



The Deal

Wigan Council

Wigan Council Crowdfunding



Deal for Communities Team

Our People

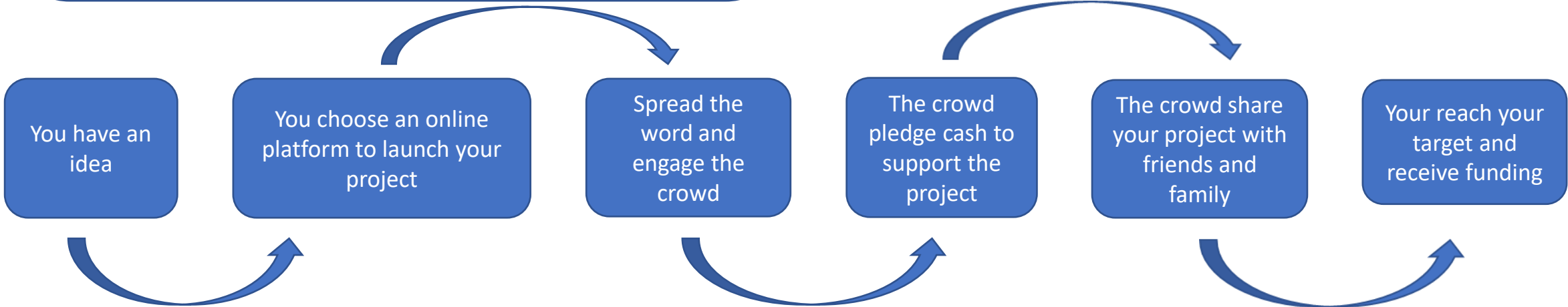
Our Place

Our Future

What is Crowdfunding?



Crowdfunding is an innovative way of raising funds to support a project or venture, asking a crowd of people to each donate a small amount of money. It offers the chance for people to present their ideas to residents and funding pots in the hope that their project is funded.



Wigan Council's Crowdfunding Journey so far



In 2017 Wigan Council began to trial a new partnership with Crowdfunder UK to help support and drive a new relationship with residents that enables shared decision making, genuine co-production and joint delivery of services.



Achievements over the past 5 years

- Wigan Council have pledged **£22,360**
- Supporting 28 different community groups via the Crowdfunder UK platform
- Those group have raised a combined total of **£182,281**
- Receiving backing from **820** supporters across the borough



Beyond Wigan Pier £30,510



Springview Cricket Club £2,000



Bryn Specials Badminton Club £2,030



Shevington in Bloom £1,300



The next steps...

Aims: Engage More People, Greater People Power and Impact More Communities

Reach More People

We will pledge to Community Groups using different Crowdfunding platforms.

Greater People Power

By allowing groups to choose their own platform we will be respecting them to make their own decisions, supporting groups to have a varied way of raising funds, and groups will be in more control of their own project.

Impact More Communities

Different platforms have different benefits and groups will be able to access different support, a more varied third party funding offer and this will lead to more people benefitting from the projects.



Crowdfund Wigan



Wigan Council

Community groups will be able to choose which platform they wish to launch their Crowdfunding project on.

What are the different benefits?

- Various Charges
- Links to wider funding
- Links to Businesses
- Different funding targets
- Themed focussed
- Wider Engagement



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Donations - Events - Fundraising



If the target is:	You need to raise:	Wigan Council would match fund:	Number of Supporters required:
£200	£150	£50	10
£500	£375	£125	10
£1000	£750	£250	10
£2000	£1500	£500	20
£4000	£3000	£1000	20

Once a group sets up their Crowdfunding page and it is live, they can apply for match funding from Wigan Council. They will need to go onto Wigan Council Crowdfunding webpage check they are eligible and meet the criteria then download and complete an application form. Once completed they should email it to the Crowdfunding Mailbox crowdfunding@wigan.gov.uk

Criteria



For Community Group to be approved for Wigan Council Crowdfunding they must meet the set Criteria

- Must benefit the people of Wigan Borough
- Be run by a Not-for-Profit Organisation
- Must not have received or be in receipt of monies from Wigan Council for the same things
- Need a bank account with two signatories who are not related nor live at the same address
- Projects must be timebound, groups must set themselves a target and aim to meet that target
- Groups must submit a contingency plan for funding opportunities should they not meet their target
- Schools and other education providers can apply but it will need to benefit the wider community.
- Offline Crowdfunding can be uploaded to your Crowdfunding page however must be declared and proof can be requested.
- Targets under £1,000 require 10 different supporters targets over £1,000 will require a minimum of 20 different supporters to receive match funding

Groups can apply to have match funding of 25%, up to the value of £1,000 of a Crowdfunding target

If the target is:	You need to raise:	Wigan Council would match fund	Number of Supporters required.
£200	£150	£50	10
£500	£375	£125	10
£1,000	£750	£250	10
£2,000	£1,500	£500	20
£4,000	£3,000	£1,000	20

Customer Journey



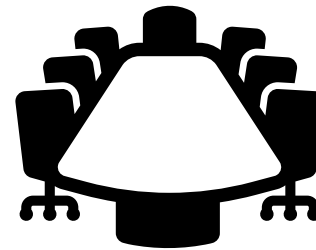
If the target is:	You need to raise:	Wigan Council would match fund:	Number of Supporters required:
£200	£100	£100	10
£500	£250	£250	10
£1000	£500	£500	10
£2000	£1000	£1000	20
£4000	£2000	£2000	20



1. Choose a platform

2. Register with Wigan Council

3. The DFC Team will check eligibility ready for the panel



Proud to be part of
The Deal
in partnership with Wigan Council

4. Provide supporting Documents

5. Await Panel Decision

6. The Pledge

Additional Support



- Online
General information on what crowdfunding is and how it works, available on the Council website



- Workshops
Crowdfunding presentation – Overview and training support



- Extra
Deal for Communities Team Support with information, plus 1:1 support if needed



- How To Guides
Wigan Crowdfunding guides on how to plan, create and run a successful Crowdfunding campaign



- Mentors
Crowdfunding Ambassadors – groups that have previously been successful with their crowdfunding projects



Thank You

For more information contact
thedealforcommunities@wigan.gov.uk

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