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Crowdfunder Connect service definition

Jan 2026

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A brief introduction to Crowdfunder

Why we exist:

**Crowdfunder exists to tackle
society's biggest challenges
by making ideas happen**



Why partners work with us



Stretches funds further

Multiply your impact by combining your funds with our partners and the public.



Engages local community

Communities have their say in what gets supported, transparent and open.



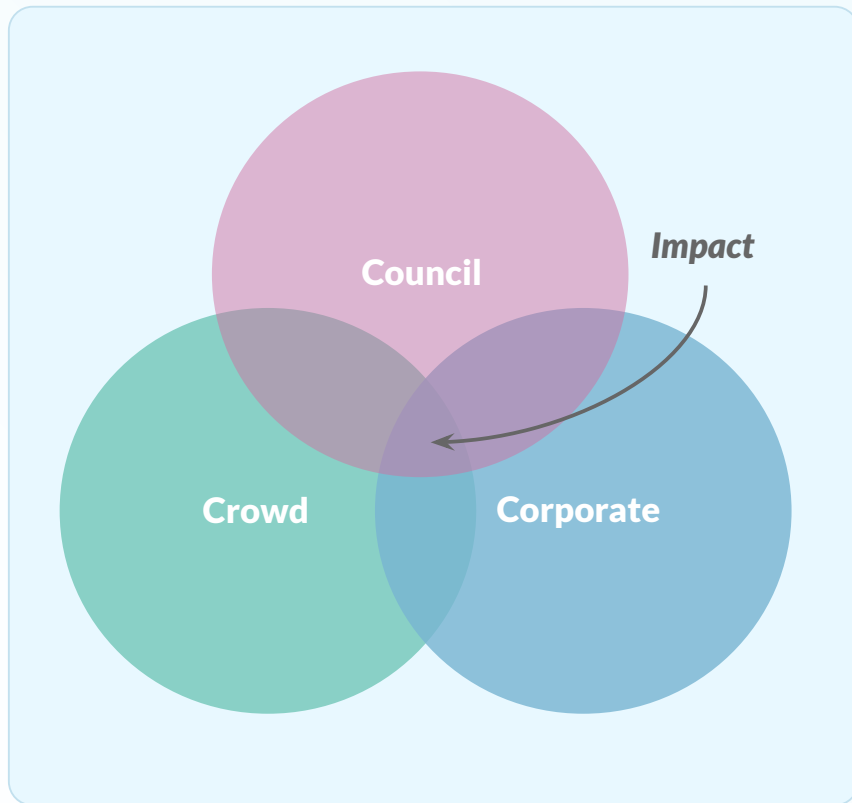
Reach new organisations

Connect with a broader range of organisations, including those you may not reach through traditional routes.



Helps organisations thrive

Funding builds confidence, raises awareness and strengthens skills which creates more resilience communities.



Our collaborative funding model

Through our partnerships, we'll amplify your funding through engagement with the general public (crowd) and Crowdfunder's network of funding partners.

This unique funding model encourages collaboration to support the ideas that matter to our communities.

Our mission

At Crowdfunder, we're on a mission to spread positivity across the globe.

United for good, our team is dedicated to turning innovative community ideas into meaningful realities, going beyond the confines of traditional fundraising.

So far, we've helped a million projects raise almost half a billion pounds, from millions of supporters across the globe.

£408m+ raised

94k+ successful projects

3.7m supporters

Success story

Collaborative funding

Crowdfunder is active throughout the UK.

In Cornwall 85,000+ supporters having raised £5.5 million+ for 1,709 projects.

A collaboration of Crowdfunder partners such as **Aviva, Sport England, Natwest, British Airways, Co-op** and more have already contributed £748,000 + to this total.

