

Crowdfund Barking and Dagenham

Guide to extra funding

Crowdfund Barking and Dagenham: Guide to matchfunding

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About

Crowdfund Barking and Dagenham is an innovative partnership between Crowdfunder, the UK's largest crowdfunding website, and the London Borough of Barking and Dagenham.

The aim of the partnership is twofold.

Firstly, to facilitate and support donations and rewards-based crowdfunding projects, helping local small businesses, social enterprises, community groups, and charities to access alternative finance to deliver ideas and projects that will benefit the community.

Secondly, to reintroduce a £120,000 small grants programme so that the council can support local crowdfunding projects which align with our strategic objectives by awarding matchfunding.

This guide explains about our matchfunding pot, the eligibility criteria for receiving funding from us, how to make an application for matchfunding, and the process for doing so.

Please read this document carefully before launching a crowdfunding campaign and filling in the online application form. We have very clear criteria as to what we can and can't fund.

If you have an idea that you would like to develop or test with us before launching your crowdfunding project or applying for matchfunding then please get in touch and we can give support and advice. Additional coaching and support is available directly from Crowdfunder to help you crowdfund successfully.

We wish you success and look forwards to supporting your ideas and initiatives.

Contact:

Community Enterprise Team, Barking Town Hall, IG11 7LU

E-mail: crowdfunding@lbbd.gov.uk

How much money is available

We have established a matchfunding pot of £120,000 to support local crowdfunding projects. We are aiming to distribute all the fund between 01 April 2017 to 01 April 2018. Matchfunding awards will be made throughout the year for as long as funds remain available.

The maximum matchfunding amount we will award to any single project is up to £10,000, or 50% of the total project value, whichever is the lesser. You can raise as much as funds as you need for your project, anything over our maximum award value will need to be raised by the crowd.

Who can access matchfunding

Matchfunding is available to community and voluntary organisations, not-for-profit companies, registered charities, and constituted organisations operating in Barking and Dagenham.

To apply you must have:

- A written governing document properly approved and accepted by the management committee/board of trustees
- At least three unrelated people on the board of directors, of Trustees, or governing body, and the majority of members must be unpaid
- A bank account that requires at least two people who are not related to each other to sign each cheque or withdrawal

As part of the application process, and to confirm your eligibility to receive public money, you will be required to submit¹:

- Constitution or governing document
- Equalities and Diversity policy and procedures
- Public Liability Insurance
- Accounting or financial information to prove solvency

Where this information cannot be supplied you will need to provide a written statement of the reasons.

¹ All documents should be scans or copies, not originals.

Eligibility criteria

To receive matchfunding from us your project must:

- be local to the borough and benefit people who live or work in the borough
- be inclusive and accessible to everyone and have regard to equalities and diversity
- have strong local support shown through a vibrant crowdfunding campaign.

Further to those basic requirements, we will be using the matchfunding pot to support projects which relate to our strategic priorities.

You will improve your chances of being awarded matchfunding if your application can demonstrate how it will deliver outcomes in these areas:

- help residents into employment, or closer to employment, or brings economic benefit to the borough
- improve the health and wellbeing of residents
- build cohesion in the community or encourages civic pride
- create volunteering opportunities for local people
- improve equality and inclusion for groups with protected characteristics²

We reserve the right to amend these criteria at any time.

How to apply

To apply for matchfunding you will need to upload detail of your project to Crowdfunder. Once your project is verified you will have the opportunity to make an application online through Crowdfunder's website. In the application form we will require you to tell us:

- the aims and objectives for the project and why it is needed
- the outcomes to be achieved
- the impact on the target group(s)
- how the impact will be achieved and measured.

As part of the application you will be asked to provide a high-level project plan setting out activities, costs, deliverables, and milestones. This is to help us understand how

² As defined in the Equality Act 2010.

matchfunding monies will be spent, help us to decide whether to award matchfunding, and it will be used as a reference point for evaluating project delivery.³

You may also be required to submit the following documents specific to your project:

- Health and safety policy
- Volunteers' policy
- Child protection and/or vulnerable adults safeguarding policy
- Statement evidencing that all staff and practitioners are DBS checked to the required standards for the project being undertaken
- Risk Assessment
- Equality and diversity Policy

We may follow up your application with additional questions or queries in advance of making a decision.

Assessment of application

We have established a Matchfunding Panel to ensure fair decision-making and application of our eligibility criteria.

The assessment of applications will be carried out in two stages:

Stage 1: Checks

We will review your application form and supporting documents for completeness. If we receive an incomplete application this will be returned to you. You will be given 10 working days to send us the missing information. After this time your application will be rejected.

Stage 2: Panel Assessment

Our Matchfunding Panel will be given your application and will assess it against the eligibility criteria. The Panel will then convene to reach a final decision to award matchfunding and to decide the value of pledge.

³ If at any point during planning or delivery there is a major change in your project plan or change to delivery milestones please notify us.

