during a global pandemic.

21

GENESIS

Guests: 1,200
Ticket Sales: £15,125

22

H A U S O F
HORRORS

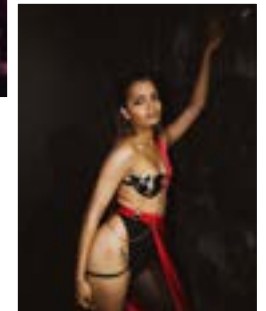
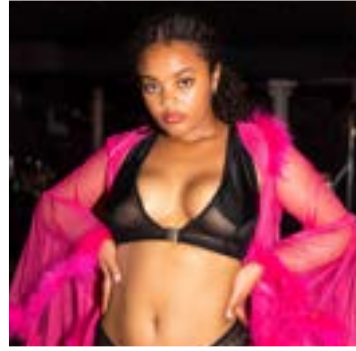
Guests: 700
Ticket Sales: £4,000

**VALENTINES
TOUR**

Guests: 750
Ticket Sales: £3,375

**BERLIN
BERLIN**

Guests: 650
Ticket Sales: £4,500



GROWING TALENT

ADAPTING TO A CHANGING CREATIVE SECTOR

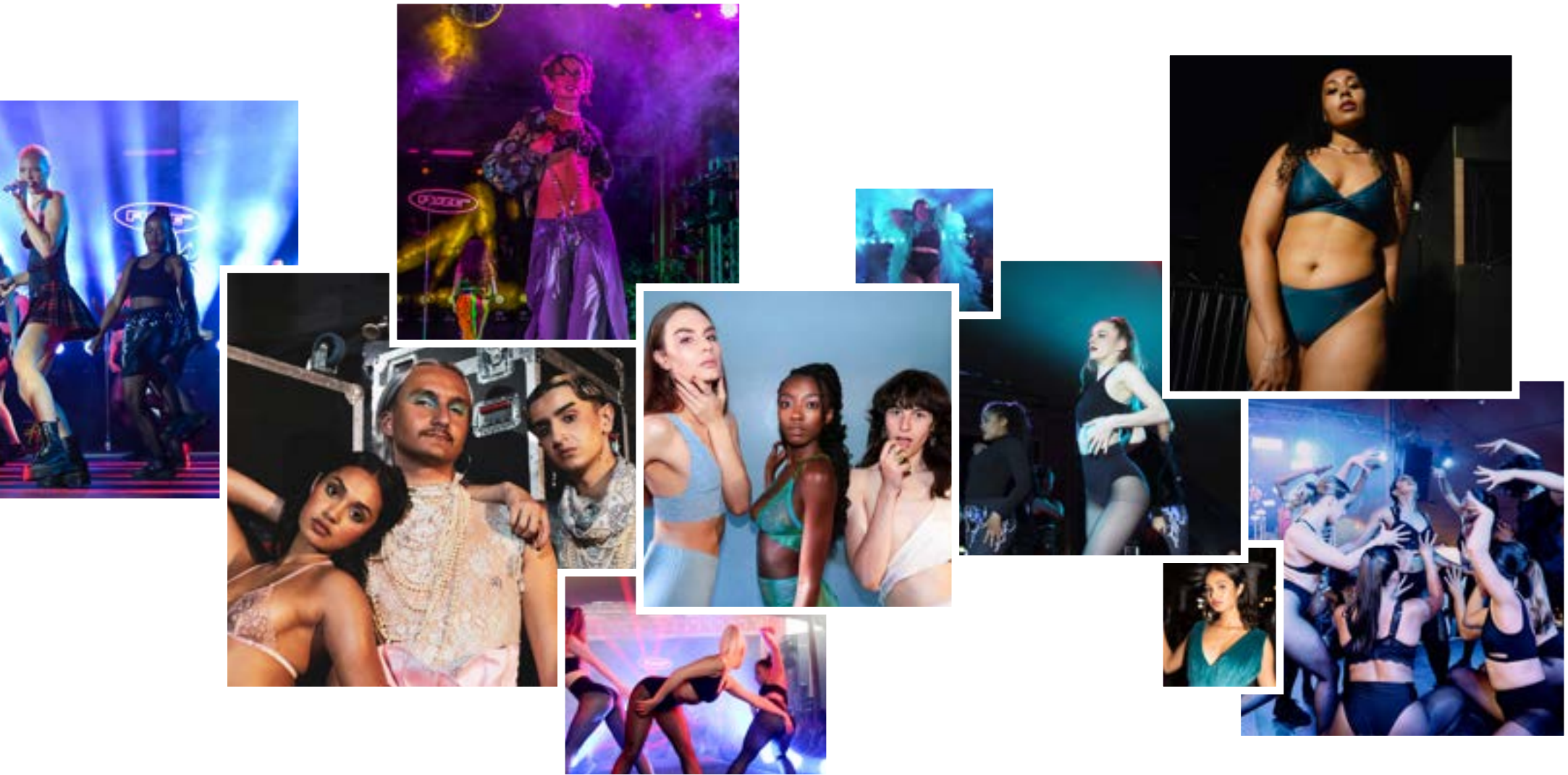
For almost 20 years, FUZE UK has been scouting talent around the city of Bristol and creating professional performance opportunities for creatives to grow. We are now expanding our community to find