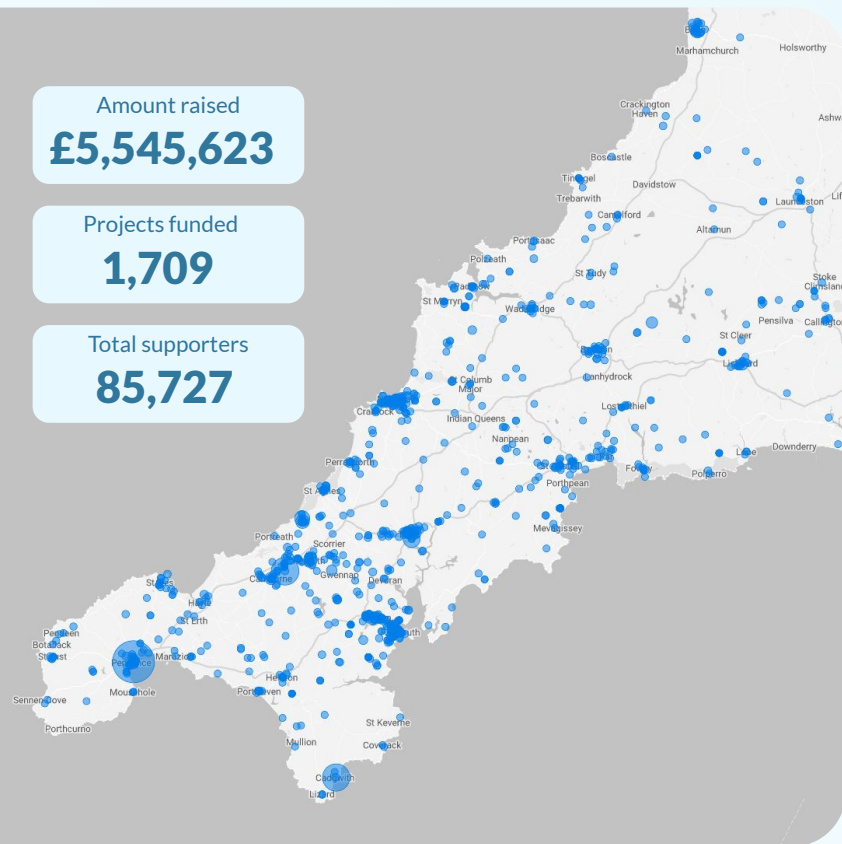
By partnering with Crowdfunder, you're able to harness this momentum being built by our partners and the public to support the incredible projects in your community.

Amount raised

£5,545,623

Projects funded
1,709

Total supporters
85,727



Our funding ecosystem

Sign up and matching

Organisations sign up to Crowdfunder and add some basic information. This helps us match them with the most relevant partner funds.

Apply for funding

Organisations apply to suitable funds. Applications are assessed and, if eligible, match funding is allocated.

Fundraising and reporting

Once the criteria is met, funds are awarded, with organisations celebrating and showcasing the impact the funding has made.

Project feedback on match funding:

Do you think the live match funding helped encourage supporters to donate?

Yes 100%.

Did it help get other funders onboard?

Definitely.

How was the process?

Very straightforward and a great incentive for everyone to donate from £1 to £25,000. Knowing it will be matched is really powerful.

Tim Holtam, Brighton Table Tennis Club

Why match funding?

Match funding works by providing the organisations you support with a powerful message to encourage supporters to donate.

“Donate today, because your donation unlocks additional funds”

The incentive of match funding also impacts the average donation made to the organisation, **increasing donations from around £45 to £70**, making fundraising easier and more effective.

Trusted by organisations across the UK

Businesses



NGBs / Funders



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

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Services

Service summary

What we do:

Crowdfunder Connect transforms how public sector organisations distribute funding by combining traditional grants with crowdfunding and match funding. Our SaaS platform enables collaborative funding models where public funds are amplified by crowd and corporate contributions, multiplying impact for supported organisations while reducing administrative burden.

Core capabilities:

- Grant Management: Automated application processing, eligibility checking, and fund distribution.
- Match Funding: Live and pledged match funding to incentivise crowd participation.
- Crowdfunding Platform: Integrated public fundraising with zero fees on partner funding.
- Fund Management: Multi-fund allocation with partner e-wallet system.
- Impact Reporting: Real-time dashboards with comprehensive analytics.

What's it for?

UK public sector organisations including local authorities, national governing bodies, health organisations, and grant-making foundations seeking to maximise funding impact and engage communities in transparent funding decisions.

