



Do Good, **Better.**

## Why we exist:



# Together we can help to tackle society's challenges.

We're facing more challenges than at any time in our modern history.

Government, charity and philanthropy are not enough to tackle society's challenges on their own and we believe grant giving in the UK is in need of radical transformation.

## What are we doing about it?

We are revolutionising the world of giving.

Crowdfunder Connect is the platform where the crowd, grant funders, public sector and companies come together to support the change the world needs.



Volunteered 2 hours



It's great to be able to use my skills to help this community project.



£5,000



£20



You are doing such an amazing job at such a difficult time



£5,000



£100



Here's a donation from our fundraising coffee morning, I hope this can help.





**Our impact so far:**

**Our crowd of over 2.6 million,**  
**along with our partners, have donated more**  
**than £300 million to 90,000+**  
**amazing causes across the UK**

**Crowdfunder**

A large crowd of people is gathered for a protest. In the foreground, a large banner displays a tweet from David Davis (@daviddavisuk) dated 9 Nov 2012. The tweet reads: "If a democracy cannot change its mind, it ceases to be a democracy." Below the tweet, smaller text says: "He didn't believe it, he actually said it at a speech. Europe's up to him to decide. What's changed?" To the right of the banner, there is a large white 'X' symbol and a large white 'C' symbol, both with a red 'X' over them, indicating they are blocked or censored. The background shows a dense crowd of people, many wearing blue clothing, and a large blue banner with white text that is partially visible.

# Who we work with

## Corporates



## Charities/Grant givers



## Local authorities



"Crowdfunder have enabled us to deliver match funding in a different and innovative way, amplifying the reach that our more traditional grants can't achieve. We've seen a number of providers run successful campaigns, generating thousands of pounds and raising awareness of the great work that they do in their local community".

Neil Smith, Programme Manager, Sport England

# How it works



[Watch video](#)

Connect is making waves.  
**Here's how we're doing it.**



# Our products



## Fund distribution

- ✓ Grant giving
- ✓ Match funding
- ✓ Live match funding
- ✓ Customer/Employee giving



## Fundraising

- ✓ Employee Fundraising
- ✓ Customer Fundraising



## Volunteering

- ✓ Team & individuals
- ✓ One off & recurring
- ✓ Skilled/Manual

# Our products



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## Fund distribution

Crowdfunder Connect provides you with a variety of mechanics to distribute funds more effectively and in more engaging ways.

We have partners that will provide 100% grant funding to projects - giving the groups the option to raise additional funds from the crowd and other partners. Through to Live match funding where every public donation is matched by a partner.

All the mechanics have various rules or parameters that are set in order to achieve positive outcomes for both the funder and the recipient. Indeed we have the flexibility and adaptability for a combination of these to be used.



Grant Giving

**£1 million annually (50% grants)**



Match funding

**Up to £7.5 million annually**



Live Match funding

**£1 million distributed in 4 months**



Employee Giving

**74% of employees engaged**

# Fund distribution: The benefits



## Stretches funds further

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Crowd amplifies your funding at least 2:1.

Projects and causes become more sustainable due to potential of multiple supporters.



## Increases connectivity

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Match with aligned organisations.

Boost fund visibility with Crowdfunder Connect.

Engage wider audiences.



## Improves efficiency

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Cuts costs to identify and fund.

Quicker than traditional methods.

Secure, no increased risk.



## More measurable impact

---

Crowdfunding offers more than cash support.

Boosts job creation, wellbeing, and inclusion.

Enhances community skills capacity.



## Case study:

# Sport England match funding programmes



\*These numbers show the combined figures from launch until 13/02/24 for Sport England's crowdfunding initiatives: Activate your Space, Active Together and Places & Spaces.



## Crowdfunding

Depending on the funding mechanics applied, the organisation raising funds will be aware of the requirements that have been set and will be working towards these. Crowdfunder supports groups throughout the process with tailored comms dependant on progress.

