



# Crowdfund Portsmouth

## Proposal

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# Crowdfunder at a glance

# £260m

Total raised on platform from  
a crowd of more than 2m,  
unlocking tens of millions more  
from partners

## 43,000

'Projects' funded  
across the UK

## 250+

Projects  
added daily

## 25K+

Charities live  
on our platform

## £5.7m

+Extra funding  
live now

## 50

Active funders

## 2m

Supporters  
To date



# Supercharged giving for communities, charities, social enterprises, businesses and individuals



## Nectar Donate

Enable supporters to donate Nectar points to your charity



## +Extra Funding\*

+Extra funding may be available to help you raise more funds



## Fundraisers

Can be created towards both your projects and charity as a whole



## Regular Donations

Supporters can back you with a donation each month



## Donations

Accept donations on your projects from supporters



## Rewards

Offer a range of rewards for supporters to choose from



## Prize Draws

Raise money by offering something amazing in return



## Expert Support

We're on hand with advice to how best champion your cause

\* Extra and Live Match funding is dependent on eligibility criteria.

# All time summary

This summary shows the all time cumulative results of the programme from -

**34**  
Projects backed

**3,473**  
Supporters

**£61**  
Average crowd pledge

**£105,730**

Pledged by  
Crowdfund Portsmouth

31.3%




**£20,000**

Pledged by other  
Crowdfunder PARTNERS

5.9%

**£337,798**  
Raised by projects to  
support your community

62.8%

-  Crowd
-  Other partner funding
-  Crowdfund Portsmouth

**£212,068**

Pledged by  
THE CROWD

**£2.19**

**£1**

**NB:** This summary does not include the projects supported by the Solent LEP.

For every £1 pledged by Crowdfund Portsmouth projects received an additional £2.19

## An updated fund for the next two years

Over the last three years Crowdfund Portsmouth has made a strong start - we've seen a good range of projects from the arts projects for schools (Theatre Arts Starburst Performers - £2,120 with 27 supporters) to My Dog Sighs who taught us all that you can Crowdfund for a secret project if you have a following strong enough! (£54,737 with 734 supporters in 28 days).

We've also seen projects leverage the campaign and secure partner funding without a pledge from the council - the Pitt Street Skatepark secured a £10k pledge from Sport England.

We would of course very much like to continue the partnership and build on the foundations. We are confident that the CIL fund has made a good start and there is a pipeline of projects, but we also believe it's important to keep the awareness of the campaign up. That will depend on continued comms from the council team and the wider network such as Shaping Portsmouth and the Hive.

This proposal is for a two year extension to crowdfund Portsmouth and is presented as a discussion document in the expectation that we will hone the campaign and the proposal based on our learnings so far.

# Elements of the Crowdfunder approach



## Branded page

A branded page, sitting on a dedicated url, that will promote the match fund, host applications, live projects and content.



## Match Funding Distribution

Crowdfunder manages the applications process based on eligibility criteria.

Every project supported by the fund is backed by the wider Crowdfunder community amplifying the overall raise.

The online escrow account makes fund distribution easy and secure. Crowdfunder provides Due Diligence and Know Your Customer checks.



## Education and Skills

Crowdfunder provides a range of support to help projects succeed and build skills along the way:

Live webinars and drop in sessions

Online learning and guides

Knowledge Hub

Tailored email advice

Customer support team

Help centre

Live project dashboard



## Communications support

Crowdfunder provides marcomms support and resources to help you reach potential applicants for the Match Fund including

Launch announcement email to our database

Inclusion of the Fund in Crowdfunder's ongoing "Extra Funding" campaign.

"Extra Funding" assets for use on your social media channels.



## Powerful Data & Reporting

A dedicated dashboard brings together all data and reports on fund distribution and fundraising activity.

By bringing all data and reports into a single platform you can see where funds are being distributed, view and report on participation volume, funds raised, project success and impact delivered.



# Education & Skills - a different approach

## What support does Crowdfunder offer?

Crowdfunding can be daunting, we understand that, which is why Crowdfunder offers support to help projects succeed.



### **Live sessions**

Our team regularly host live and interactive sessions to share all the tips and know-how you need to be successful on Crowdfunder.



### **Drop in sessions**

We host weekly drop in sessions to give people a chance to ask their questions directly to one of the Crowdfunder team.



### **The Help Centre**

We run an online Help Centre to help answer FAQs in addition to our Support team who are on hand to help.





# Data and Reporting

Monitor progress, measure impact and share your success with the world

- Crowdfunder Connect makes sure you have all the information to make your campaign as success at your fingertips.
- Your dedicated dashboard brings together all your vital data and reports on fund distribution and fundraising activity.
- By bringing all your data and reports into a single platform we've made it a lot simpler to report on the positive impact your organisation is making in your community.
- Clearly see where funds are being distributed and which projects are resonating with your community.
- View and report on participation volume, funds raised, project success and impact delivered.





# The money bit

- Fees - £26,817+ VAT
- 2 year £49,452

**Project Fees** - Project owners will pay variable fees, based on the project and organisation type. Full details available here: <https://www.crowdfunder.co.uk/fees>

ITEM	Total annual cost
Platform (Design, Campaign page, Application form, Dashboard)	£1,391.51
Education	£2,297.10
Applicant Support	£3,675.36
Marketing	£7,485.52
Reporting	£2,672.59
Account Management & Helpdesk Support	£9,295.68



# Appendices

Some additional ideas:

- Benefits to Projects
- Benefits to Partners



# Benefits to our partners



## Stretches funds further

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As a partner we can guarantee that the crowd will amplify your funding, which may be further leveraged with other private and public partnerships.



## Targeting

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Funds can be promoted to a wide audience, projects filtered and then targeted effectively to those communities who most need the support or whose projects closely align with identified plans for an area and its people



## Lower cost

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Because of the nature of Crowdfunding and particularly the digital platform/technology, distribution costs can be much lower than traditional channels (due to speed and automation) without compromising on security or increasing risk



## Measurable social impact

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Beyond the pure cash support, Crowdfunding projects can deliver many Social Impact benefits, such as job creation, increased wellbeing, connectivity and inclusion, and building skills capacity in the community.

# Benefits to the projects



## Validation for their idea

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Groups gather feedback from real people on their idea, and gain confidence from the positive comments left by Pledgers.



## Awareness of their project

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Crowdfunding can be a powerful part of the marketing of a new enterprise.

It's an opportunity to test different ways of getting their message out.



## Advocates

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Rewards offered are a great way to create long term relationships with supporters, either through pre-sales or the opportunity to engage with the organisation.



## +Extra funding and skills

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Crowdfunding can support growth, along with creating a case for further investment.

Groups gain skills in using social media, fundraising, video making.