Service levels	Essential	Standard	Advanced
Customised fund page	✓	✓	✓
Fund distribution (via ewallet)	✓	✓	✓
Customised application	✓	✓	✓
Application management software	✓	✓	✓
Reporting	Dashboard	Dashboard + annual report	Customised
Application moderation	Partner managed	Crowdfunder managed	Crowdfunder managed
Partner training	✓	✓	✓
Partner support	Shared team	Account management	Dedicated account management
Programme design & setup	✓	✓	Customised
Project due diligence	Standard	Enhanced	Enhanced
Project support	✓	✓	✓

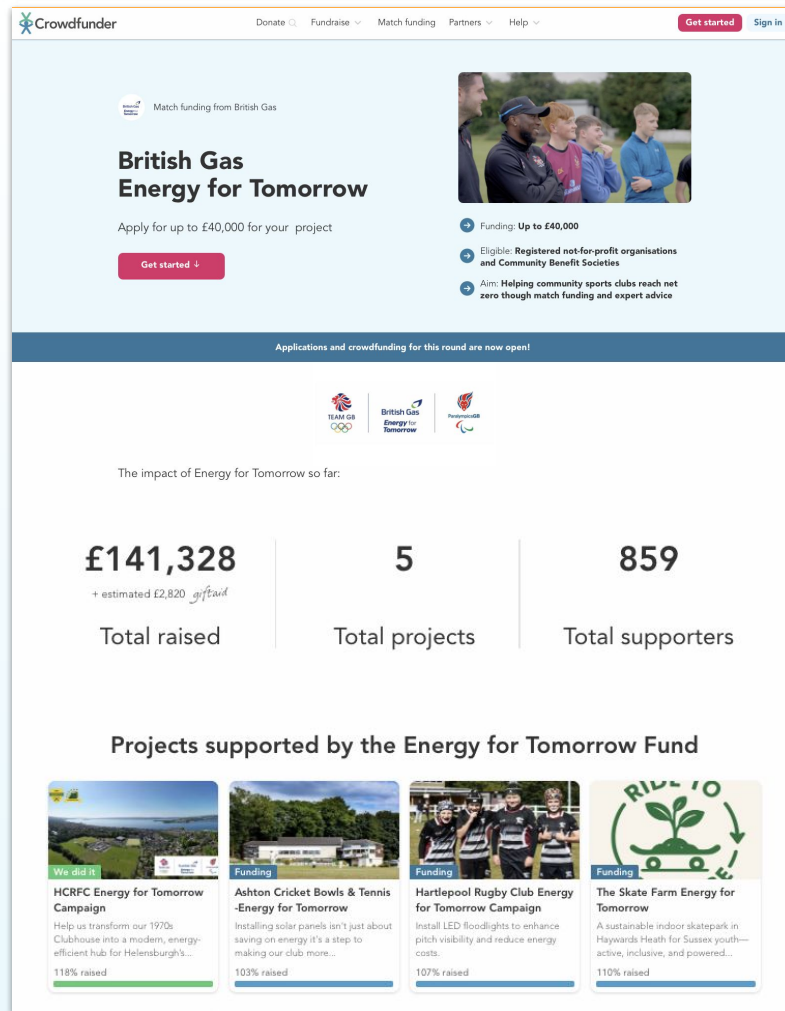
Branded fund page

Each programme receives a dedicated fund page on crowdfunder.co.uk. The page inspires organisations to get involved and provides the information needed to apply for and run a successful crowdfunding project.

Pages include customisable content sections for programme description, assessment and eligibility criteria.

In addition to:

- Application process
- Real-time funding statistics
- Projects supported
- Guides and education material



The screenshot shows the 'British Gas Energy for Tomorrow' crowdfunding page. At the top, there's a navigation bar with links for Donate, Fundraise, Match funding, Partners, and Help. A 'Get started' button is in the top right. The main header features the 'Match funding from British Gas' logo and a photo of four people. Below this, the title 'British Gas Energy for Tomorrow' is displayed, followed by the text 'Apply for up to £40,000 for your project' and a 'Get started' button. To the right, there are three bullet points: 'Funding: Up to £40,000', 'Eligible: Registered not-for-profit organisations and Community Benefit Societies', and 'Aim: Helping community sports clubs reach net zero though match funding and expert advice'. A blue banner below states 'Applications and crowdfunding for this round are now open!'. The middle section shows the impact of the fund with three statistics: '£141,328 + estimated £2,820 giftaid' for 'Total raised', '5' for 'Total projects', and '859' for 'Total supporters'. The bottom section is titled 'Projects supported by the Energy for Tomorrow Fund' and lists four projects with their respective funding progress bars: 'HCRFC Energy for Tomorrow Campaign' (118% raised), 'Ashton Cricket Bowls & Tennis -Energy for Tomorrow' (103% raised), 'Hartlepool Rugby Club Energy for Tomorrow Campaign' (107% raised), and 'The Skate Farm Energy for Tomorrow' (110% raised).

