

## **Transforming Places through Heritage - Crowdfunding Challenge Grants Guidance**

### **What is a Crowdfunding Challenge Grant?**

These grants match the amount you raise for your project through a crowdfunding campaign. We want these grants to help you increase public awareness of your plans and to build a stronger community of supporters, as well as move your project forward.

### **How much can we apply for?**

We will match the amount you raise £ for £, up to a total grant of £25,000, ie if you raise at least £25,000 from your supporters, you will receive an additional £25,000 from us. We can only match funds that are being raised directly through your Crowdfunding platform, not separate contributions. Gift Aid can be included in the total, as long as this is evidenced through your Crowdfund platform.

### **Who is eligible to apply?**

Crowdfunding Challenge Grants are available to organisations for projects which have already received a Project Viability Grant and/or a Project Development Grant, or for projects that qualify for the programme and are at a stage when a crowdfunding campaign is ready to launch.

### **What can a Crowdfunding Challenge Grant be used for?**

These grants can be used flexibly, either to help finalise your plans or to help deliver your project (including capital costs), or a combination of both. However, a grant cannot fund early stage work such as project viability studies or options appraisals.

### **Do we have to use a particular crowdfunding platform?**

No – you can choose which crowdfunding platform to use. This may be on an ‘all or nothing’ or ‘keep what you raise’ basis. If you do not achieve your full target figure, provided the crowdfunding platform allows you to retain the reduced sum raised, the grant amount will be reduced accordingly.

### **What if we have already launched our campaign?**

You can still apply if your campaign has already been launched, but we will only award a grant if the campaign is still running. Therefore, you need to ensure you submit your application in good time, so that we can make a decision before your campaign ends.

### **When can we claim our grant?**

You can claim your Crowdfunding Challenge Grant once you have finished your crowdfunding appeal and can provide evidence of the funds raised and claimed.

### **How do we set up a crowdfunding campaign?**

For advice and support in setting up and managing a crowdfunding campaign, please see the links below.

Further reading

<https://www.nesta.org.uk/report/crowdfunding-good-causes/>

<https://www.nesta.org.uk/blog/how-to-find-the-right-crowdfunding-platform-for-your-good-cause/>

<https://www.nesta.org.uk/report/matching-the-crowd-combining-crowdfunding-and-institutional-funding-to-get-great-ideas-off-the-ground/>

<https://www.crowdfunder.co.uk/how-crowdfunding-works>

<https://www.crowdfunder.co.uk/funds>

### **How do we apply for a grant?**

You can submit your application online through the main grants link available here:

<http://ahfund.org.uk/england>.

For Crowdfunding Challenge Grants we also ask applicants to answer some additional questions which can you find on the webpage above.

### **Is there any other guidance or information we should refer to?**

You will find important information about our funding and the Transforming Places through Heritage programme on our website here <https://ahfund.org.uk/deadlines>, including general application guidance, help notes, and application deadlines. It is worth contacting us to ensure your organisation and project is eligible, and to ask any other questions you may have.