***"We gave ourselves 6 weeks to raise the £45,000 we were aiming for to overhaul our skatepark...this was my first Crowdfunder and I was nervous to say the least! In the end, 4 weeks in, we hit our target and I was overwhelmed with calls from supporters to say that our Page had clicked up from £11,000 to touching £50,000!!"***

David, SkateBarn Tadcaster

**Crowdfunder** Explore +Extra Funding Stories About [Start crowdfunding](#) [Sign in](#)

# SkateBarn Tadcaster

by David Gluck in Tadcaster, North Yorkshire, United Kingdom

**SKATECROWD-TADCASTER BARN** Copy link

Watch on [YouTube](#)

Project Facebook [tadcasterbarn1](#) Community, Sports Share [f](#) 22 [X](#) [v](#) [g](#)

Overview Updates 5 Comments 37 Supporters 156 Contact project

### +Extra funding and programmes

**BA Better World Community Fund has provided £15,000 of funding**  
The BA Better World Community Fund is supporting communities to create a better world by funding projects that benefit any of the following: education, thriving communities, employment, environment, diversity, inclusion & wellbeing.

**Sport England: Active Together has provided £10,000 of funding**  
Match funding to help the sport and physical activity sector recover, reinvent and build resilience.

**British Cycling - Places to Ride has provided £7,500 of funding**  
The Places to Ride fund is inspiring people to ride and supporting cycling activity in communities.

**Community Business Crowdfunder has provided £5,000 of funding**  
Up to £10,000 of extra funding to back community businesses such as community owned shops, hubs, pubs, sports facilities, local landmarks and more.

**The National Emergencies Trust has provided £4,911 of match funding**  
The National Emergencies Trust's Local Action Fund is helping voluntary and community organisations overcome the effects of the pandemic.

**BA Better World Community Fund Employee Giving Vouchers has provided £40 of funding**  
The BA Better World Community Fund is supporting communities to create a better world by funding projects that benefit any of the following: crisis support, education, thriving communities, employment, environment, diversity, inclusion & wellbeing.

SkateBarn Tadcaster wants to be the very best for our kids! We need to invest in equipment, staff, volunteers & experiences. Please help us!

**£49,544** raised so far **156** supporters

[Donate](#)

**Donate**

£20 **£40** £60 £100

£ 40 [Donate](#)

### Rewards

This project offered rewards

**£5 or more**

**SkateBarn T**  
Just £5 will buy you a T for your young person with our SkateBarn logo & their tag - very cool!

**£5 or more**

**Bakes by Jaimie**  
The best Brownies in town! Claim your free Bakes by Jaimie brownies at the Hangout cafe!

**£10 or more**

**Stick it!**

✓ Validation

✓ Awareness

✓ Advocates

✓ +Extra funding and support

# Our products



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## Fundraising

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- ✓ Customer Fundraising



## Volunteering

- ✓ Teams and individuals
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- ✓ Skilled/Manual



## Fundraising

Support your charity partners by encouraging your employees, customers or the general public to raise funds for the causes that matter to you.

Combined with live match funding - this is a great way to incentivise both the fundraisers (to start fundraising) and the supporters to make a donation.

## Summary

### My walking challenge

Your donation

£25



Your donation has been matched

**Matched:** £25.00

**Total contribution:** £50.00

**Total to pay:** £25.00

BRITISH AIRWAYS

AboutExploreLearn

Powered byCrowdfunder

ApplySign in

Flying Start

Donate to Comic Relief

£84,314

Total raised

113

Total projects

2,318

Total supporters

BRITISH AIRWAYS

FLYING START

COMIC RELIEF

Double your donation to Comic Relief

The BA Better World Community Fund is matching donations made to Comic Relief up to £30,000. As part of Flying Start, British Airways employees are invited to fundraise for Comic Relief. Choose from one of their fundraising events below or create your own. All donations will be matched pound for pound by the BA Better World Community Fund.


Find out more about Flying Start

Donate £10

Donate £20

Donate £50


Donate other



"We are very proud of our longstanding charitable partnership with Comic Relief called Flying Start. To date we have raised over 28 million. A very big thank you to our colleagues and customers for all their support. We are looking forward to our colleagues being involved in a number of fundraising events for this years Red Nose Day Campaign. Keep up the great work."