Match funding from British Gas

British Gas Energy for Tomorrow

Apply for up to £40,000 for your project

[Get started](#)

- Funding: Up to £40,000
- Eligible: Registered not-for-profit organisations and Community Benefit Societies
- Aim: Helping community sports clubs reach net zero though match funding and expert advice

Applications and crowdfunding for this round are now open!

The impact of Energy for Tomorrow so far:

£141,328 + estimated £2,820 <i>giftaid</i>	5	859
Total raised	Total projects	Total supporters

Projects supported by the Energy for Tomorrow Fund



HCRFC Energy for Tomorrow Campaign

Help us transform our 1970s Clubhouse into a modern, energy-efficient hub for Helensburgh's...

118% raised



Ashton Cricket Bowls & Tennis -Energy for Tomorrow

Installing solar panels isn't just about saving on energy it's a step to making our club more...

103% raised



Hartlepool Rugby Club Energy for Tomorrow Campaign

Install LED floodlights to enhance pitch visibility and reduce energy costs.

107% raised



The Skate Farm Energy for Tomorrow

A sustainable indoor skatepark in Haywards Heath for Sussex youth—active, inclusive, and powered...

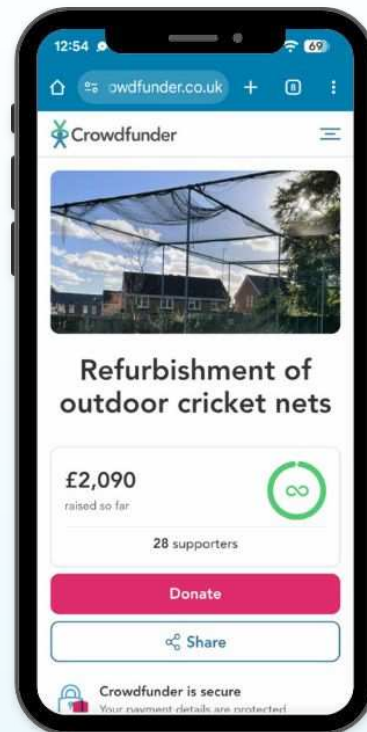
110% raised

Fund distribution

The platform supports three distribution models:

- Grant funding: Direct allocation to approved projects
- Matched grant funding: Conditional funding released when applicants meet predetermined criteria
- Live match funding: Real-time funding that matches public donations as they occur

Partners select their preferred distribution model during programme setup. Fund distribution is automated through the platform's e-wallet system.



Great idea! Goodluck ❤️



Mel donated £50



Salford City Council
matched this donation



Salford City Council has provided
£1,000 of match funding

Customised applications

- Application forms are configured during onboarding to capture information required for assessment and reporting.
- Forms are built from templated question sets covering organisation details, project information, and compliance requirements.
- Custom questions can be added to address specific programme criteria or reporting obligations.
- The form builder includes conditional questions and help text to ensure the process is as simple as possible for applicants.

Apply for match funding

Crowdfund Salford

Fill out the form below to apply for up to £20,000 of extra funding from Salford City Council.

Match funding is available to projects that benefit Salford communities. Before completing the application [please read the essential criteria here](#).

Applicant organisation/group name

Applicant organisation/group name

Your Full Name

Your Full Name

Your Email Address

Your Email Address

Applicant organisation/group address

Please enter your response here

Please select which type of organisation best describes you?

