



CROWDFUND
STAFFORDSHIRE

Funding guidance

Children and Families Fund



Crowdfunder



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County Council



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Funding support for local crowdfunding projects: A guide for project leads

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1. Applying for Funding

To apply for funding from the Council you must have a project uploaded and verified on our crowdfunding platform. You will not be able to proceed with a funding application otherwise. The funding application form is hosted on our crowdfunding platform and must be submitted through the platform. The application form requires the project lead to outline the nature of the project, how it meets our funding criteria, the project plan (including costs), and information about the applying organisation or group. For due diligence purposes you may also be required to submit some further supporting information. By submitting a funding application you will be confirming that you accept the Council's funding conditions as set out in this guide at the time of application. Organisations not accepting these at the time of applying will not be eligible for funding support.

2. Eligibility for Funding

The Council is only able to fund projects that will be delivered by constituted not-for-profit organisations. This includes community groups, social enterprises, residents associations or traders associations, local charities, schools, and neighbourhood forums. As part of the application process you will be asked to provide evidence that your organisation is eligible to receive public money (see section 8 Due Diligence for further info).

3. Criteria for Funding

To be considered for funding from the Council the project will need to meet some simple criteria.

Essential criteria

- Be located and active within the county of Staffordshire and benefit children and / or families who live or work in Staffordshire [1]
- Support families to resolve issues that matter to them without the need for support from SCC
- Support vulnerable children and families to be more resilient without the need for support from SCC
- Enable families to get help at the earliest possible stage through community led support
- Improves, or maintains, mental health, physical health or general wellbeing
- Be inclusive and accessible to everyone
- The project must have strong local support [2] (more detail in section 4 and 6).

[1] Applications should be able to demonstrate that 80% of beneficiaries of the project are Staffordshire residents. In addition, particular geographical areas are important to Staffordshire County Council and we would like to target funding towards them, so projects working in these areas could be scored more highly in the appraisal. For more information on the areas, please see Appendix 1 at the end of this document.

[2] The trigger point for being able to submit a funding application will be once a project reaches 25% of its fundraising target from the crowd. County Council pledges will not be made until a project has reached 50% of its fundraising target from the crowd.

Desirable criteria

- Helps residents into employment or training, and brings economic benefit to the county.
- Improves access to social, cultural and leisure facilities
- Builds cohesion in the community and encourages civic pride.
- Supports improved access to primary care services
- Creates volunteering opportunities for local people

On your funding application form you will be asked to write a statement about how your project makes a contribution towards the Council's criteria. Please be familiar with the criteria and pitch your project accordingly. Demonstrating how you also reach desirable criteria will improve your chances of being awarded funding.

The Council will not award funding for the following thing:

- Projects run for the benefit of an individual person
- Healthcare and treatment services
- Formal education
- Individually prescribed, targeted and specialist exercise and weight management programmes
- Any ongoing running costs of existing activity e.g. insurance, fees, rent, transport
- Any predominantly religious activity
- Any political activity
- Expenditure previously incurred or committed
- A statutory responsibility or services generally resourced from/by other statutory organisations
- Projects for the benefit of residents predominantly from outside Staffordshire
- Any activity that discriminates on the basis of race, religion, gender, nationality, disability, age or sexual orientation
- Activity to make a profit for shareholders

If you feel you have a project that may achieve the outcomes required but are concerned by the restrictions above please contact Amanda Dawson-Blower amanda.dawson-blower@staffordshire.gov.uk at Staffordshire County Council for an initial discussion ahead of making the application.

4. Funding amounts

You can raise as much money as you need for your project but there is a limit to how much we will contribute through funding. The Council will fund projects up to a maximum of 33% of the total project value but not exceeding £5,000. The project will need to raise the remaining percentage from the crowd. The Council will be able to see how successful your project has been in raising additional funding from the crowd and will use this as our measure of your project having strong local support.

Total Project value less than £6,000	Total Project value more than £6,000
<p data-bbox="310 716 669 842">15% - Good projects 25% - Very Good projects 33% - Excellent projects</p> <p data-bbox="269 890 709 926">Maximum contribution £2,000</p>	<p data-bbox="953 716 1312 842">15% - Good projects 20% - Very Good projects 25% - Excellent projects</p> <p data-bbox="912 890 1352 926">Maximum contribution £5,000</p>

When uploading your project to Crowdfund Staffordshire you must select the “All or Nothing” option. Funding, if awarded, will only be released if the project meets its fundraising target from the crowd.

