

TOP TIPS

Case Studies Digest

Types of projects successfully funded via crowdfunding platforms include:

Events and Activities:

Campaigns that focus on raising money for one off events or activities have been successful, such as £1,846 raised to set up a street art carnival in Bristol

(See: <https://www.kickstarter.com/projects/303341386/empty-walls-street-art-festival-cardiff/description>)

Campaigns and Movements:

As digital platforms become one of the primary ways activists and organisations campaign, groups are increasingly utilising online channels for funding. For example, £3,285 was raised by a grass roots campaign to keep the streets and shared public spaces of the UK open to informal performances of arts and music.

(See: <https://www.indiegogo.com/projects/keep-streets-live-uk#/>)

Buildings, restorations and infrastructure:

Projects seeking funding to develop or restore buildings or other types of infrastructure have used crowdfunding. One example is the £3,310 raised to convert a former church in Glasgow into a local theatre and community hall. (A New Glasgow Theatre.' Crowdfunder.

(See: <http://www.crowdfunder.co.uk/websters-a-new-glasgowtheatre>)

Equipment and Tools:

Crowdfunding has also been used by organisations seeking funding for equipment or tools for individuals, groups or projects. Examples include a campaign to raise funding for a new football kit for Frome Youth Football Club.

(See: <https://crowdfunding.justgiving.com/Frometownyouth15>)

Crowdfunding opportunities beyond running a simple campaign:

Curating a community of themed projects

For organisations interested in launching and crowdfunding multiple projects, many platforms now offer the opportunity to curate a community of projects that share a common theme (such as a similar geographical and/or social focus). By grouping like-minded projects in the same place, organisations can help connect donors to other projects which they might also be interested in funding. **Crowdfund Plymouth**, for example, is a group of projects facilitated by Plymouth Council and Plymouth University on the Crowdfunder platform for projects seeking funding in Plymouth. (<http://www.crowdfunder.co.uk/campaign/crowdfund-plymouth/>) Similarly, Spacehive allows organisations to set up 'Hives' of projects they would like to raise funding for. One example of this is how the **Prince's Regeneration Trust** aggregated 19 projects into the People-Powered Heritage Regeneration Hive (<https://www.spacehive.com/initiatives/princesregeneration?searchText=communities>)

Curation of a community will be more relevant to medium-to-large organisations and institutions, or networks of organisations which have multiple projects that could be crowdfunded.

Setting up your own platform

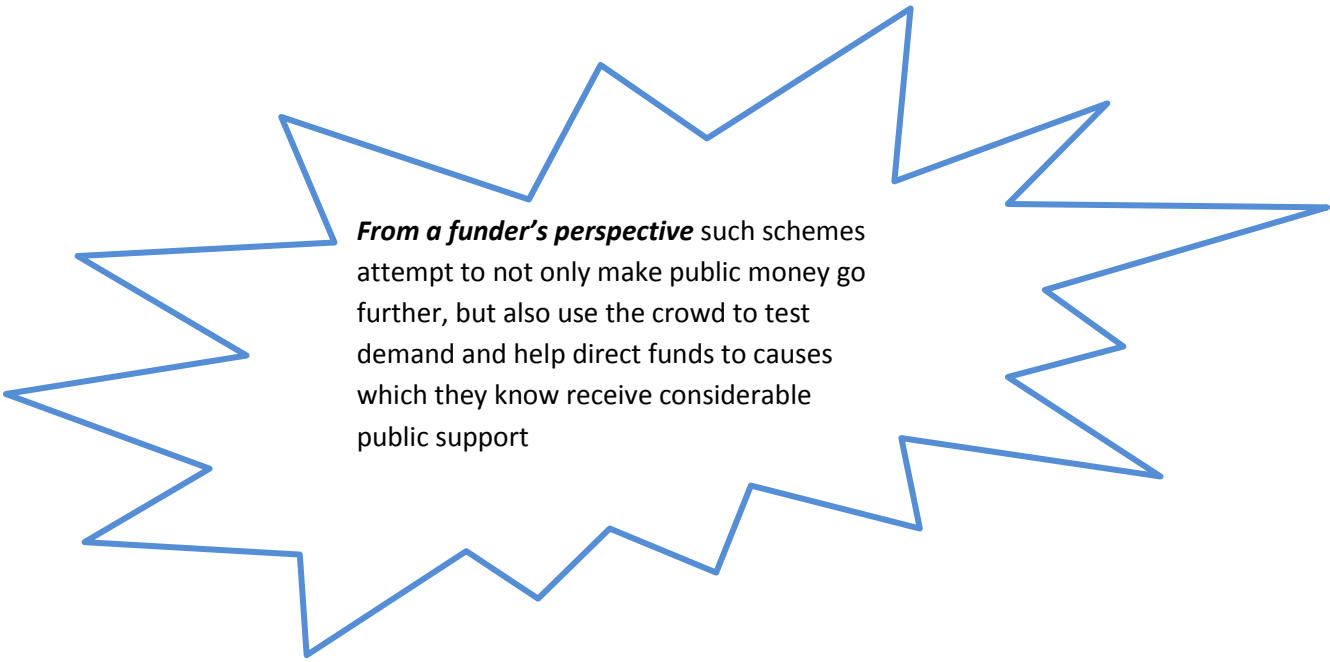
For larger organisations that want to raise funds for a large number of different projects simultaneously, there is also the option of setting up a crowdfunding platform dedicated just to their projects, or projects they are interested in supporting.

Cancer Research UK was one of the first organisations to explore this when they launched their MyProjects platform in 2008 (<http://myprojects.cancerresearchuk.org/>). This allowed donors to specify which cancer research projects they would like to support. Other successful attempts include Lendwithcare (<https://www.lendwithcare.org/>) which was setup by **CARE International UK** in 2012 to facilitate microfinance loans to entrepreneurs in developing countries. While creating and maintaining your own platform carries significant costs, and should only be considered by larger organisations, with a large portfolio of potential projects, having their own platform means that they do not have to pay another platform a percentage fee for the money they raise.

Involvement of institutional funders through match funding

While crowdfunding is first and foremost about involving the crowd in funding projects, institutional funders such as foundations and government bodies are also beginning to explore how they can use it to work with the crowd on identifying and funding promising projects through crowdfunding. This is typically done in match funding schemes where a part of the total funding for a project is provided by an institutional funder, if the campaign can raise the remaining amount from the crowd. Examples of funders experimenting with matched funds include **Crowdfund Plymouth** by Plymouth

City Council, (<http://www.crowdfunder.co.uk/campaign/crowdfund-plymouth/>), **The London Mayor's** crowdfunding programme (See: <https://www.london.gov.uk/what-we-do/regeneration/funding-opportunities/crowdfunding-pilot-programme>) and the culture and heritage match fund programme set up by **Arts Council England, the Heritage Lottery Fund, the Department for Culture Media and Sport and Nesta** (See: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509942/DCMS_The_Culture_White_Paper_1_.pdf).



From a funder's perspective such schemes attempt to not only make public money go further, but also use the crowd to test demand and help direct funds to causes which they know receive considerable public support

<http://www.nesta.org.uk/blog/matched-crowdfunding-new-ways-people-and-institutions-collaborate-funding-projects>