☐ Business

☐ Charity

☐ Registered group

☐ Un-registered group

☐ Social enterprise

☐ Individual

☐ Other - give details

If 'other' please give details here

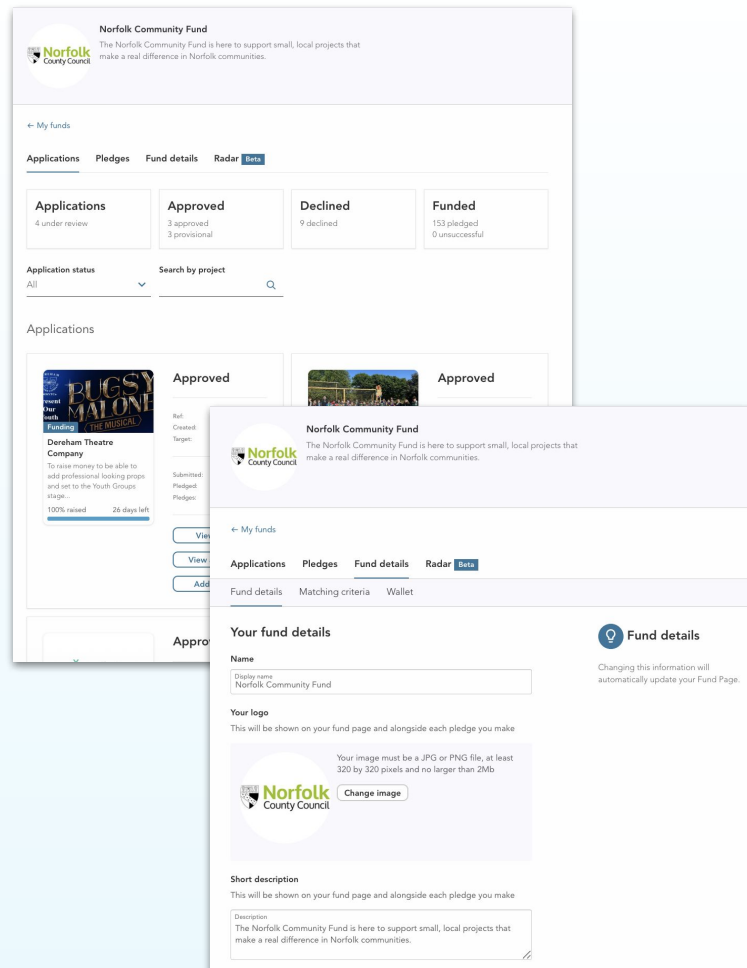
If 'other' please give details here

Application management

Partner administrators access applications through a dedicated management dashboard.

The system enables:

- Application review
- Status updates
- Internal notes
- Allocating funding
- Assigning funding criteria
- Multiple users can be provisioned with configurable access permissions. The platform generates automatic notifications to applicants when application status changes.



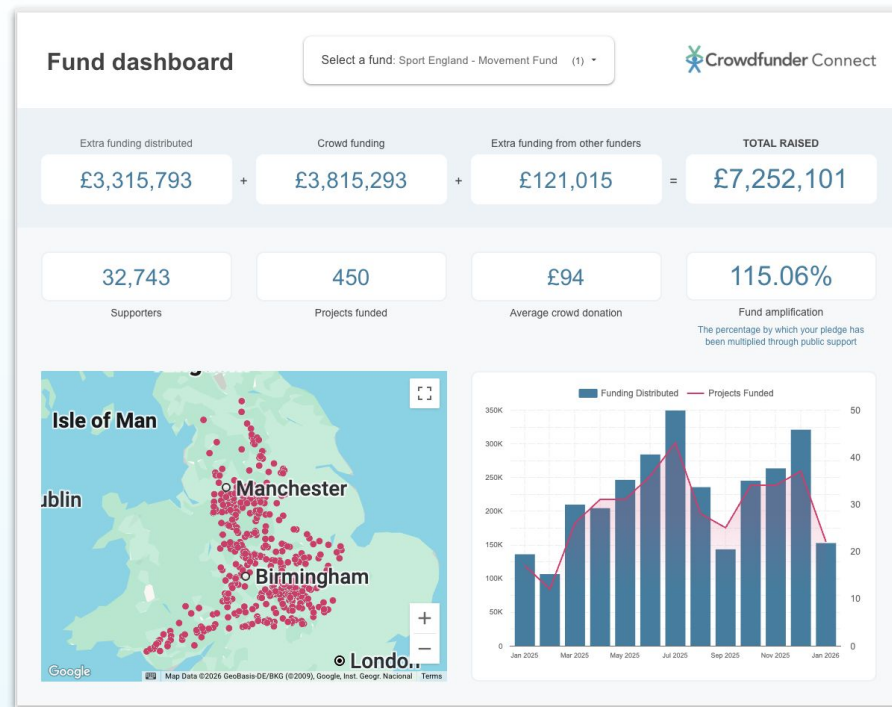
Data reporting

Real-time dashboards provide programme analytics including core data points including (but not limited too):

- Funds distributed
- Projects supported
- Crowd contributions
- Geographic distribution
- Impact data

All data is exportable in CSV format.

Standard tier includes an annual summary report;
Advanced tier includes customised reporting frameworks.



