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the home of community fundraising







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Crowdfund Cotswold
Spring 24 Funding window
Project Creator Workshop



Thursday 22nd February 2024
12-1pm



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Housekeeping

Stay on 'mute' until the breakout rooms



Set Zoom to 'speaker view'



Use the chatbox to ask questions and say hello!

Slides and links will be shared



Please use the 'raise your hand' icon if you need to speak



Note: the session will be recorded





Agenda

- Crowdfunding with Spacehive
- Crowdfund Cotswold
- Project Success Stories
- Crowdfund Cotswold Funding: Joseph Walker, Community Partnership Officer, Cotswold District Council
- Spring 2024 Timeline
- Breakout Rooms
- How to get involved
- Resources available



Power to
the people



Spacehive's mission is to make it easy for people to improve their local area.

We are experts in civic and community fundraising and encourage a ground up approach to place-shaping that empowers local people.

We work with local authority partners to foster a collaborative approach in bringing forward external funding streams to complement and leverage community projects.



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Develop new skills



Create new connections



Raise your profile



“Crowdfunding has given me real confidence - I can actually say I am a social entrepreneur”
- Ursula



“Crowdfunding provided an opportunity for the whole community to come together”
- Louise



“Lots of funding goes to large organisations. What crowdfunding has done is said we matter”
- Leyla

Fuelling your ideas



**Workshops
& events**



**Advice
& support**



**Funding to
turbo-charge
your campaign**



Crowdfund Cotswold

#crowdfundcotswold

Supporting great ideas to make a greener, connected, healthier Cotswolds

Created by [Cotswold District Council](#). Powered by [Spacehive](#).

Search 'Crowdfund Cotswold' or visit
www.spacehive.com/crowdfundcotswold



Our work in Cotswold

33 locally-led
successful
projects



2637 project backers



£646k
total raised by backed
projects



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Example community projects - Match with the Cotswold Community fund



Thames Head Energy Community Project

A Gloucestershire initiative utilising community resources to generate renewable solar energy, reduce cost/consumption and facilitate low carbon transport.

**53
backers**

**£16,331
raised**



Cotswold Friends Connecting Community

Cotswold Friends Connecting Community supports older people enabling them to live independently at home for longer to build confidence and friendships

44 backers

**£17,394
raised**



Bledington Playground Appeal

Bledington Parish Council along with a group of local residents want to turn the existing old playground in to a fantastic new play facility at the heart of the community.

50 backers

**£29,889
raised**



Moreton Cinemarsh - Cinema for everyone

Community cinema project based at the Redesdale Hall, a Grade II-listed building in the beautiful Cotswolds market town of Moreton-in-Marsh, Gloucestershire.

59 backers

**£10,360
raised**

Example Crowdfund Cotswold project - [New Skate Park for Fairford](#)