Mary Brew - Head of Community Investment & Responsible Business, British Airways


How you can help



Start a fundraiser

Set up an individual or team fundraiser for Comic Relief in minutes. All donations, up to £250, will be doubled by the BA Better World Community Fund. Pick your fundraising event below or start your own here.

Start a fundraiser




Donate with Avios

Donate your Avios points to Comic Relief and they'll be matched pound for pound by the BA Executive Club fund.

Full terms and conditions can be found [here](#)

Donate with Avios




Enter the prize draw

Another amazing BA holiday will be up for grabs in this year's prize draw. Details will be released soon so watch this space or enter your email to be notified when the prize draw is open for entries.

Notify me

BA employee fundraising events




Funding

Trolley Dash 2024

BA employees are pushing our aircraft trolleys around the cobbled streets of London in uniform...

3% raised41 days left




Funding

BA Touch Rugby Tournament for Red Nose Day 2024

BA staff are taking part in a touch-rugby tournament to raise money for Red Nose Day 2024

85% raised45 days left




Funding

Red Nose Day Asia 2024

BA employees in Asia, raising money for Red Nose Day 2024

42% raised41 days left




Funding

Red Nose Day in India 2024

BA employees in India, raising money for Red Nose Day 2024

0% raised41 days left




Funding

Red Nose Day Africa 2024

BA employees in Africa, raising money for Red Nose Day 2024

0% raised41 days left



Funding

Comic Relief 2024

Give what you can this Red Nose Day to help people facing the harm of poverty, here in the UK...

1% raised39 days left

16



# Our products



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## Volunteering

Crowdfunder Connect's volunteering platform delivers quality engagement between employees and the causes they are supporting.

Including features such as recurring volunteering opportunities and team or individual bookings.

The platform has been designed to take the heavy lifting out of the process, connecting the volunteers directly with the opportunity providers.

Combined with fund distribution and/or fundraising this creates even greater engagement.

## London Wildlife Trust

by Aaron Hart in London, Greater London, United Kingdom

Project Facebook WildLondon londonwildlifetrust



Our vision is a London alive with nature, where everyone can experience and enjoy wildlife

Help make a difference and volunteer for this project

See volunteering opportunities

Follow



Opportunities 3 About Updates 0 Contact project



12 positions available

Find out more

### Wild Work Day at Walthamstow Wetlands (24.10.24)

Walthamstow Wetlands, London Wildlife Trust, 2 Forest Rd, London N17 9NH, UK

Thu 24 Oct 2024, 10:00am-3:00pm

Short term project

For individuals and teams



12 positions available

### Wild Work Day at Braeburn Park (24.09.24)

Braeburn Park, 4RG, Lower Station Rd, Dartford DA1 3RG, UK

Tue 24 Sep 2024, 10:00am-3:00pm

## Core services

What's included in your licence fee?

# Core services

## What's included in your licence fee?



Programme overview



Hosting



Programme management



Fund distribution



Education



Data & Reporting





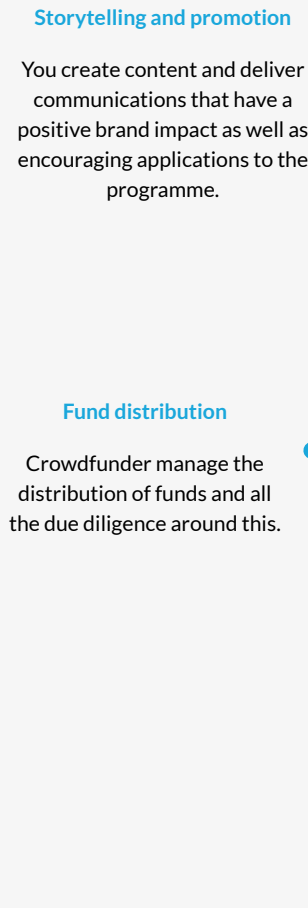
## Programme overview

### How a typical programme works

Our partner programmes are based on a virtuous circle, where the success and stories of the groups supported provide the inspiration for others to take part.

