

Crowdfund Sovereign Guidance Notes 2020/21

What makes us Sovereign

Sovereign Housing are a leading housing association, striving to provide quality, affordable homes in happy, successful places.

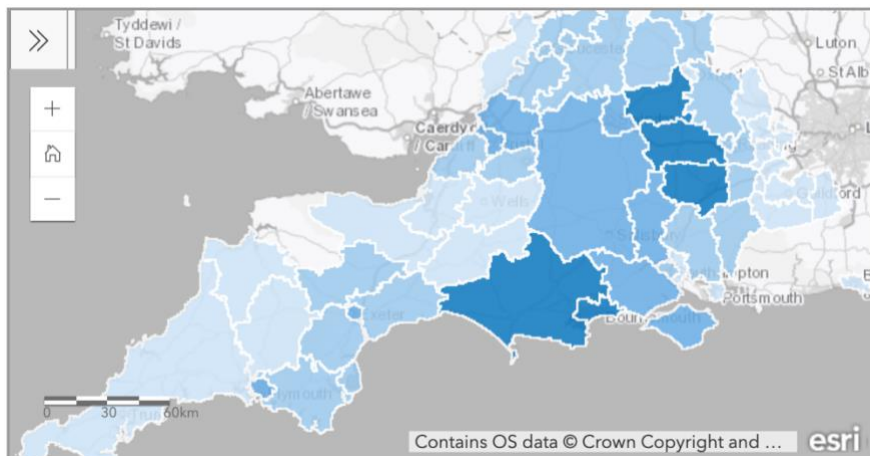
We have deep roots in the south of England, with almost 60,000 homes focused in a core area covering Berkshire, Hampshire, Oxfordshire, Gloucestershire, Dorset, Devon, Wiltshire, the West of England and the Isle of Wight.

We're driven by our social purpose, with residents at the heart of everything we do. We build homes and provide great services, but our work doesn't stop at the front door – we invest for the long-term, creating great places to live, working with residents and partners to support them in realising their potential. [Read more about who we are.](#)

Where we have homes

We provide homes across the south and south west of England and the Isle of Wight. While our registered office is in Basingstoke, Hampshire we have a network of regional offices throughout our operating area in order to provide a quality and local service to residents.

Explore [our interactive map](#) which shows our properties by tenure, across local authorities.



Introduction

Sovereign Housing recognises the important role that community & voluntary organisations have in delivering key services to our communities. Sovereign's Thriving Communities fund is aimed at supporting, not-for-profit groups and organisations that can clearly demonstrate how their services and projects help deliver cohesive, sustainable, resilient communities.

The Fund

Sovereign Housing Association is putting £150k funding for communities hoping to 'build back better' into a new Crowdfunder fund. This second round of investment is being launched by Sovereign via the online platform Crowdfunder UK after a first pot of £50k leveraged an incredible £190k from other donors.

The housing association recently launched its new five-year 'Thriving Communities Strategy' which focuses on place-based development, allowing Sovereign communities to direct their own projects to create great places and spaces. The plan encompasses three themes Money & Digital, Communities and Training & Education.

Michelle Smith, Head of Communities, said: "Crowdfunder is a fantastic platform for fundraising as it allows people to actively show their passion for projects that really mean something to them. Whatever they put into Crowdfunder we'll match, up to £10,000. We are committed to empowering communities to support them in becoming more resilient and taking control of their long-term goals."

Through 'Thriving Communities', Sovereign would like to support as many and organisations as possible whose services will benefit Sovereign residents through themes outlined below.

In order to apply, your crowdfund campaign must be live on the Crowdfunder UK platform. Once you have achieved 25% of your crowdfund target, Sovereign will consider pledging up to 50% of your crowdfund target, to a maximum of £10,000. If you are successful, you will be required to go through Crowdfunder UK's verification process, where you will be required to provide identification and follow the authentication process.

Eligibility

Sovereign wishes to support projects run by not-for-profit organisations, that develop projects benefitting Sovereign communities through one or more of the themes highlighted below. Sovereign's decision with regards to making a pledge is discretionary.

Criteria

- Must be located within 3 miles of a Sovereign Housing development and benefit Sovereign communities/residents
- All applicants must comply with the relevant permissions/licensing/insurance/documentation (constitution)/policies
- Every not for profit group/ organisation should have a constitution which includes a formal decision-making process
- Applicants must reach 25% of the fundraising target in order to qualify for Sovereign match-funding
- Projects must be able to demonstrate how the work helps achieve the priority outcomes Sovereign priorities and themes as follows:
 1. **Health and well-being:** co-created projects that improved health, quality of life and reduced health inequalities.
 2. **Education:** reduce inequalities; provide opportunities for education for life increasing skills and creativity.
 3. **Social inclusion:** intergenerational work, improve economic wellbeing.
 4. **Co-creation and building partnerships:** Resident led projects that bring together service providers and residents.

5. **Sustainable communities:** Promoting a sense of community through projects that are well connected, well served and inclusive.
6. **Community cohesion:** Projects that enable communities to grow in harmony, increasing the sense of connection and safety to the area they live in.
7. **Climate change:** support environmental sustainability or address climate change and involves local residents.

Who can apply:

- Local not-for-profit groups, community organisations and registered charities which provide activities and services to Sovereign housing residents

We are unable to fund:

- Local or national appeals
- Businesses
- Student expeditions
- Replacement or “like for like” equipment/items
- Activities which are of a wholly and exclusively political or religious nature, or organisations supporting political activism
- Retrospective funding of activities/projects/equipment

Pledge/Award:

- Before a pledge/award can be released your full crowdfunding, target must be reached (this includes the amount matched)

- Applicants must not change the use of the matchfunds for which it was approved, unless otherwise agreed in writing by Sovereign.
- If the fund is over-subscribed Sovereign reserves the right to offer a grant at a value lower than the application request
- Applicants must be prepared to report back on the progress of activities match funded by Sovereign Housing.
- Successful applicants must acknowledge financial support of Sovereign Housing in its documentation and publicity material.

Application process

This is an open competitive fund and each application will be assessed against the set eligibility and criteria. At the time the application is submitted, to enable Sovereign to assess applications fully, all sections must be completed with all the information you wish considered together with all the documents requested.

Applications will be considered on a rolling basis within a reasonable timeframe as we are mindful that the life span of an effective project is 6-8 weeks. If your project meets criteria and eligibility requirements, Sovereign will obtain approval for a pledge. Before a pledge payment can be approved and released to the applicant, all checks will need to be completed in respect of relevant permissions, policies, documents (constitution) and insurances. Sovereign's decision with regards to making a pledge is discretionary and no appeals process is available.