258
backers

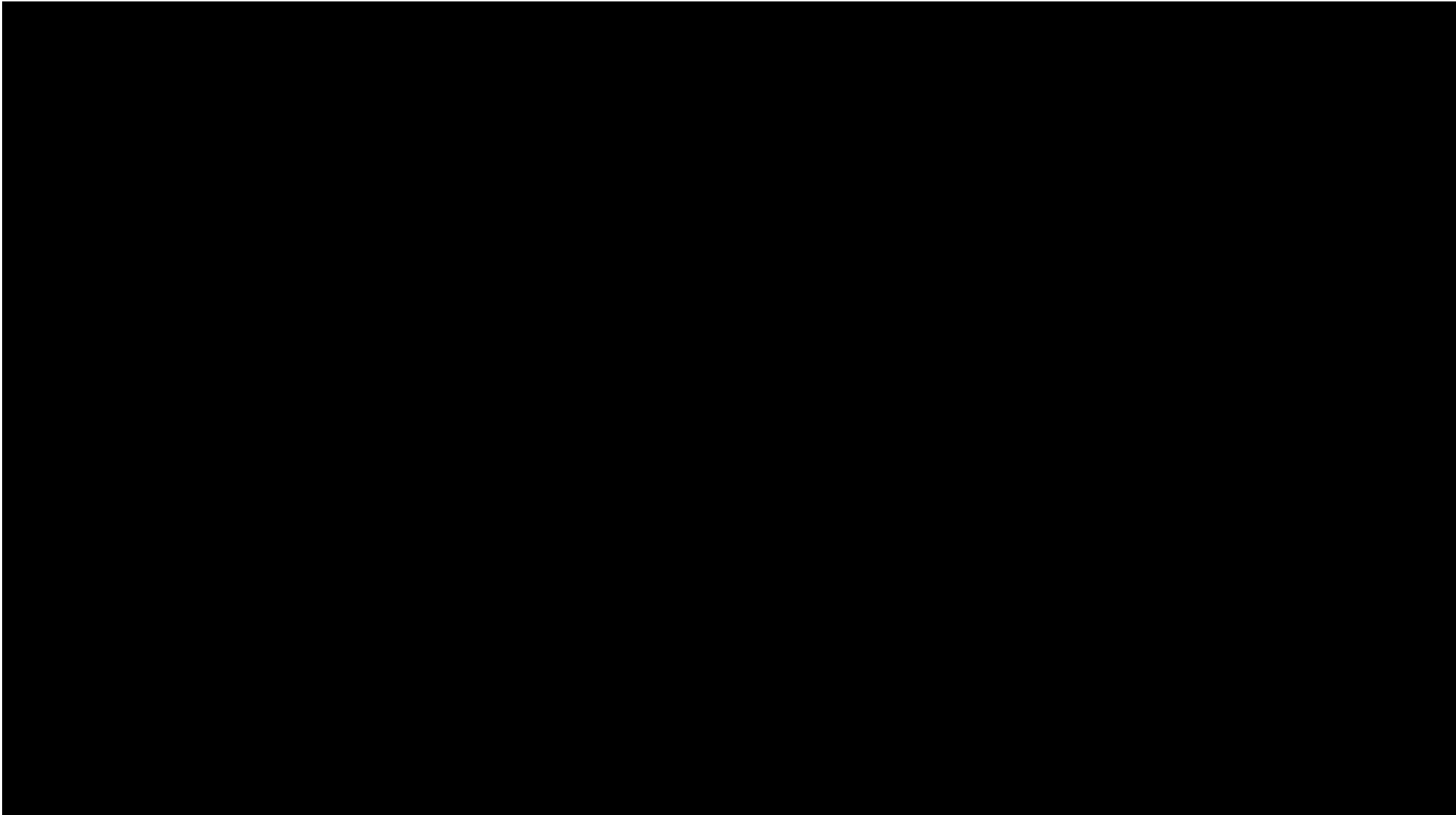
£103,248
raised



Example Crowdfund Cotswold project - [Cotswold Lakes Trust - Perch Pod](#)

37
backers

£15,242
raised



Project Creator testimonial



115
backers

£30,290
raised



<https://www.spacehive.com/ampneyvillagehallsolar>

“We are all naturally delighted to have reached our target meaning that our project can now go ahead. It has been an 'interesting' journey and at times in the early stages we wondered if we would make it but we stuck at it and pushed the fundraising hard and we did make it! It was also great to promptly receive the monies.

On behalf of the Ampney Crucis Village Hall Trustees and Committee, I would like to thank you and your colleagues for your help, support and assistance throughout the process.

We had lots of questions and queries which were all efficiently handled and helped us a lot.

We will now be posting regular messages on the project page to communicate progress to our donors. We have now moved into the implementation phase of the project and have just awarded a contract to our selected contractor. We hope that installation of the solar panel system will commence in the next month or two.