This can be an ongoing process where funding themes change and the programme reacts to real world events.

It is also a positive investment that creates deeper and longer term engagements with communities and supporters.



#### Applications

Eligible organisations are invited to take part in and approved to join your programme based on an agreed funding criteria.

#### Education

Crowdfunder support organisations through a programme of education with the aim of helping more organisations run more successful campaigns and an overall positive experience.



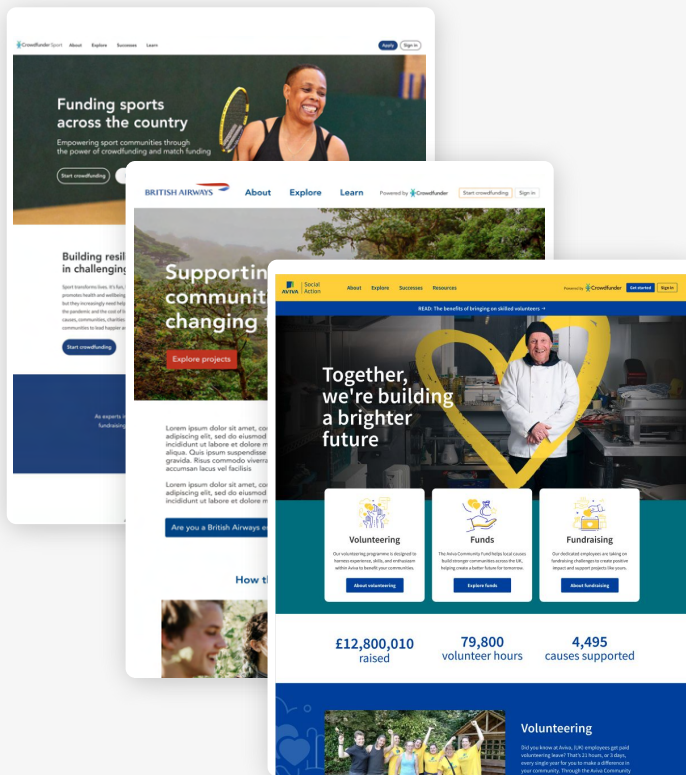
## Hosting your programme

Crowdfunder offers two ways to host your programme.

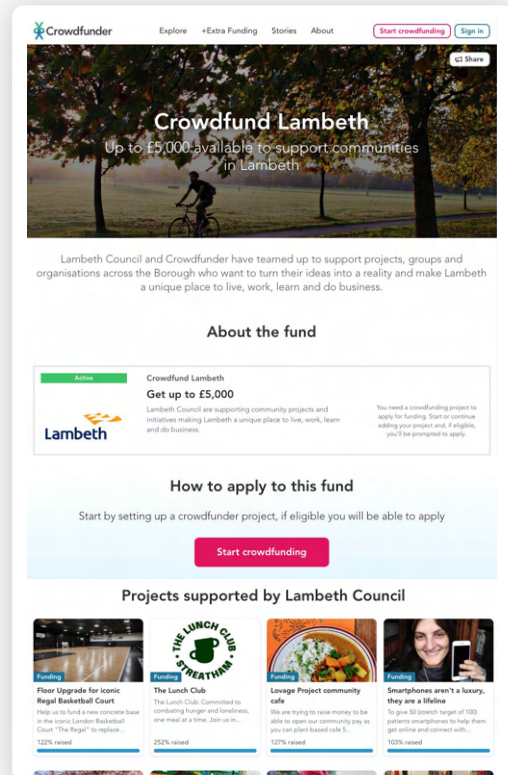
Enterprise partner programmes are hosted on a branded microsite, enabling customisation of your programme to meet your requirements.

Hosted partners will have a page on [Crowdfunder.co.uk](https://www.crowdfunder.co.uk) hosted within the extra funding area of our website.

