

Local Action Poverty Fund Eligibility and Pledge Criteria

Projects will be raising funds to undertake charitable work that:

- Provides practical solutions to support people on low incomes
- Addresses local problems in creative ways
- Are led by the communities that will benefit from the work

Some examples include: a community scheme for lending tools/resources; a peer-to-peer bereavement scheme for young people; training schemes for young people to refurbish unwanted bicycles sold cheaply to low-income workers to get to work.

Eligible organisations must be:

- Located and working in outer London*
- Undertaking charitable work to tackle poverty and inequality.
- Actively involving people in their communities in the delivery of their work.
- Having annual income of under £100,000.

*There is a particular focus on the following outer London boroughs: Barnet, Croydon, Enfield, Greenwich, Havering, Hillingdon, Hounslow, Merton, Redbridge and Waltham Forest.

However, the fund will also consider applications from organisations in: Barking & Dagenham, Bexley, Brent, Bromley, Ealing, Harrow, Kingston, Richmond, Sutton.

Exclusions

The fund will not support applications:

- Which do not benefit Londoners.
- From individuals, or which are for the benefit of one individual.
- From organisations without a trustee board/management committee with a minimum 3 unrelated people.
- For mainstream educational activity including schools.
- For the promotion of religion.
- From organisations seeking to distribute grants on our behalf.
- For work that has already happened.
- For general appeals.
- For large capital appeals (including buildings and minibuses).
- From for profit organisations.

The fund is unlikely to support applications:

- Where organisations are in serious financial deficit.
- From large national charities which enjoy widespread support.

Pledge Criteria

Approved projects will be offered match funding of up to 50% towards the initial crowdfunding target, up to a maximum of £10,000.

This offer will be valid for 4 weeks after the date of notification, if the crowdfunding campaign does not go live within 4 weeks of notification the offer will be rescinded, however the group can apply again.

Following approval for funding, any changes to the campaign target, or any significant changes to rewards or other page content must be agreed with Crowdfunder.

Pledge Conditions

To receive a pledge, projects must do three things:

- Raise at least 25% of the initial target,
- Raise this from a minimum of 25 Unique Supporters. To verify whether Supporters are unique we will take account of information including, but not limited to name, address, email addresses and payment card used.
- Reach 100% of the crowdfund target (with TFL pledge included) or the TFL pledge will be cancelled.

If either of these conditions are not met, the pledge will be withheld until they have been met.

Trust for London and Crowdfunder reserve the right to vary these pledge criteria; projects will be notified if their pledge criteria will vary from the stated terms above.

Additional requirements

Applicants will be ineligible for funding from Trust for London if Trust for London or Crowdfunder is not satisfied that all the Supporter pledges on your project are genuine pledges.

Where projects or pledges are identified as fraudulent, potentially fraudulent, or demonstrative of manipulating the pledging on a project in order to obtain match funding, this is taken very seriously. Where appropriate, the police or other relevant authorities will be informed. In addition:

- Your application for funding will be refused and any existing commitment for funding will be withdrawn.
- Your Crowdfunding project may be cancelled, and you will be ineligible for future applications or projects.
- Action will be taken to recover funding which has been paid out.

All funded projects are required to agree to the [Grant Conditions](#).

You should download and retain a copy of this document and the [Grant Conditions](#).