

Match-funding support for local crowdfunding projects: A guide for project leads

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1. Applying for match-funding

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

The match-funding application form is hosted on our crowdfunding platform and must be submitted through the platform.

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.

2. Eligibility for match-funding

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 (see section 8 Due Diligence for further info).

3. Criteria for match-funding

To be considered for match-funding from the Council the project will need to meet some simple criteria.

Essential criteria

- The project must be local to the borough and benefit people who live or work in Barking and Dagenham.¹
- The project must have regard to equalities and diversity. It must therefore be inclusive and accessible to everyone.
- The project must have strong local support, shown through a vibrant crowdfunding campaign.²

Desirable criteria

- The project helps residents into employment, or closer to employment, or brings economic benefit to the borough.
- The project improves the health and wellbeing of residents.

¹ Applications should demonstrate that 90% of beneficiaries of the project are Barking and Dagenham residents.

² The trigger point for being considered for match-funding will be once a project reaches 25% of its fundraising target from the crowd.

- The project builds cohesion in the community or encourages civic pride.
- The project creates volunteering opportunities for local people
- The project focuses on improving equality for a particular protected characteristic, as defined in the Equality Act 2010.

On your match-funding application form you will be asked write a statement about how your project meets the essential and desirable criteria. Please be familiar with the criteria and pitch your project accordingly. Demonstrating how you reach desirable criteria will improve your chances of being awarded match-funding.

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

4. Match-funding amounts

You can raise as much money as you need for your project but there is a limit to how much we will contribute through match-funding.

The Council will match-fund projects up to a maximum of 50% of the total project value but not exceeding £10,000. The project will need to raise the remaining percentage from the crowd.

Match-funding, if awarded, will only be released if the project meets its fundraising target from the crowd.

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.

5. Assessment of application

Your match-funding application will be presented to the Council's Match-funding Panel who will review your application and supporting information and decide if the project meets the criteria set out in section 3.

You will be contacted to explain why your match-funding application was unsuccessful. 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 Panel is final. There is no provision to appeal.

6. Award of match-funding

If your project meets the criteria and is awarded match-funding then you will be contacted to confirm the amount which, as mentioned above, is up to 50% of the total project value but not exceeding £10,000. We will then update your project to include our pledge and revise the fundraising target that the crowd must meet. You

must then continue to fundraise until this target is reached. If the target is not reached then you will not be able to receive match-funding.

7. 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 instantly for you to use by Crowdfunder UK using the MangoPay end-to-end payment technology. Match-funds from the Council will follow later (see section 10 for further info about releasing match-funds).

Your project must be underway, and our funding element spent by 01 January 2018.

8. Due diligence

Before awarding match-funding we will confirm your eligibility to receive public money and may request that you provide us with information about your organisation, including:

- Governance
- Financial policies or any relevant regulations
- Accounting or financial monitoring for the last 2 years
- Insurance (as appropriate and relevant to delivery of the project)

Where this information cannot be supplied the project lead will need to provide a written statement of the reasons.

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.

9. Project plan

To award match-funding we require to understand how your project will be delivered and to know how match-funding monies will be spent.³ For this reason you are asked to provide a high-level project plan setting out activities, costs, deliverables and milestones.

The plan will be used to hold you to account for delivery of the project and it will be used as a reference for evaluating the project after completion.

³ Please note that the Council reserves the right to request invoices or receipts to evidence that match-funding has been spent for the purposes intended. For the same reason, the Council reserves the right to audit project delivery. Legal action may be taken if you do not comply or co-operate with these activities or the Council is not satisfied that public money has been used for the purposes that it was awarded.

10. Release of match-funds

The release of match-funds is subject to the crowdfunding 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.

Funds will be released quickly after the crowdfunding deadline once the project lead has signed and returned the contract agreement.

11. Project Evaluation

Once the project has been delivered the project lead will be required to report 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 for achieving the objectives outlined in the application.

12. 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 publicise your project or assist with fundraising