



**CROWDFUND  
Sunderland**

supporting your  
neighbourhood



## FACT SHEET

### SUNDERLAND COUNCIL CROWDFUND GRANT

**For 2020/2021 the Council is offering a match fund grants scheme to support delivery of Crowdfund Sunderland projects**

<p><b>Purpose of the fund</b></p>	<p>The Sunderland Council Crowdfund Grant is designed specifically to provide match funding support of up to £5,000 (or a maximum of 50% of an organisations' overall crowdfunding target), to organisations based and working in Sunderland. Organisations would need to crowdfund through Crowdfund Sunderland for the remainder of their funding target.</p> <p>These grants are available to encourage organisations and or individuals to test new projects, activities and ways of working. Organisations and or individuals will have flexibility to be as innovative as possible.</p> <p>Projects should help the delivery of the priorities and target outcomes outlined within the Sunderland City Plan and emerging area Neighbourhood Investment Plans.</p>
<p><b>Are you eligible?</b></p>	<p>To be eligible for this grant your organisation must:</p> <ul style="list-style-type: none"> <li>- Must be intending to crowdfund on the Sunderland Council's Crowdfund Sunderland page <a href="https://www.spacehive.com/movement/crowdfundsunderland">https://www.spacehive.com/movement/crowdfundsunderland</a></li> <li>- Be a not-for-profit group/individual based in Sunderland</li> </ul>
<p><b>Things that are likely to be supported</b></p>	<p>Examples of projects and activities that we would be interested in supporting includes the following, however we are flexible and keen to hear about projects in general that 'think out of the box'.</p> <ul style="list-style-type: none"> <li>- Pilot projects or activities exploring the delivery of new activities or approaches which make Sunderland a greater place to live, work and play</li> <li>- Innovative projects or activities that bring different sections of the community together, that may not usually come together</li> <li>- Projects and activities where an organisation wish to experiment with something, that is outside of their normal area of work and would like the opportunity to 'just try it'.</li> <li>- Projects and activities that involve organisations that have not previously worked together, coming together to achieve new outcomes</li> </ul>

<p><b>Things that are unlikely to be supported</b></p>	<p>The Sunderland Council Crowdfund Grant will not support the activities, services and functions outlined below – this list is not exhaustive:</p> <ul style="list-style-type: none"> <li>- Activities which promote a political party or is of religious nature</li> <li>- A project / initiative which is part of the applicant’s day to day work, including ongoing staff costs related to such work</li> <li>- Any costs incurred in putting together an application for this fund</li> <li>- Day-to-day running costs of your organisation (for example utility costs, rent or insurance)</li> <li>- Contingency funds to cover unforeseen or upcoming general organisational running costs</li> <li>- Work associated with land or building projects where the ownership or lease is not yet in place</li> <li>- The cost of fundraising activities for your organisation or others</li> <li>- Items that are purchased on behalf of another organisation</li> <li>- Costs for the repayment of loans/interest or for the payment of fines</li> <li>- A project or activity that cannot be completed within 12 months of receiving the grant</li> </ul>
<p><b>Funding and payment</b></p>	<p>The maximum pledge which can be made by Sunderland City Council to your campaign is £5,000 (or a maximum of 50% of an organisation’s crowdfunding target). The council will make a decision regarding how much to pledge based on the size of the funding target, how closely the project supports the criteria of the fund and the support of the community.</p> <ol style="list-style-type: none"> <li>1. However, you should not merely apply for the maximum available grant (or close to it) just because it’s the stated maximum. Your application must clearly demonstrate: <ul style="list-style-type: none"> <li>- Costs that would reasonably be expected and justified</li> <li>- Demonstration of sound budgeting and financial management</li> <li>- Good value for money</li> </ul> </li> <li>2. All costs associated with the venture must be justified, fully broken down and explained in satisfactory detail for applications to be properly evaluated.</li> <li>3. Where an application includes the hire or purchase of equipment, items must be properly costed based on quotations from recognised suppliers – the source and detail of quotations must also be clearly set out within the application</li> <li>4. Any project expenditure incurred prior to signing off your Grant Offer Letter will not be eligible to be claimed as part of your grant.</li> <li>5. Funding will only be released once there is evidence that the organisation has met its crowdfunding target through Crowdfund Sunderland.</li> </ol>
<p><b>Application process</b></p>	<p>Applications should be pitched through the Crowdfund Sunderland website at the following link:</p> <p><a href="https://www.spacehive.com/movement/crowdfundsunderland/about">https://www.spacehive.com/movement/crowdfundsunderland/about</a></p>