Thanks again - Doug”

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Eligibility criteria



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£110k
fund available



A pledge of up to
£10k maximum



Maximum of
40% pledge

Cotswold District Council can support projects pitched by:

- Registered charities
- CICs
- Constituted community groups
- Public bodies such as Parish Councils and schools - if delivery benefits wider community
- Faith groups, if the project pitched features non-religious activities and demonstrate the activity is inclusive and does not promote a religious view

Projects pitched by individuals & privately held companies, or commercial activities & party political promotion, are not eligible to receive funding

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Guiding principles

£110k
fund available



A pledge of up to
£10k maximum



Maximum of
40% pledge



Crowdfund Cotswold – Community Fund

The Cotswold Community Fund supports community activity that makes the district special.

The District council supports innovative ideas and projects that bring measurable benefits to local communities.

The council are looking to support Projects that help bring your neighbourhood together, improve the local area and build community spirit.

Fund objectives



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£110k
fund available



A pledge of up to
£10k maximum



Maximum of
40% pledge

The **Community Fund** has been developed to support innovative community projects. A great project will hit more than one of these objectives:

- Improve the mental and physical health and wellbeing of the local community
- Enhance lives through events and activity
- Support young people's ideas and ambitions
- Help to tackle the barriers and challenges many of us experience in life, such as poverty, ill health, distance from services, social isolation/loneliness
- Cultivate Food equity-projects that support building a fair food system for everyone
- Projects that directly address climate change, protect and enhance our natural and built environment
- Invest in and maintain the facilities we rely on for these activities to take place

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The crowdfunding process

Users create their community focused project ideas

Projects are matched to the partner fund and answer specific questions related to the criteria of the fund.

Projects are verified - costs and permissions are checked.

The Council can decide if to pledge and how much to each project.

Pledges are collected the transferred to the project for the delivery of the project.

Project creator reports back on impact of the project



Ideas uploaded



Pitch to funds



Verification



Campaign starts



Target reached



Reporting

Important dates



24 April 2024

Deadline for pitching to fund
Get your project verified and launch

Late May 2024

Council pitch assessment and pledges announced

2024-2025 impact report

Report your project highlights

Start your project today

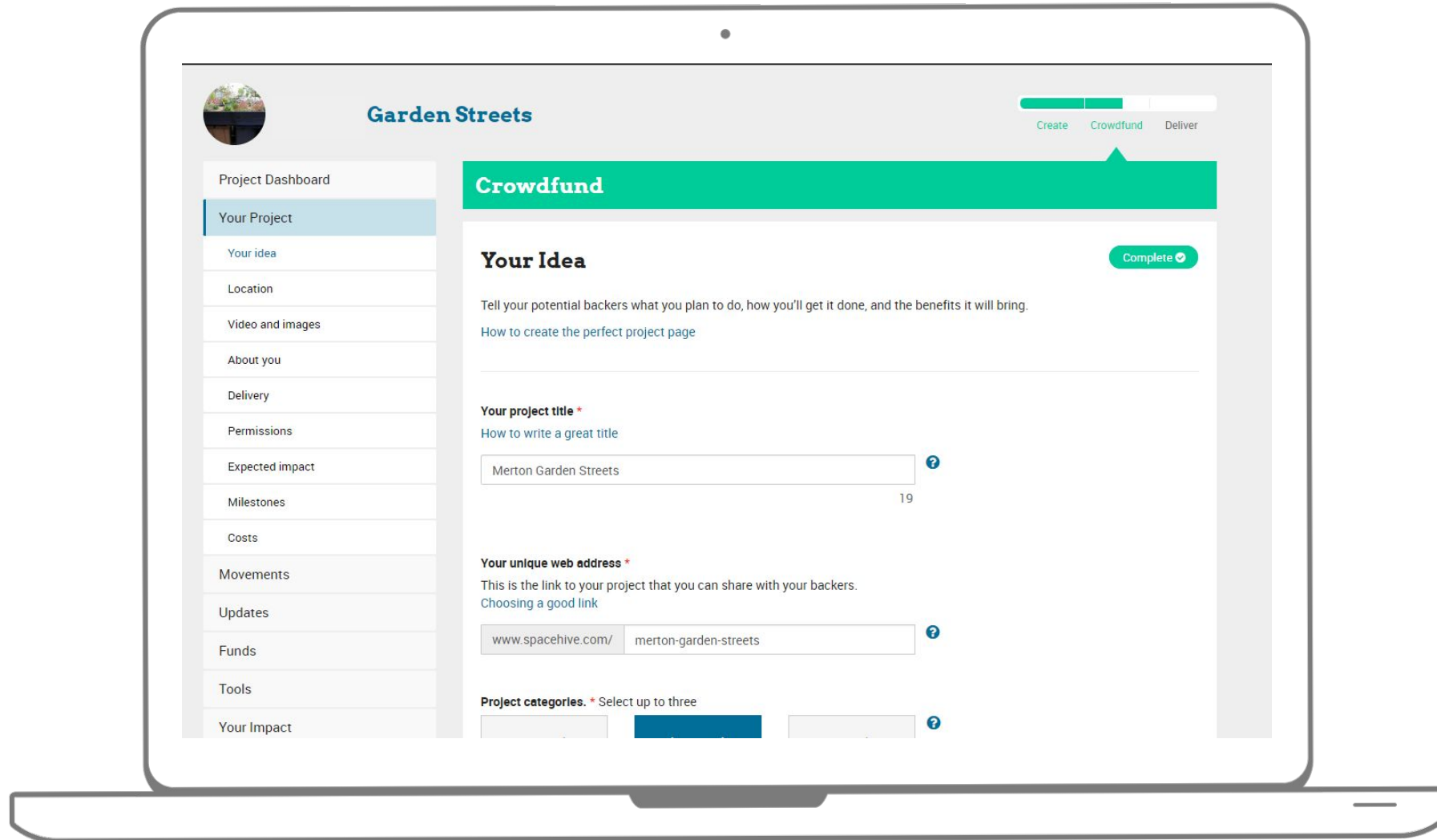
Create your project on [Spacehive.com/create](https://spacehive.com/create)