Partner support

Support is provided via email, phone, and video call. All tiers include platform training covering application management and reporting dashboards. Support model varies by tier:

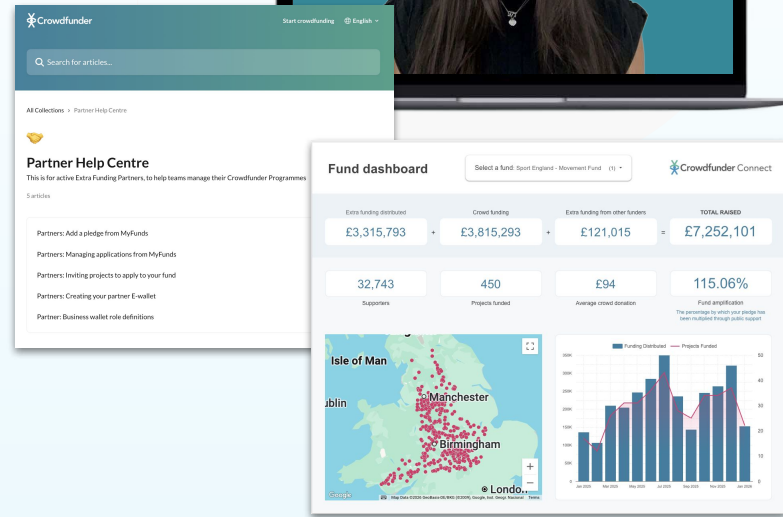
Essential: Shared support team

Standard: Named account manager - regular reviews

Advanced: Dedicated account manager - frequent reviews

We provide help via:

- ✓ Delivery team on hand to support (email/phone/video call)
- ✓ Partner Help Centre
- ✓ Access to 'Become the expert' webinars
- ✓ Ongoing fund maintenance & improvements

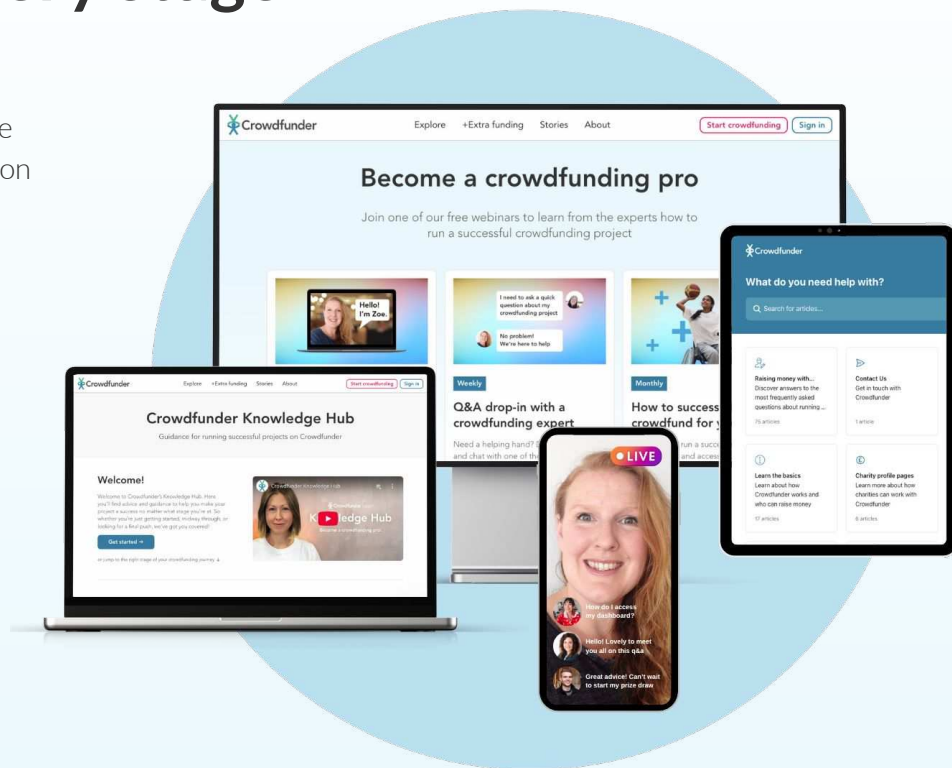


We're here to help at every stage

Approved organisations receive access to Crowdfunder's support services. The platform includes embedded guidance within project creation workflows and AI chatbot for common queries.