	<p>Please note that the pledge from the council will be released alongside the rest of the pledges, usually within 10 working days from when your campaign finishes. Depending on how much you want to raise, most projects will choose to run a campaign for 2.5 months.</p> <p>Applicants must therefore bear this in mind when crowdfunding through Crowdfund Sunderland and when setting their crowdfunding deadline.</p> <p>Crowdfund Sunderland Grant will be available through two funding windows per year, (Spring and early Autumn), where projects will be encouraged and supported to come forward with ideas. During this time there will be extra advice and support available. If these funding rounds do not suit the timeframe of your project, please contact us on <a href="mailto:Helen.peverley@sunderland.gov.uk">Helen.peverley@sunderland.gov.uk</a> or <a href="mailto:community.resilience@sunderland.gov.uk">community.resilience@sunderland.gov.uk</a> or <a href="mailto:info@spacehive.com">info@spacehive.com</a>, so we can discuss this further with you.</p> <p>When we receive your completed application, we will confirm receipt, let you know if you need to provide further information, and give an indication of the estimated timeframe for a decision.</p> <p>Once the final decision has been made regarding your application, we will contact you to confirm whether you have been successful.</p>
<p><b>Assessing your application</b></p>	<p>The assessment process for funding will include the completion of the application form which details your project and how it is consistent with the Council’s City Plan and Neighbourhood Investment Plans, as well as the Sunderland Voluntary and Community Sector aims and objectives. The application form shall be assessed by the Crowdfund Sunderland Council Grant Assessment Board which shall, amongst other things, assess public support and the effort of the project’s creator, in addition to:-</p> <ul style="list-style-type: none"> <li>- Comments on campaign page</li> <li>- Comments / message on social media account</li> <li>- Number of unique pledges by individuals</li> <li>- Number of unique pledges by organisations</li> <li>- Average size of pledge</li> <li>- Clarity in project description</li> <li>- Detail in presenting cost items</li> <li>- Relevant of video on campaign page</li> <li>- Number of comments replied to on social media and campaign page</li> <li>- Number of posts sent out on social media accounts</li> <li>- Number of updates sent to funders</li> <li>- Number of known events organised relating to their online campaign</li> </ul> <p>In addition to the above, the assessment process will also consider the following:</p> <ul style="list-style-type: none"> <li>- Ensuring the applicant organisation meets the Eligibility Criteria</li> <li>- Establishing if the activities / services for which funding is sought are suitable to be funded under this programme and are consistent with the expressed purpose of the fund</li> </ul>

	<ul style="list-style-type: none"> <li>- Considering if the application is clear as to what is being asked for and testing that costings are accurate, appropriate and represent good value for money</li> <li>- Determining if the need / demand for the activity or project has been adequately and accurately demonstrated</li> <li>- Considering the outcome/difference the activity will make within the context of the targeted beneficiaries / the local community as a whole</li> </ul>
<b>Payment arrangements</b>	Grant award payments for this programme will be agreed as part of the Grant Offer Letter negotiation process
<b>Monitoring requirements</b>	<p>You will be required to provide appropriate evidence to demonstrate the successful delivery / completion of your funded activity.</p> <ul style="list-style-type: none"> <li>- The required evidence will be clearly set out within your Grant Offer Letter</li> <li>- Depending on the nature of the activity being supported, monitoring visits may be necessary; this will also be made clear within the Grant Offer Letter</li> <li>- All funded projects must complete an Impact Assessment form once they have started project delivery</li> </ul>
<b>Further information or clarification</b>	<p>If you require any further information or clarification about any of the items contained within this Factsheet, please contact:</p> <p><a href="mailto:Helen.peverley@sunderland.gov.uk">Helen.peverley@sunderland.gov.uk</a> or  <a href="mailto:community.resilience@sunderland.gov.uk">community.resilience@sunderland.gov.uk</a></p> <p>You may also write to use at the address below:</p> <p>Community Resilience Service  Sunderland City Council  Neighbourhoods Directorate  Room 3.98, Civic Centre  Burdon Road  Sunderland  SR2 7DN</p>