## Enterprise - branded Microsites



## Hosted - hosted on Crowdfunder



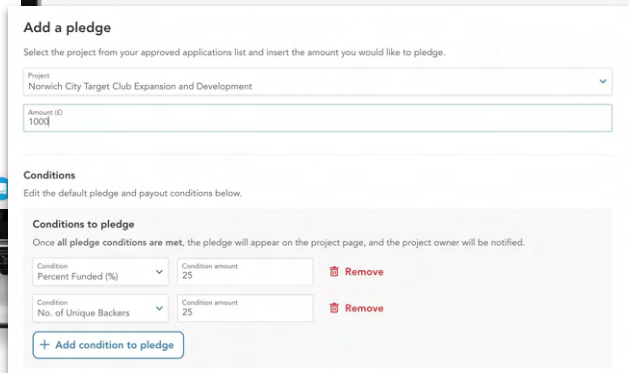
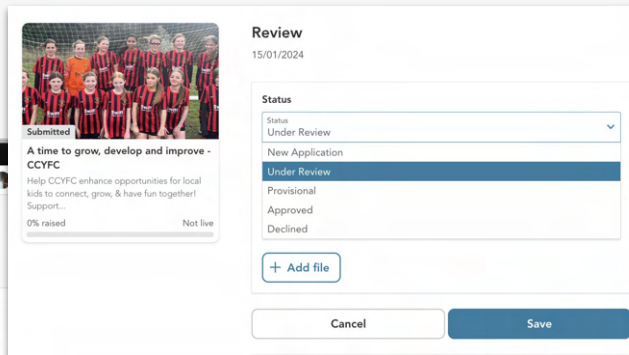
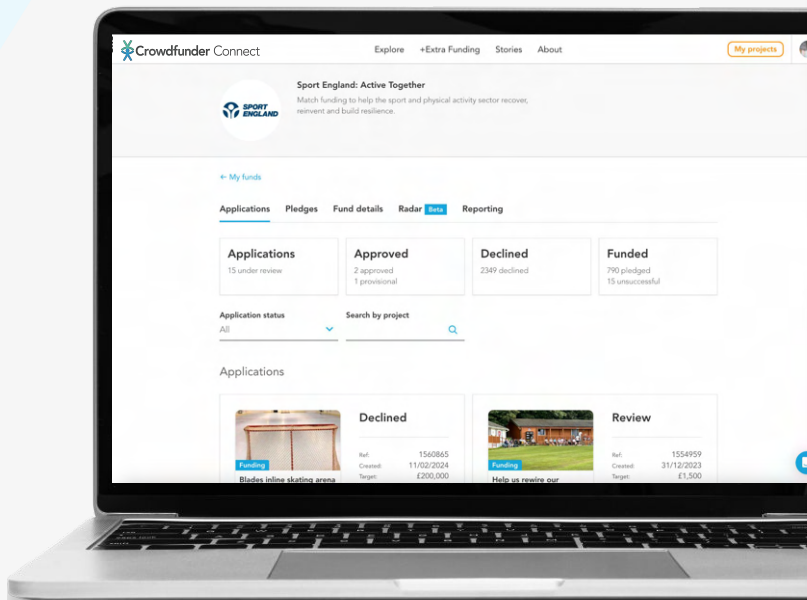


## Programme management

The Crowdfunder Connect partner dashboard provides the tools to service the management of application and funds.

The partner dashboard enables a partner to:

- Identify potentially eligible projects and invite to apply
- Review applications
- Apply pledges with any required criteria
- Review and store notes linked to an application
- Update application status
- Manage wallet balances
- View transaction history





## Fund distribution

Crowdfunder has a range of systems and processes in place to ensure secure and safe pledging of funds by the public and our partner funders.

There are a number of checks at different stages of a project's life cycle, the key component being the requirement for both funders and recipient organisation to set up a eWallet. Provision of an eWallet is a regulated activity. Therefore Know Your Customer and Anti-Money Laundering checks are carried out on the relevant organisation.

Please note as part of the onboarding process you'll be required to set up an eWallet with our regulated provider.