a greater range of talented performers around the UK.

In the past, we have hosted a variety of immersive events in Bristol as well as

London. This includes our signature annual show, which sees over 1000 people attend every year.

In the face of the pandemic, FUZE UK

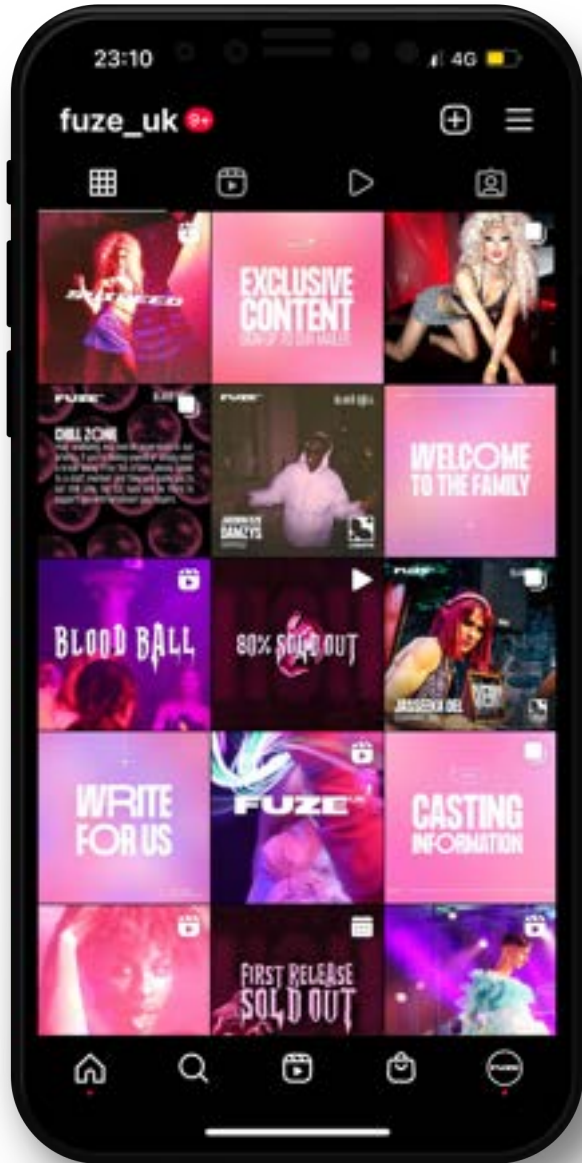


continued to create opportunities for creatives, as seen with our FUZE at Home Series. This was the start of successful projects such as Sofa Sessions, Dance Reel Competitions, and Virtual Editorials

for our models. These initiatives were extremely well received and boosted the profiles of both FUZE UK and the creatives involved. Our next step is to expand this platform nationally, offering

exposure to even more artists to help them grow their brand and promote their talent.