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Create

Video - [How do I create a project?](#)



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Create your project page

Video - [How do I create the perfect project page?](#)

Picture or video:
Fun, engaging with people enjoying the space
Show what it **will** look like not what it currently looks like

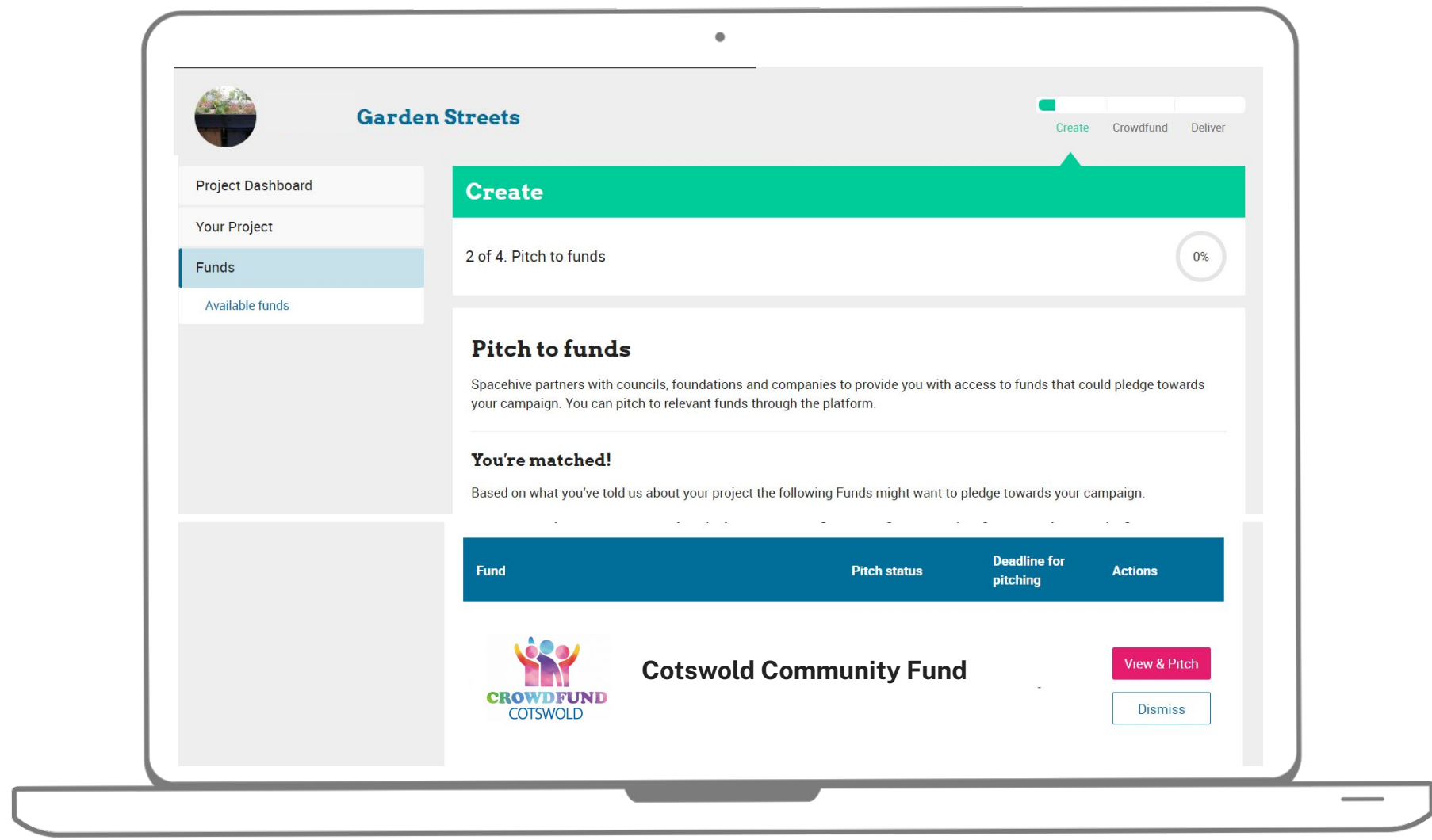
Distinctive, descriptive title that includes the place name

Project description:
What your project is and why it will be amazing

The screenshot shows a project page on the Spacehive platform. At the top, the title is 'Cirencester Open Air Pool Solar Panels'. Below the title, it says 'By Cirencester Open Air Swimming Pool' with location and delivery icons. The main image is a large outdoor swimming pool with a historic stone building in the background. To the right of the image, there is a blue circular badge that says 'FUNDED ON 28 SEP 2022!'. Below the badge, it shows '176 backers' and '£11,468 raised'. At the bottom of the image area, there are buttons for 'Share this project', 'Like 4', and 'Follow 115'. Below the image, there is a text description: 'We want to install solar panels in our 152 year old historic Open Air Swimming Pool to help climate change and to leave a better legacy for the next generation of swimmers.' To the right of the description, there is a profile card for 'Cirencester Open Air Swimming Pool' with a smiley face icon and links for 'About me', 'Ask me a question', and 'edit my project'.

Pitching to funds

Video - [How do I pitch to a fund?](#)



Verification

Costs match the description

Supply cost evidence
& quotes

Permissions

Public Liability
Insurance

Safeguarding policy

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Breakout Rooms

Sharing your project ideas
Tips for launching a campaign
One-to-one advice



Things to know

- Spacehive is an [all-or-nothing platform](#) = more funds, faster!
- [In-kind](#) contributions can be presented on your project
- There is a [5% platform fee](#) - not taken unless campaign is successful
- [Stripe](#) account set up and transaction fees apply
- Attract volunteers through your campaign
- Charities can collect [Gift Aid](#)
- [Pre-campaign/offline](#) funds can be added to your campaign

Attract new volunteers

Our Volunteer List

We're currently looking for people to offer skills and time to develop our project! Check out the list of what we need below and then use the 'Volunteer' button to the right to get involved.

