

Live Match Funding - Activation Campaign Terms and Conditions

Introduction

These Terms and Conditions govern your participation in an “Activation Campaign” which are run by Crowdfunder and its partners in addition to the [Crowdfunder Terms and Conditions](#). “We” refers to Crowdfunder Limited and the relevant Partner.

These Terms and Conditions refer to “Call to Entry closing date” “Activation Campaign Start Date”, “Activation Campaign Close Date” and “Partner Eligibility Criteria”. These can all be found on the Partner Fund Page.

Eligibility Criteria

In order to apply to participate in an Activation Campaign, your organisation must meet the eligibility criteria for the Activation Campaign which can be found on the Partner Fund Page. The eligibility criteria form part of these terms and conditions.

Application and Approval process

The number of Projects which will be approved for Activation Match Funding is specified on the Partner Fund Page.

You must add a project and submit an Application Form for a Partner’s Activation Campaign before the relevant “Call to Entry closing date”.

Following the Call to Entry closing date, the Partner will review all applications and decide which Projects will be approved to join the Activation Campaign (Approved Project).

Your Project will qualify for Activation Match Funding if your project goes live on Crowdfunder.co.uk between the Campaign Start Date and the Campaign Close Date.

Activation Match Funding

The total amount a partner has made available for Activation Match Funding (ie the allocation) is specified on the Partner Fund Page.

From the Activation Campaign Start Date until the earlier of (i) the Activation Campaign Close Date and (ii) the specific partner Activation Match Fund being fully allocated, the partner will match pound for pound all pledges made to Approved Projects as follows:

- a) All Pledges made by Supporters will be matched up to £250 (unless otherwise specified on the Partner Fund Page). This means that if a Project receives a Pledge of £50, the Partner will pledge £50. If a Project receives a Pledge of £500, the Partner will pledge £250.
- b) The maximum match funding a Project can receive is specified on the Partner Fund Page.
- c) Match funding will be given on the first Pledge made to a Project by a Supporter and not for any subsequent Pledges to the same Project by the same Supporter.
- d) Projects must reach the required number of unique Supporters as specified on the Partner Fund Page to receive Activation Match Funding.
- e) All Or Nothing Projects and Keep What you Raise projects must reach their Initial Funding Target by the end of their Fundraising Period to receive match funding (unless otherwise specified on the Partner Fund Page).

Fees

Crowdfunder will charge following fees on pledges to your project. This will be deducted from the pledges before they are transferred to you:

	Platform fee	Transaction fee
Crowd pledges	The platform fee set out on Crowdfunder's fees page (which depends on your project type)	The transaction fee set out on Crowdfunder's fees page (which depends on your project type)
Pledge from the Fund	5% + VAT (also referred to as the "Extra Funding fee")	

Claiming your Funding

You must set up a wallet with Crowdfunder's third party payment services provider, Mangopay via the Crowdfunder platform.

You must draw down your Activation Match Funding through Crowdfunder within 3 months of the successful completion of your crowdfunding campaign. Any funding not drawn down after 3 months will be deemed unspent and returned to the Partner.

Using your Funding

Your Activation Match Funding should be used for the specific purposes as set out on your Crowdfunder campaign page, if you are unable to use the Activation Match Funding for the purposes set out on your Crowdfunder project page, please notify the Partner as to how you intend to spend the Activation Match Funding. The partner will advise whether the revised use of the funds or extended timeline is approved, or whether the Activation Match Funding distributed to you must be repaid or your application has been rejected, as appropriate.

You should maintain proper accounts for the funds received and we may ask you to provide evidence of how you have spent these funds.

Evaluation

You will also be asked to complete a short questionnaire about your project and crowdfunding experience, 3 months after your project closes. Our Partners may also request additional information throughout and after your campaign. You may also be asked to take part in a short interview about your experience of the fund. You agree for your contact details to be passed on to us for this purpose and to supply any information requested in a timely manner.

Branding and Recognition

We may wish to use your campaign details and the Activation Match Funding to form part of a case study that we will publish on our website or social media platforms to show good-practice and provide support to other organisations wishing to crowdfund as an alternative source of funding.

Organisational Issues

Please inform the partner in writing of any major changes to your organisation, this may include impending mergers, financial difficulties, significant loss of funding, significant changes in staffing, and/or Charity Commission / Companies House matters. If you change your address or contact details, please inform the partner providing details of your new address and contact details.

Additional terms

We reserve the right to withdraw, reduce, vary or withhold the Funding, in whole or in part in the event of any failure to comply with these terms and conditions, Crowdfunder's [terms and conditions](#) or where the law is not being complied with. You will be ineligible to receive Activation Match Funding if, at our sole discretion We are not satisfied that all the Supporter pledges on your project are genuine pledges.

Where projects or pledges are identified as fraudulent, potentially fraudulent, or demonstrative of manipulating the pledging on a project in order to obtain match funding, this is taken very seriously. Where appropriate, the police or other relevant authorities will be informed. In addition:

- Your application for Activation Campaign will be refused and any existing commitment for Activation Match Funding will be withdrawn.
- Your Crowdfunding project may be cancelled and you will be ineligible for future applications, funding or projects.
- Action will be taken to recover Activation Match Funding which has been paid out.

We may, at our sole discretion, exclude any Project Owner, organisation, supporter or user from participating in the Activation Campaign.