SOCIAL NUMBERS



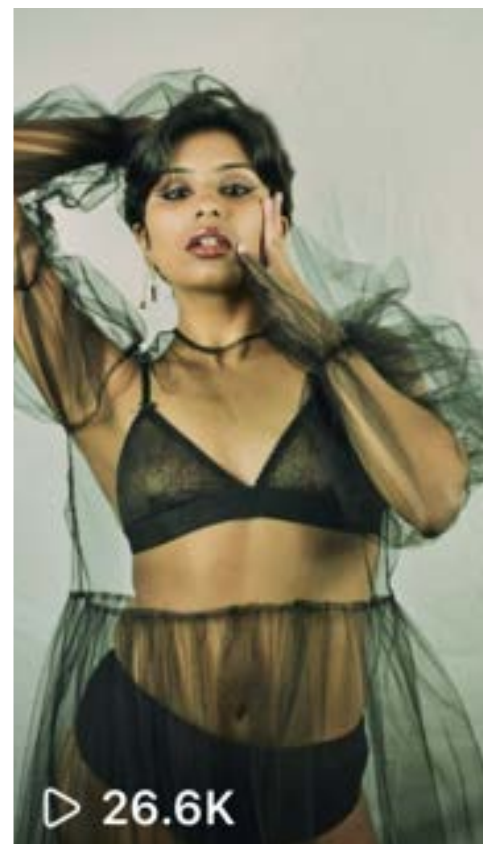
5.5k+



4.5k+



300 +

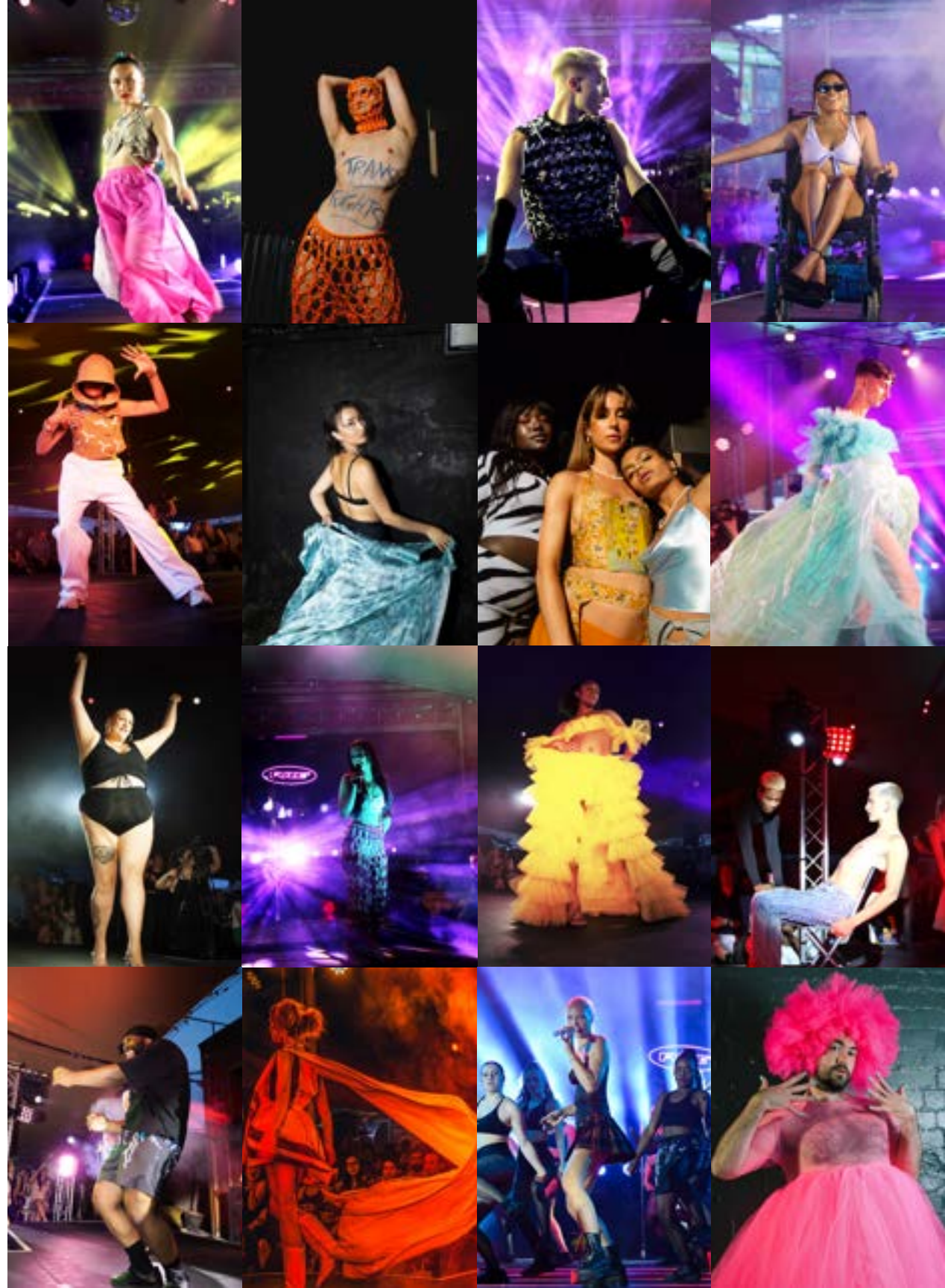


CASTING

HOW WE GROW OUR COMMUNITY

At our core, FUZE UK is focused on music, fashion, and dance. Annually, we hold our casting in collaboration with Select Model Management, where candidates hoping to be part of FUZE UK can also get the opportunity to be scouted by Select and grow professionally in the industry.