- Preparation of railings
- Painting railings
- Pledge an hour to do digging
- Pledge an hour to do planting

Offers



Trevor Gallant offered
HELP IN PREPARING FENCE FOR PAINTING, HELP WITH PAINTING



Diana Smith offered
Help with preparation and repainting railings. Litter picking. Gardening. Help design and organise community events. Initial pledge of time but will pledge more once the project gets underway.



Diana Smith offered
One hour litter picking this week.

Want to help?

Do you have stuff or skills to contribute to this project? Use this tool to offer something to the project creator.

Volunteer

What are you offering?

What are you offering?

skills stuff

Describe what you're offering *

Give a short description of what you're offering. Be as specific as you can. All offers appear on project timelines and on the project's wish list.

150 characters left

How much time are you offering *

 Hours

Estimated value

£

How can the project creator contact you? This will not be made public.

Contact name *

Email address *

Impact reporting

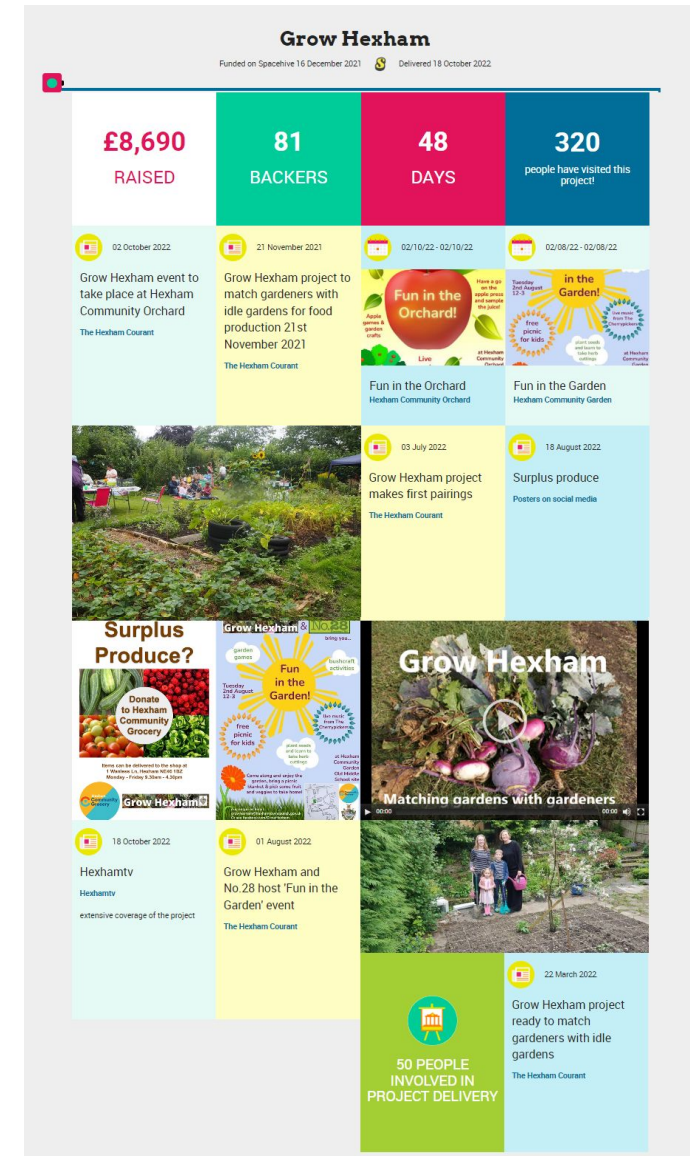


Once your project has been delivered, project creators agree to complete an impact report as part of their commitment to crowdfunding a campaign on the platform and receiving a pledge from the council.

Impact reports are public and are shared with all backers.

