

Power to Change Community Business Crowdmatch

Eligibility and Pledge Criteria

Introduction

Community businesses may look like any other business on the outside, but at their heart lie a dedicated group of local people working hard to make a difference to their areas.

Power to Change has teamed up with Crowdfunder to launch Community Business Crowdmatch.

By incentivising and maximising crowdfunding campaigns the programme will help community businesses respond to the Covid-19 crisis. Whether it's for launching new ideas to help your neighbourhood, help meet increased demand, save a community space or help bridge a funding gap, Community Business Crowdmatch will match-fund what you raise from the crowd.

Plus, crowdfunding will also help increase your profile and gain more supporters!

This programme is aimed at emerging, new community businesses, and existing community businesses to test new ideas or implement new services.

Power to Change will match-fund up to 50% of your target, to a maximum of £10,000, as long as you can raise the rest through crowdfunding.

Through this fund Power to Change are particularly keen to support new and existing projects in more deprived areas of the country, and to work with Black, Asian and ethnically diverse individuals and community business leaders across England.

There's plenty of expert support and advice available to get you started on your crowdfunding plans from Crowdfunder and our sector experts.

Eligibility Criteria

Community Business Crowdmatch is looking to support new start up community businesses, and established community businesses that are providing services or activities to help local people experiencing disproportionate challenge and difficulty as a result of the COVID-19 crisis.

Eligible organisations:

1. Must demonstrate they are (or will be) a community business which has the following features
 - a. [Locally rooted](#)
 - b. [Accountable to the local community](#)
 - c. [Trading for benefit of local community](#)
 - d. [Broad community impact](#)

2. Will have at least 3 unrelated local individuals on the management committee/board of trustees and a bank account in the name of your organisation which requires at least 2 signatories. This programme is not for individuals wanting to set up their own business. We cannot make grant awards to unincorporated organisations. Please get in touch if you need support with incorporation.

3. Must demonstrate that the community business has [charitable purposes](#) at the heart of what it does. Charitable purposes can include:
 - the prevention or relief of poverty;
 - the advancement of education;
 - the advancement of health or the saving of lives;
 - the advancement of citizenship or community development;
 - the advancement of the arts, culture, heritage or science;
 - the advancement of environmental protection or improvement;
 - the relief of those in need because of youth, age, ill-health, disability, financial hardship or other disadvantage;
 - the relief of unemployment;
 - the promotion of urban and rural regeneration;
 - the promotion of social inclusion.

4. Must demonstrate that the project is for public benefit. This means that your community business will create benefits ideally for the whole community, including people who are experiencing disadvantage. If your project is only going to benefit a few people in your community or will only provide benefits to people who aren't experiencing disadvantage, we may not be able to fund your project.

5. Must demonstrate that the community business has at least one of the following impacts on the community:
 - a. Reduce social isolation
 - b. Improve health and wellbeing
 - c. Increase employability
 - d. Create better access to basic services
 - e. Improve local environment

- f. Enable greater community cohesion
- g. Foster greater community pride and empowerment

In considering applications Power to Change will give priority to projects that are in the most deprived communities to ensure that our match funding reaches those most in need. This will be organisations that do one or both of the following:

1. Work in areas experiencing social and economic deprivation, including rural communities
2. Work with one or more of the following groups as a main focus:
 - i. disabled people,
 - ii. lower socio-economic groups,
 - iii. Black, Asian and ethnically diverse individuals, or organisations led by such individuals.

Pledge Criteria

Approved organisations will be offered match funding of up to 50% towards their 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 organisation does not launch their crowdfunding campaign within 4 weeks of notification the offer will be rescinded.

To receive a pledge, organisations will need to do two things (the 'pledge conditions'):

1. raise at least 25% of the initial target,
2. raise this from a minimum number of unique backers.

The minimum number of unique backers needed varies based on the crowdfunding target as below:

- 25 unique backers if the target is up to £5,000
- 50 unique backers if the target is between £5,001 and £10,000
- 75 unique backers if the target is between £10,001 and £15,000
- 100 unique backers if the target is between £15,001 and £20,000

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

If these two conditions are met, Power to Change will pledge up to 50% of the target (unless your target is over £20,000, or you have been notified differently). Organisations must then go on to raise at least 100% of the funding target to receive the Power to Change funds.

If the project fails to reach 100% of its target the Power to Change pledge will be cancelled. The Project owner will be encouraged to review what went wrong and, if appropriate, to attempt to crowdfund again.

Power to Change reserves the right to vary these pledge criteria and to revise or rescind their pledge. Projects will be notified if their pledge criteria will vary from the stated terms above.

Funded projects will be required to agree to the Community Business Crowdmatch Terms & Conditions.