## Checks and verification include:

- ✓ Identification verification
- ✓ Bank details verification
- ✓ Bad word filters
- ✓ Fraud checks
- ✓ Project legality checks (description and rewards)
- ✓ Politically Exposed Persons (PEP) and sanctions checks
- ✓ Anti-money laundering (AML) checks

Applications Pledges Fund details Radar Beta Reporting				
Fund details Matching criteria Wallet				
<div><b>Balance</b> Current: £438299.00 Available: £199821.00 <a href="#">Update balance</a></div>				
<div>Filter by type Filter by status Search</div> <div>All Completed</div>				
Transaction	Type	Amount	State	Date
Deposit	Mangopay	£125000.00	Completed	26/04/2024 at 10:14
Deposit	Mangopay	£125000.00	Completed	26/04/2024 at 10:14
Pledge on Turf's Up! Gotham Sports Arena new surface	Mangopay	£-9000.00	Completed	17/04/2024 at 16:44
Pledge on Old Chelmsfordians Changing Room Refurbishment	Mangopay	£-6000.00	Completed	31/03/2024 at 10:34
Pledge on Levelling the Playing Field	Mangopay	£-6000.00	Completed	31/03/2024 at 10:30
Pledge on Upgrading of tennis facilities	Mangopay	£-8574.00	Completed	25/03/2024 at 11:30
Pledge on Bircham Cricket Club - New nets appeal	Mangopay	£-4000.00	Completed	20/03/2024 at 11:44
Pledge on Dewsbury Moor Sports Club	Mangopay	£-10000.00	Completed	19/03/2024 at 13:00
Pledge on #MoveMomentumMarch 2024 - Save our classes!	Mangopay	£-3500.00	Completed	18/03/2024 at 08:57
Pledge on South Shields Cricket Club Girls	Mangopay	£-10000.00	Completed	18/03/2024 at 06:38





## Education

One of the key benefits for organisations crowdfunding is the development of new digital skills that increase an organisation's long term sustainability.

The Crowdfunder platform provides a wealth of crowdfunding education, examples and resources.

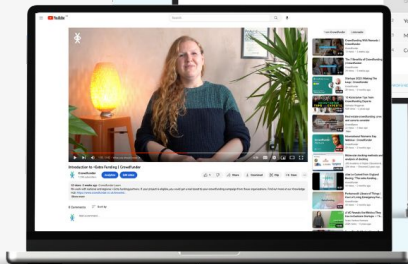
Crowdfunder can also upskill your team to become confident in the range of Crowdfunding Connect products.

## What's included?

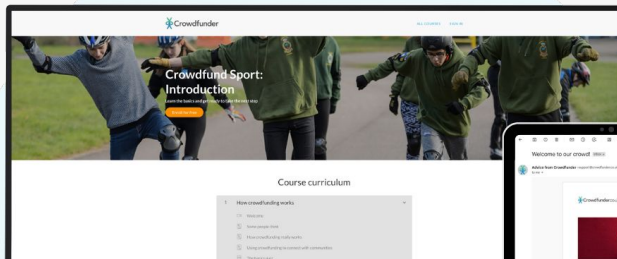
- ✓ Crowdfunding webinars
- ✓ Expert advice
- ✓ Email support
- ✓ Online learning courses



Thank you so much for the advice and support you have given at this morning pop in. Really really helpful. May see you at future drop-ins



Thank you so much, this was  
incredibly inspiring!



Crowdfunder were fantastic at providing us with marketing tips through regular email updates and pushed us to seek more media exposure which we did through local newspapers and radio stations."



Currently working with Crowdfunder as a Local Authority to provide 'extra funding' so this was really useful today thank you.



## Data & Reporting

Crowdfunder provide various levels of data and reporting functionality to help you articulate the social value of your programme.

From basic fund performance data provided via your dashboard, to impact reporting and case studies.

Different information is made available to service different stakeholder groups:

- Top level fund performance for internal and external reporting
- Operational dashboards for the day to day running of the fund
- Raw data downloads for further analysis

### Headlines - Active Funds

These figures represent data from all projects that have received funding from your active funds (map and chart show active and inactive funds).



