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Crowdfunding

Making Ideas Happen

The world is changing...

1. Impact of public sector cuts
2. The alternative finance market is growing...talking investment not grant-aid
3. The internet is making the impossible, possible

Types of crowdfunding for community projects

- Donation
 - People donate money – and receive nothing in return
- Rewards
 - People pledge money in return for rewards
- Community Shares
 - Investment- substantial £ projects

How Crowdfunding Works

1. Create your unique project on Crowdfunder explaining your idea. Set a target and how long you need to reach it
2. Spread the word, tell everyone you know
3. People who like your idea donate or pledge money in return for reward that they will receive once your project succeeds

Coaching and Project Support

- Coaching through the Crowdfunder website
- Online webinars
- Online Coaching Guides on Planning and Marketing your Project
- Workshops
- Roadshows
- One to one - email, phone Action East Devon

Current Crowdfund Devon Funding Partners

- Devon County Council
- West Devon Borough Council
- Teignbridge District Council
- Devon and Cornwall Police
- Exeter City Council

IF YOUR IDEA FITS THEIR CRITERIA YOU MAY BE ELIGIBLE FOR PARTNER FUNDS

Contacts for more information

Action East Devon

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Crowdfund Devon

<https://welcome.crowdfunder.co.uk/crowdfund-devon/>



Honiton Dementia Action Alliance

Promoting a community wide response to dementia

- Honiton Memory Café
- Dementia Friendly Ambling Group
- Nostalgic Cinema
- Dementia Awareness work with individuals, groups and businesses
- Creating a Dementia Friendly Generation – working with schools and youth groups
- Honiton Admiral Nurse Campaign
- ***Action on Rural Dementia***

Sources of Funding

- Grants
- Donations
- Events
- Raffles
- Collections
- Legacies
- Just Giving
- ***Crowdfunding***

Action on Rural Dementia

Living with Dementia can be a very isolating especially for those in very rural locations

We recognise that most people who attend our activities live in or very close to Honiton

Identified “transport” as a key issue

Thought Crowdfunding would be an option to try

Through a link sent by our District Council we made contact with Crowdfunder.co.uk



Crowdfunder.co.uk

What did it involve?

- Email, online and telephone step by step advice
- Guided through designing our project page
- Constructive feedback on the first attempt
- Learned how to make a short film and upload it to the page!
- Advice on promoting the project before and after going live

Reflections on the experience from total crowdfunding novices!

What went well

- With the guidance it was relatively straight forward to set up
- Learned new skills
- Involved all of our team including Memory Café Members
- Putting a spotlight locally on issues of rural living and dementia
- It was fun to do

What we would do better next time

- Pay more attention to the promotion
- Have more time before going live to get leaflets & posters prepared
- Not have too many pots on the boil at the same time
[i.e. other major fundraising projects]

www.crowdfunder.co.uk/action-on-rural-dementia



Honiton Dementia
Action Alliance

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