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## Crowdfund Lambeth - Guidance notes and Criteria

### **Supporting local crowdfunding community projects**

Lambeth Council, Crowdfunder, groups and organisations across the borough want to work together to help turn their ideas into reality making Lambeth a unique place to live, work, learn and do business.

We want to support new community projects and initiatives in the borough contributing to one or more of our new Borough Plan [Lambeth 2030 Outcomes](#) which are made up of our 3 ambitions and The Lambeth Golden Thread. We will not provide funding support to projects already in existence.

### **Applying for match-funding**

To apply for match-funding from the Council you must have a crowdfund campaign uploaded and verified on our crowdfunding platform (Crowdfund Lambeth). You will not be able to proceed with a match-funding application otherwise.

The match-funding application form is hosted on the Crowdfund Lambeth platform and must be submitted through this.

The application form requires the project lead to outline the nature of the project, how it meets our match-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.

### **Eligibility for match-funding**

This fund will be available in all [Lambeth wards](#). You will be asked to identify which ward you are in.

The Council is only able to match-fund projects that are being delivered by constituted organisations. This includes community groups, social enterprises, residents 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. We may request that you provide us with additional information about your organisation.

Where this information has been requested but cannot be supplied the project lead will need to provide a written statement of the reasons for this.

## **What will we fund?**

Campaigns launching as part of Crowdfund Lambeth may be eligible for a contribution from the Council of up to 50% of the total project target. The total possible contribution from the Council per project will not exceed £5,000. Organisations must raise the initial 25% of their crowdfunding target in pledges from the crowd (minimum of 25 unique supporters) before they will be considered eligible for council funding. Match-funding, if awarded, will only be released if the crowdfunding project goes onto meet its initial target.

Your costs, and therefore your budget, should 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.

## **Criteria for match-funding**

Lambeth Council may pledge up to 50% of your initial target. The Council will assess each project against our eligibility and funding criteria. For those projects that best meet our criteria and demonstrate the strongest likelihood of becoming self-sustaining, Lambeth Council may pledge up to 50% of your initial target to a maximum pledge of £5,000 (whichever is lesser).

To be eligible for a pledge from Lambeth Council, projects must meet the essential criteria below:

- The project must provide a benefit to residents, businesses or communities in the specific ward/s
- The group must be a properly constituted community organisation, charity or social enterprise that has the appropriate governance and policy documents and a management committee in place and a bank account in the name of the organisation with a minimum of two cheque signatories
- All applicants must be aged 18 years or over at the time of submitting the application

The project must contribute to one or more of our new Borough Plan Lambeth 2030 Outcomes which are made up of our 3 ambitions and The Lambeth Golden Thread:

- **Making Lambeth Neighbourhoods Fit for the Future;** By 2030, Lambeth will be a clean, vibrant and climate resilient
- **Making Lambeth one of the Safest Boroughs in London;** By 2030, Lambeth will be one of the safest boroughs in London, where everyone feels safe and secure – in all places
- **Making Lambeth A Place We Can All Call Home;** By 2030, Lambeth will be a lifelong borough, with the best conditions to grow up and age well, where everyone can contribute to an inclusive economy, and have a place to call home
- **The Lambeth Golden Thread: a borough of equity and justice;** By 2030, Lambeth will be a fair and equitable borough, which seeks and delivers justice through all that we do

The project must also demonstrate that it has strong local support shown through a vibrant crowdfunding campaign.

On your match-funding application form you will be asked to write a statement about how your project meets the criteria. Please be familiar with the criteria and pitch your project accordingly.

## What we will not fund

- Individuals – If you are an individual with an idea you could link up with a local organisation
- Activities that promote political views or religious beliefs
- Statutory organisations
- Spending that has already taken place
- Projects already fully funded by other Lambeth Council sources.

Projects that aren't eligible are still encouraged to crowdfund their ideas and make them happen. Contact us to see what support we can offer you.

We will not award match-funding for 'business as usual' costs – i.e. the costs of running your organisation.

## Fund Application

Your match-funding application once received will be assessed by officers from the Council who will review your application and supporting information and decide if your project meets the criteria set. If there are more applications which meet the eligibility criteria than funds available, then local councillors in each of the wards will meet and decide which of the projects should be awarded a pledge of Council funds.

You will be contacted with a decision on your application. If we are not match-funding your project, then it will need to be fully funded by pledges/donations from the crowd.

The decision of the match-funding assessors is final. There is no provision to appeal.

If your fund meets the criteria and is awarded match-funding, then you will be contacted to confirm the amount. We will then update your project to include our pledge. 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 match-funding.

## **Project Delivery**

If your project is awarded match-funding and it has met its crowdfunding target then you can begin to start to deliver the project.

Pledges from the crowd will be released for you to use by Crowdfunder UK using Stripe. Match-funds from the Council will follow later (see below for further info about releasing match-funds).

All documents should be scans or copies, not originals.

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

## **Release of funds**

The release of match-funds is subject to the crowd-funding target being reached.

Match-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.

You must draw down your Funding through Crowdfunder within 3 months of the successful completion of your crowdfunding campaign. Any Funding not drawn down after 3 months will be deemed unspent and returned to Lambeth council.

## **Project evaluation**

Once any match-funded project has been delivered we will require the project lead to provide an update 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 match-funding was used to achieve the objectives outlined in the application. It is also a useful way of recording any additional outcomes that the project has achieved. This can be submitted on the Crowdfunder page and should be submitted no later than 3 months after your project has closed.

## **Data protection and freedom of information**

As a public organisation we have to follow the Data Protection Act 1998 and the Freedom of Information Act 2000.

By signing 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 match-funding to your project
- Data analysis and statistical research
- Sharing with individuals or organisations involved in our crowdfunding
- Communications activity to public