Awarding funds

If your application is successful we will issue a conditional offer letter. The offer will, as a minimum be subject to checking of the any supporting documents you have been asked to provide.⁴

If everything meets our requirements we will confirm the offer with the issue of a Conditions of Grant Aid. This will set out the terms and conditions and service specification for which funding has been awarded.

If your project is awarded matchfunding then delivery of the project must be underway and our funding element spent within one year of the date of the award letter.

Releasing funds

The release of matchfunds is subject to the crowdfunding target being reached. You will receive your funds in two parts:

1. Monies raised from the crowd will be transferred to your nominated account shortly after you hit your funding target.
2. Matchfunding will be paid upon completion of your successful crowdfund and once all due diligence checks are complete.

All monies are transferred using MangoPay, a secure end-to-end payment technology. MangoPay has the highest levels of payment security and is fully compliant with anti-money laundering and anti-terrorism law.⁵

Monitoring the funds

If we matchfund your project you will need to complete an end of project report to confirm how the funds were spent and what you achieved.

We reserve the right to request invoices or receipts to evidence that matchfunding has been spent for the purposes intended. For the same reason, we reserve the right to audit project delivery.⁶

⁴ If the information is not satisfactory we may withdraw the offer and will write telling you the reasons why. You will be free to submit a new application which will be assessed on its merits and in competition with any other applications.

⁵ Anyone that uses MangoPay is required to prove their identity and legal status before any funds can be transferred.

⁶ Legal action may be taken if you do not comply or co-operate with these activities or the council is not satisfied that public money has been used for the purposes that it was awarded.

Unsuccessful applications

If your application is not successful we will write to you telling you the reasons why. Please consider the feedback carefully before deciding whether to apply again. Since we seldom have enough funds to support all the applications we would like to, if you send us the same application again it is likely to be unsuccessful. We suggest you only apply again for the same project if you can make a much stronger case.

There is no appeals process for unsuccessful applications, though you can make a complaint via the council's formal [complaints procedure](#) if you think we have not followed our process.

Exclusions

Matchfunding is the giving of public money so it is important that it is used appropriately. Therefore, it cannot be used to:

- replace any previous funding programmes
- fill any gaps left by the withdrawal of other grant giving programmes
- support existing activities and repeat or regular events, including those we have funded before.

Matchfunding will not support projects or activities that cannot evidence how they will meet the identified needs of the beneficiaries.

Furthermore, matchfunding cannot be used to fund:

- more than 10% of the capital costs of the total value of the project purchase of land, building/refurbishment or building projects
- projects which are purely research
- costs of ongoing staff who are not working directly on the project – including salaries of permanent or fixed term staff.
- costs incurred in putting the application together
- core costs of the organisation – (utility bills; rent; management costs etc.) which are not directly related to the project activity
- contingency costs e.g. funds to provide a source of income or for fundraising activities

- political or religious⁷ activities
- projects that take place outside of Barking and Dagenham
- repairs and maintenance to buildings or equipment
- vehicles – maintenance or usage
- VAT that you can recover
- loans or interest payments
- purchase of alcohol or illegal substances

This list is not exhaustive. You should contact us if you are unclear whether your project, or elements of your project, would breach these rules.

Data Protection and Freedom of Information

As a public organisation we must follow the Data Protection Act 1998 and the Freedom of Information Act 2000. By submitting your application you agree that we can use the information it contains, and other information we hold about your project, for the following purposes:

- making decisions to award matchfunding to your project
- responding to Freedom of Information requests
- data analysis and statistical research
- sharing with individuals or organisations involved in crowdfunding
- communications activity to publicise your project, assist with fundraising, or promote crowdfunding and matchfunding locally

⁷

This does not preclude religious organisations applying for matchfunding, however applications will need to demonstrate inclusivity, and that the majority of beneficiaries are from the wider community.

Fees and charges

In return for hosting your project Crowdfunder takes a small commission fee on the total monies raised. The table below sets out the fees and charges. More information can be found in the FAQ at www.crowdfunder.co.uk.

Fees for Project Backer	Crowdfunder fees <ul style="list-style-type: none">To be met/paid for by Project Owner	Payment processing fees <ul style="list-style-type: none">Payment processing fees to be met/paid for by the Project OwnerPayment option for receiving monies is chosen by the Project Owner
None. All fees are paid by the Project Owner. Backers pledging on projects are only charged the amount they have pledged when the project closes successfully. There are two possible payment options available to backers - credit/debit card and PayPal.	5% + VAT (VAT is 20% on the fees, so the overall fee is 6%) - charged on each pledge once your project closes successfully. The fees are taken by the time the funds arrive in the Project Owner's payment provider accounts.	PayPal: 3.4% + 20p fee on each pledge - charged when pledge payments arrive in your PayPal account.
		GoCardless: 0.5% on each pledge - charged when pledge payments arrive in your Stripe account.
		Stripe: 1.4% + 20p on each UK pledge, and 2.9% + 20p on each non-UK pledge - charged when pledge payments arrive in your Stripe account.

You will be liable for paying all fees and charges connected with your crowdfunding project. We recommend that you absorb these fees into the overall fundraise by setting a higher target. This ensures that the final monies received are sufficient to deliver the project.