#### Sport England - total applications

2,910

Total applications

0 5 minutes ago

#### Sport England - £ pledged

£1,348,247

£ pledged

0 5 minutes ago

#### Sport England #Backers of supported projects

2,339

# Backers of supported projects

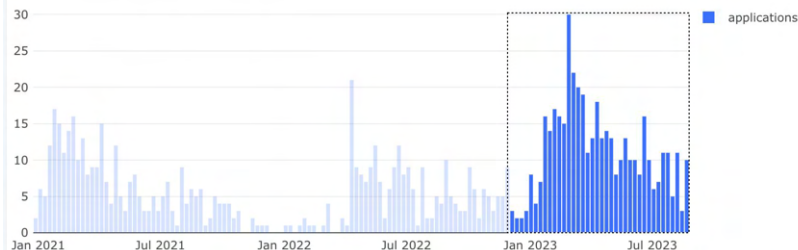
0 7 minutes ago

#### Sport England Map



0 3 minutes ago

#### Sport England - Applications by week



0 8 minutes ago

Find out more:

**[crowdfunderconnect.com](https://crowdfunderconnect.com)**

Get in touch:

**[cfpartnerships@crowdfunder.co.uk](mailto:cfpartnerships@crowdfunder.co.uk)**

# Appendix

# Benefits of crowdfunding

There has been little evidence of the financial and non-financial impact of matched crowdfunding to date so DCMS and Nesta appointed Crowdfunder to set up campaigns for arts and heritage projects. The results were very interesting.

Certain things that were expected, were proved to be true – it helped leverage extra funds and even after allowing for the financial donation, matched projects were more likely to get funded.

82%

of fundraisers reported that they received non-financial help from the crowd including: help or voluntary work with the project; help and feedback on the campaign; making introduction and connections to collaborators or fundraisers.\*

86%

of project backers had never supported the organisations they backed financially before, and 20% had never backed any arts or heritage project before proving that contrary to belief match funding brought in new finances to arts and heritage rather than drawing from existing philanthropists.\*

32%

unlocked additional financial support after the campaign – for example receiving an additional grant because they had successfully fund raised.\*

35%

had not heard of the organisation they backed before\*

78%

of backers said that they had given in addition to what they would have given ordinarily.\*

42%

of successful project owners had never applied for funding from either Arts Council England or Heritage Lottery Fund before the pilot, indicating that the pilot was able to reach new projects, organisations and individuals in comparison to more traditional grant funds.\*

62%

more confidence in their idea as a result of crowdfunding\*

\*Source: Matching the Crowd by Peter Baeck, Jonathan Bone, Sam Mitchell, Nesta - October 2017

The Researchery report

## Benefits of match funding to the projects

Research by Dr. Catherine Walker, The Researchery - May 2016 into the impact of match funding drew some additional interesting conclusions.

Importantly, to take full advantage of these findings match funding, when available, must be very visible on the site and we are building the technology to enable this.

**84%**

of supporters were more likely to pledge because of match funding offered\*



**50%**

almost half of supporters gave up to 50% more because the project received match funding\*



**1 in 3**

said they only gave to a project because of the match funding\*



**2.5x**

pledge size was 2.5x higher on average, after a project had received match funding\*



\*Source: A Great Match by DR. Catherine Walker, The Researchery - May 2016



## Impact statements


# Snapshot of key impact statements

Surveys are sent out to all Aviva Community Fund (ACF) projects after completion of their crowdfunding campaigns.

The statements on the right are some of the data that has been shared.


# 74%

of organisations feel they've achieved an outcome that wouldn't have been possible without ACF




# 69%

of organisations feel they have a stronger public profile as a result of the ACF campaign




# 22%

of organisations have grown their number of volunteers as a result of the ACF campaign




# 59%

Of organisations believed the ACF has increased the morale of its employees and volunteers




# 61%

Of organisations feel they have built new audiences and supporters that they'll continue to engage



# 52%

of organisations feel more financially stable due to the crowdfunding campaign



\*Source: Snapshot of impact survey data - August 2023