We provide help via:

- ✓ Webinars
- ✓ Drop-in Q&A sessions
- ✓ Knowledge Hub
- ✓ Tailored email advice
- ✓ Customer support team
- ✓ Help centre
- ✓ Live project dashboard



Due diligence

All organisations raising funds on Crowdfunder are subject to Crowdfunder terms and conditions and due diligence processes. The platform has an automated flagging process for suspicious activity as well as enabling community reporting.

Checks include:

For businesses/organisations/charities provide details of registration number and address.

Provide UK bank account details (only UK bank accounts are acceptable).

Provide proof of identity where required by Stripe, through uploading a copy of a UK Government issued ID such as a passport or driving licence.

Partner-funded projects undergo additional verification to confirm bank account matches approved organisation name.

Application moderation

Crowdfunder reviews applications against published fund criteria prior to approval. Moderation checks are configured during onboarding based on specific programme requirements and may include eligibility verification, geographic restrictions, organisation type, and project scope.

Borderline applications are flagged for partner review during scheduled programme reviews, feedback from these sessions is fed back into the criteria and eligibility and adjustments made if necessary.



Help our community kitchen garden grow

After operating for 3.5 years in the heart of Redruth we are looking for help to expand and grow...

0% raised

Not live

Review

Ref: 1672891
Created: 13/11/2025
Target: £6,200

Submitted: 13/11/2025
Pledged: £0
Pledges: 0



Location



Registered charity



Aligns with fund goals

Other key requirements

Crowdfunder Connect operates within the G-Cloud framework meeting required security, technical, and compliance standards.

As a trusted supplier to UK public sector organisations, we maintain rigorous data protection, accessibility, and operational resilience measures.



Security & Privacy

- GDPR compliant
- UK/EEA data centers
- Detailed audit logs



Technical Requirements

- Multi-device accessible (iOS/Android/Windows/Mac)
- High availability and scalability
- Disaster recovery & business continuity plans
- WCAG 2.2 AA compliant



Compliance

- UK government identity assurance standards
- Privacy by design/default

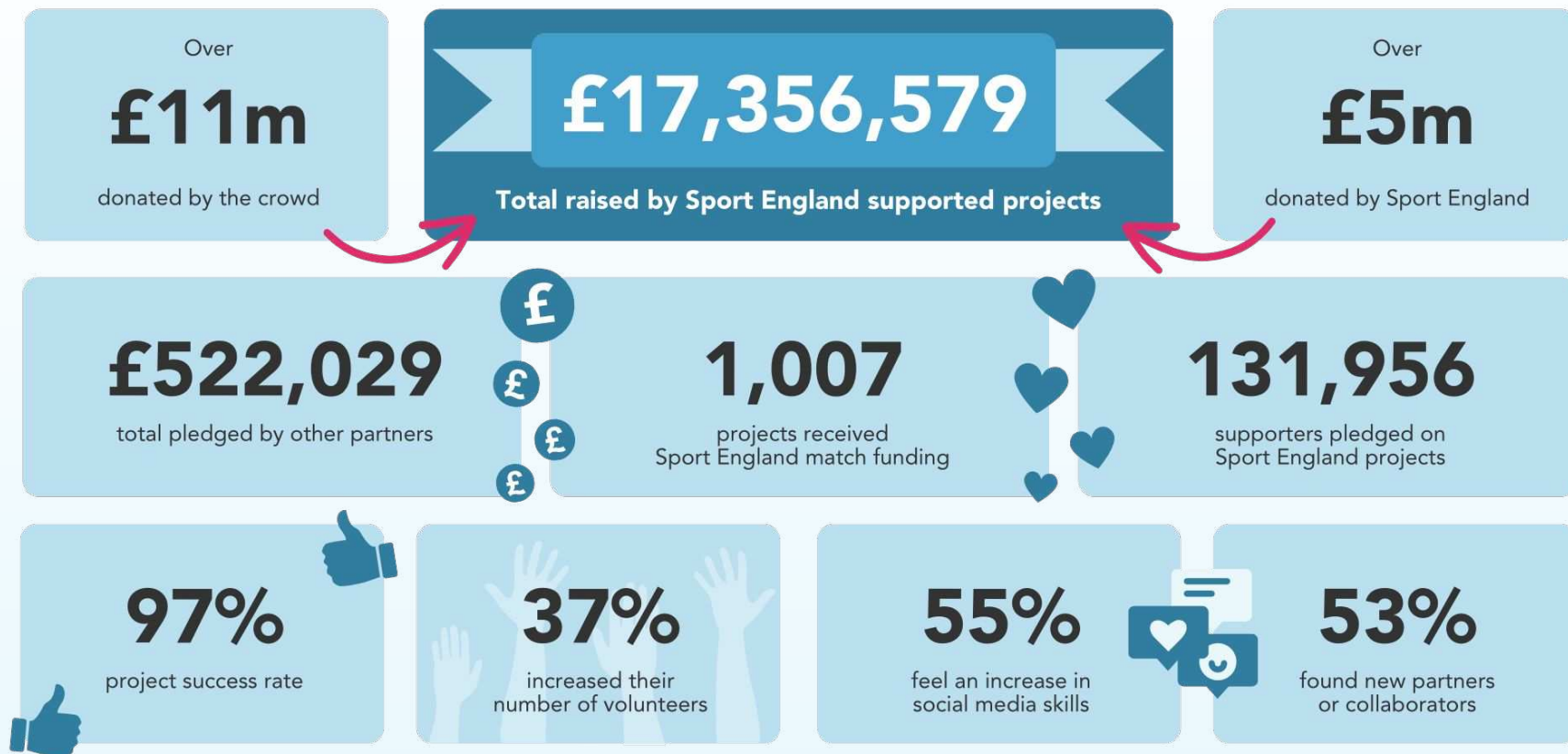
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Success stories