The report will include:

- Key impact data and results
- Crowdfunding statistics - Demonstrate how you have met the project outcomes set out at the beginning of your campaign
- Images and videos
- Press & social media coverage



Dedicated user support 24/7

24/7 practical support

Online Help Centre with step by step video guides, articles and Q&A to aid success

Direct expert interaction

Live chat, workshops, project surgeries, breakout sessions and emails connecting creators with our team of crowdfunding experts

Inspiration and advice

Access to and top tips from a network of over 2,000 successful project creators across the UK



Top tips from successful project creators



'Get your quotes and permissions ready'



'Build a crowd before you crowdfund'



'Delegate campaign tasks to your team'

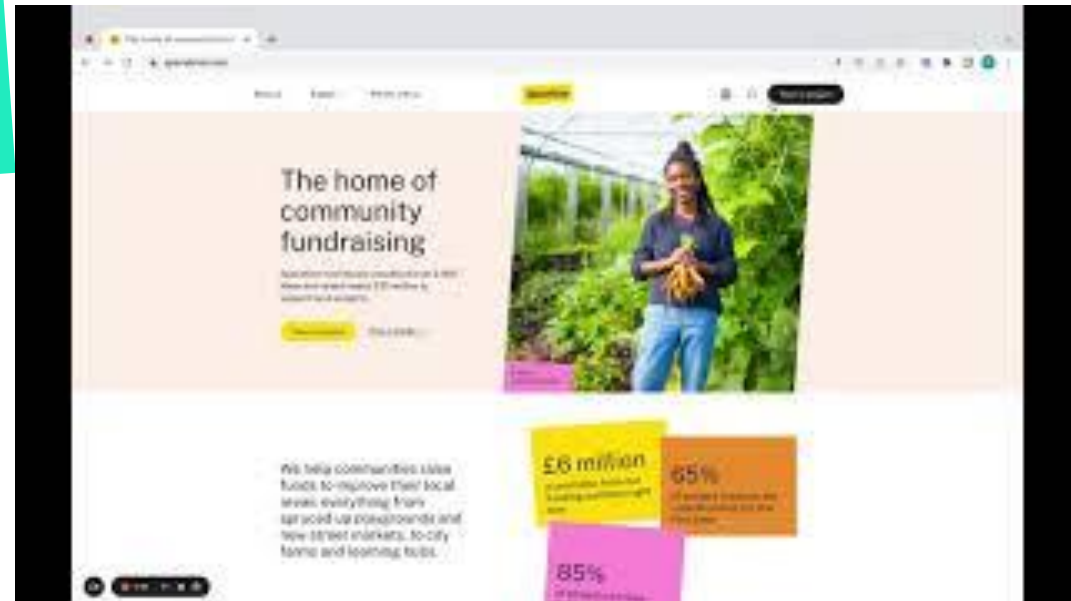


'Update, update, update'

WATCH: How do I create a project?



A step-by-step video guide on how to launch your project on Spacehive



CLICK: How do I create a project?

To help get your project up and running, we've pulled together the following resources:

Video - [How do I create a project?](#)

Video - [Creating the perfect project page](#)

Video - [How do I pitch to a fund?](#)

Video - [How do I cost up my project?](#)

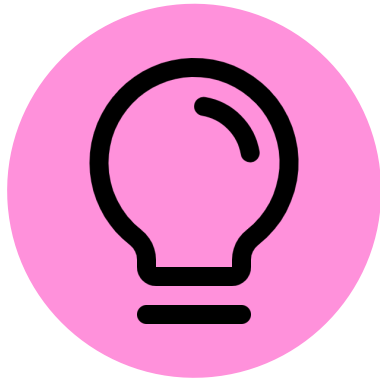
Article - [How verification works](#)

Find more tips on our [Help Centre](#)



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Next steps



1

Create your project on
[Spacehive.com/create](https://spacehive.com/create)



2

Pitch to the Council fund



3

Get verified &
launch your campaign
by **24 April**

Get in touch



Email - Phone - Live chat -
Project Clinics



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#crowdfundcotswold
www.spacehive.com/crowdfundcotswold

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crowd.fund@cotswold.gov.uk



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the home of community fundraising

spacehive.com

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