

CROWDFUNDING COACHES

APPLICANT

Forth Valley & Lomond LEADER

www.crowdfunder.co.uk/programmes/crowdfund-scotland

TOTAL PROJECT COST

£402,390

£58,145

Tyne Esk
LEADER

PROJECT AIMS

- Create Crowdfund Scotland – Crowdfunder’s first dedicated support for Scotland.
- Create a small team of Crowdfunding Coaches to raise awareness and provide one to one support.
- Support and optimise the work of the Tyne Esk LEADER Coach so local projects are receiving maximum benefit.
- Widen participants’ views of funding, encourage thinking ‘outside of the box’.
- Leave a legacy from the 2014-2020 LEADER programme.

PROJECT DETAIL

This projects aim was to create a legacy for the 2014-2020 LEADER Programme, by setting up Crowdfund Scotland. This would employ Crowdfunding Coaches, to improve capacity in crowdfunding techniques across rural Scotland and support the long term resilience of communities, organisations and businesses. A team of 4.5 Coaches was established, 0.5 for each of the nine participating LAG areas. Top line targets of 50 projects supported and 10 events per region were set and the initial project duration was two years.

RESULTS

Scotland Wide Results

- £1.098m raised (£1.22m counting partner org pledges).

Tyne Esk Results

- £93,138 raised.
- 111 projects supported (vs target of 50).
- 17 events held (vs target of 10).



The project was very successful in generating funds for participants across rural Scotland. This translated to Tyne Esk, whose coaches were highly engaged. Of the 111 projects supported, just short of half raised funds making the average per project £2,166. Importantly, of the £1.22m national figure raised, £711,425 (58%) was for Covid related projects, so this project played a critical role for organisations and communities during the outbreak. It was extended by three months, to account for Covid giving the coaches extra job security, funded largely by Tyne Esk Scotland, for the whole of Scotland.

Participants reported an array of outcomes, most notably:

- They felt their project reached more beneficiaries due to the support.
- Their project could be sustained for a year or more due to the support.
- Top outcomes for beneficiaries were improvement in mental health and reduced isolation.