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.

This is an overall summary for all funds under the Crowdfund Cornwall programme.

Overall summary

94

Applications

£535,201

Raised for good causes

£1

£4

For every £1 pledged by Cornwall Council, projects received an additional £4

28

projects supported

The breakdown

£293,285

Pledged by the crowd

£104,920

Pledged by the Cornwall Council:

£136,996

Pledged by other partner funds

2984

supporters

£98

average pledge by the crowd

- Social Inclusion Fund
- Cornwall Climate and Nature Fund
- Community Chest Fund

Crowdfund Fife annual summary

This summary shows the data for Crowdfund Fife between 6th April 2024 and 5th April 2025.

£67,155

Raised for good causes



For every £1 pledged by Crowdfund Fife, projects received an additional £6.40



The breakdown

£9,400

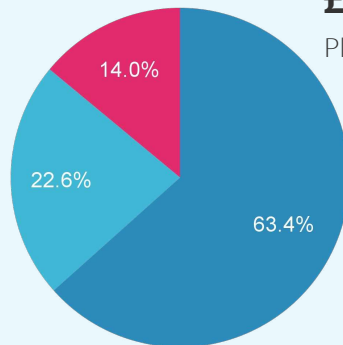
Pledged by Crowdfund Fife

£42,578

Pledged by the crowd

£15,177

Pledged by other partner funds



*Note this project also shown in 2024 annual summary figures due to date changes in reporting: <https://www.crowdfunder.co.uk/p/cch-new-curtains>

Figures do not include Storm Eowyn Recovery or ADHD Squirrels.

21

Applications



A collaborative funding success story

One of the most unique aspects to Crowdfunder is our collaborative funding model.

Through our platform, councils, businesses and the public are able to work together with ease.

One of many great examples of collaborative funding is [The Pearl Exchange](#), a creative hub for young adults in rural Cornwall & Devon, which provides an accepting, social and stimulating space for our future generations.



Community Business Crowdmatch has provided £7,500 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.



Cornwall Social Inclusion Fund has provided £5,000 of funding

Any local "non for profit" organisation that wants to improve social inclusion and wellbeing for adults in Cornwall can be eligible.



Devon and Cornwall Police - Community Resilience Fund has provided £1,000 of funding

Funding for projects that aim to increase community resilience within local communities and help to support vulnerable people.

Why work with Crowdfunder?



Unlock significant investment for organisations in your area

From the public and Crowdfunder's funding partners



Local track record

Crowdfunder already works with hundreds of thousands of organisations all across the UK



Proven at scale

11M partner funding distributed across 2,500+ projects in 2025



Low cost for projects

Highly competitive prices for the organisations you support - so they receive more of the funds they raise



Makes fundraising easier for the organisations you support

Our match funding models and technology ensure organisations maximise their fundraising efforts.

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We look forward to your feedback

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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

Benefits of match funding to 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

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