

# Village Groups Forum 12/12/2017

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# About Richmond CVS

- Supports the voluntary & community sector
  - Community Involvement
  - Strategic Lead for Children & Young People
  - Volunteering Service
  - Advice & Training Service

# What is crowdfunding?

- Online pledges
- Small donations
- From lots of donors (the crowd)
- Limited time span
- Donations/rewards based



# Some history.....



# What can crowdfunding support?

- Events & activities
- Capital projects & infrastructure
- Gardens, playgrounds & green spaces
- Campaigns & movements
- Equipment & tools
- People projects – health & social care

# Crowdfunding – some local examples

- Ballet Boyz ‘Dance Together’
- Aim: To support a 12 month programme to enable students at Strathmore school with additional needs to rehearse and put on a production with the Ballet Boyz
- Platform: Crowdfunder
- Examples of rewards: Acknowledgement, watch a dance class, DVD of production

## Dance Together

Target =£10,000

- Successfully raised £10,442
- From 158 supporters in 21 days
- Donation option chosen most frequently was £50



## Crowdfunding – some local examples

- FISH – Community Bus Appeal
- Aim: to buy new minibus so that older people in Barnes, Mortlake and East Sheen can continue to lead fulfilling, independent lives.
- Target: £30,000
- Platform: Just Giving (plus off-line options)
- Successfully raised £30,000

# Why crowdfund?

- Transparency
- Mobilising volunteers and in-kind donations
- Projects that wouldn't find funding elsewhere
- Diversify your funding
- New supporters for your cause
- Increased profile
- Speed of turn around

# Richmond Crowdfunding Challenge

- Aims to encourage crowdfunding locally
- A package of support provided by Richmond CVS & The Social Change Agency
- Applications open on the **8th of January 2018**
- Register interest by e-mailing [action@richmondcvvs.org.uk](mailto:action@richmondcvvs.org.uk)



the  
**social  
change  
agency**