The interest to be part of FUZE UK increases rapidly every year with over 400 candidates attending our casting, all offering something unique and diverse. In the near future we plan to expand our talent pool in major cities, as we have in London. Our primary aim is to build partnerships with venues who are interested in supporting community focused companies, like FUZE UK.



THE FUTURE OF FUZE

UK-WIDE EXPANSION

EXPANSION ACROSS THE UK

CONTINUE LONDON EXPANSION AND PLAN EXPANSION TO MANGHESTER.

BUILDING COMMUNITIES IN MAJOR CITIES AROUND THE UK

FOCUSING ON STUDENTS/YOUNG PEOPLE, PROVIDING PROFESSIONAL OPPORTUNITIES.

RESIDENCIES WITH VENUES ACROSS THE UK

PLANNING IMMERSIVE EVENTS IN EACH CITY.

OUR SIGNATURE SHOW WILL REMAIN IN BRISTOL

WITH THE POTENTIAL OF A TOUR.

PRESS

HISTORY AND OUTLOOK ON FUTURE

Our relationship with the press has given us the opportunity to reach where we are today. We have been featured in several major publications including: BBC, The Guardian, Tatler and The Tab. We are currently developing and solidifying these relationships in order to maintain both local and national partnerships to continue promoting our creatives, events and values.



TATLER

The
Guardian

THE TAB



The University of Bristol's Independent Student Newspaper

OUR CHARITIES

THE COMMUNITIES WE SUPPORT

akt

akt is the national LGBTQ+ youth homelessness charity supporting young people aged 16-25 in the UK who are facing or experiencing homelessness or living in a hostile environment. They support young people into safe homes and employment, education or training, in a welcoming and open environment that celebrates LGBTQ+ identities.

Coming out, or being outed as LGBTQ+, can sadly lead to young people being made homeless – even in 2021. 24% of homeless young people are LGBTQ+, which is significantly disproportionate. Once homeless, LGBTQ+ young people are more likely to face violence and discrimination than young people who aren't LGBTQ+. They're also more likely to develop substance misuse issues and

experience sexual exploitation. This can all take a huge toll on someone's physical and mental health.

77% of the LGBTQ+ young people akt work with, believe coming out at home was the main factor in causing their homelessness and so it's vital that they're supported in an environment that's inclusive and celebrates their identities in order to improve their life outcomes.

"I want to say a massive, massive thank you to FUZE. You really help us get the word out there which is really, really valuable to us as a charity."

–Alex Foott, akt



BSWN is a Black-led racial justice infrastructure organisation based in Bristol. They support the development of dynamic,

independent, and strong Black and Minoritised communities, businesses and organisations to flourish whilst challenging systemic barriers. They believe that by working collectively they can significantly address racial inequality.

Over the years, BSWN has developed a strong reputation for evidence-driven work based on its robust and academically sound research. They have started to fill the significant gaps in knowledge that are created by the lack of focus on the specific understandings, experiences, needs, wants, feelings, and aspirations of the Black and Minoritised communities in Bristol and the region.

OTR

OTR (Off The Record) is a mental health social movement by and for young people aged 11-25 in Bristol, South Gloucestershire and North Somerset. OTR isn't just a charity providing mental health services, it's a mental health movement mobilised to support, promote and defend the mental health, rights and social position of young people. OTR provides information and support around wellbeing, including group work, sessions around body image, activism, LGBTQ+ spaces; sessions in schools and colleges, and one-to-one therapeutic support.





WHY SUPPORT FUZE?

- By supporting FUZE UK you are supporting causes young people care about (e.g. BLM, LGBTQ+ rights and mental health)
- You will be at the centre of an organisation on track to become the UK's largest community interest company!
- You will obtain access to an extensive talent pool of creatives!