Crowdfunder Limited retains 6% (including VAT) from all successful funds so please account for this when calculating your crowdfunding total.

Your costs, and therefore your budget, should also be an accurate reflection of the money required to deliver the project. This means you need to have included VAT for any work or goods quoted by a supplier.

5. Assessment of application

Your funding application will be presented to the Council's funding Panel who will review your application and supporting information and decide how well the project meets the criteria set out in section 3.

You will not be contacted to explain why your funding application was unsuccessful. If we are not funding your project then it will need to be fully funded by pledges/donations from the crowd.

The decision of the funding Panel is final. There is no provision to appeal.

6. Award of funding

If your project meets the criteria and is awarded funding then the Council will make a funding pledge of up to 33% of the total project value, but not exceeding £5,000, on Crowdfund Staffordshire. You must then continue to fundraise until your target is reached. If the target is not reached then you will not be able to receive funding.

When creating your project you must select the "all or nothing" option. Funding will not be made against projects that have been set up as "keep what you raise".

7. Project delivery

If your project is awarded funding and it has met its crowdfunding target then you can begin to start to deliver the project. Pledges from the crowd and the Council will be released for you to use by Crowdfunder Limited.

Your project must be underway, and our funding element spent by 31st March 2018 unless otherwise agreed by us in writing.

8. Due diligence

Before awarding funding we will confirm your eligibility to receive public money and may request that you provide us with information about your organisation, including:

- Governance
- Financial policies or any relevant regulations
- Accounting or financial monitoring for the last 2 years
- Insurance (as appropriate and relevant to the delivery of the project)

Where this information cannot be supplied the project lead will need to provide a written statement of the reasons. All documents should be scans or copies, not originals.

This process is distinct from the verification that is undertaken by Crowdfunder Limited to validate the project at the launch stage.

9. Project plan

To award funding we require to understand how your project will be delivered and to know how funding monies will be spent³. For this reason you are asked to provide a high-level project plan setting out activities, costs, deliverables and milestones.

The plan will be used to hold you to account for delivery of the project and it will be used as a reference for evaluating the project after completion

10. Release of funds

The release of funds is subject to the crowdfunding target being reached. Funding pledges are released using MangoPay. To receive pledged monies project leads are required to set up an account so that funds can be transferred from the Council's secure e-wallet.

11. Project evaluation

Once the project has been delivered the project lead will be required to report on progress and carry out a simple evaluation of the project's outcomes. This is to highlight the benefits the project has delivered and to assure the Council that funding was used for achieving the objectives outlined in the application.

12. Project evaluation

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

- Making decisions to award funding to your project
- Data analysis and statistical research
- Sharing with individuals or organisations involved in our crowdfunding campaigns
- Communications activity to publicise your project or assist with fundraising

[3] Please note that the Council reserves the right to request invoices or receipts to evidence that funding has been spent for the purposes intended. For the same reason, the Council reserves the right to audit project delivery. Legal action may be taken if you do not comply or cooperate with these activities or the Council is not satisfied that public money has been used for the purposes that it was awarded.

Crowdfund Staffordshire

Children & Families Fund

Appendix 1: Priority Geographic Areas

We want to target our funding at certain areas in particular. Projects which don't intend to operate in these areas could still receive match funding through the Children and Families Fund, but projects looking to work in these areas will be scored more highly as part of appraising each bid. In addition, we are working on 'place based' pilots, one within each of the districts and boroughs mentioned below – projects in these specific areas will again be scored more highly.

Cannock Chase:

Cannock East
Cannock North
Cannock South
Hednesford North

East Staffordshire

Anglesey
Eton Park
Heath
Horninglow
Shobnall
Stapenhill
Winshill

Lichfield

North Lichfield
Chasetown (place based pilot area)

Newcastle

Butt Lane
Chesterton
Cross Heath
Holditch
Kidsgrove
Knutton & Silverdale

South Staffs

Place based pilot in development

Stafford

Highfields and Western Downs
Tillington

Staffs Moorlands

Biddulph East
Cheadle
Leek North

Tamworth

Amington

Belgrave

Bolehall

Glascote (place based pilot area)

Mercian

Stonydelph

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Subsequent versions will be produced as more district place-based pilots are launched, to give detail on their locations.