



Anglia Ruskin
University

ARU Crowdfunding

User Guidelines

for project Creators

(Students/staff of Anglia Ruskin University)

Your project; your campaign: This is ARU Crowdfunding

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1. Welcome to ARU Crowdfunding

Welcome to our ARU Crowdfunding platform, where we have created a space for you to bring your chosen project to life (along with a little help from our friends at Hubbub!). ARU Crowdfunding is a place for students, staff, and alumni to come together, share ideas, inspire one another and achieve great things.

Before you begin your ARU Crowdfunding project, we ask that you please take the time to read and understand this document to ensure you manage your fundraising in a compliant and effective way.

ARU Crowdfunding is operated by Anglia Ruskin University's Development Team, who welcome any questions you may have before you get started, or at any point along your crowdfunding journey. You can contact a member of the team on:

giving@anglia.ac.uk

2. What is Crowdfunding?

Crowdfunding is the funding of a project or venture by raising money from a large number of people who each contribute varying, but relatively small amounts. This is typically done via the internet. It's a fast, efficient and effective way of fundraising from your networks.

ARU Crowdfunding is a donations-based system, where multiple people can give up to a total of £3,000 to a project, in exchange for tangible, non-monetary rewards. This method of fundraising allows you to promote your project, whilst offering your donors benefits for investing in your idea. To maximise your promotion and ensure you raise your target, you need to get people talking about what you're doing, donating and sharing your project with their friends and their online social networks.

It's not just easy money from your Mum, Dad or Aunty Jan on Facebook, (they always 'like' everything you do, regardless) - you need to capture people's imagination whilst demonstrating why your project matters, so be creative and have fun! Don't forget to clearly explain the impact and benefit this project will have, and remember; ARU Crowdfunding will feature any number of projects at one time, so you need to stand out in a competitive market.

3. Why use ARU Crowdfunding?

ARU Crowdfunding can help you raise the money you need to run your project, giving you a platform to showcase your campaign and connect with your donors.

The team behind ARU Crowdfunding will be on-hand to provide support at every step of the way, to help you develop your project, craft your campaign, build your crowd and bring your idea into fruition.

Not only can we give you advice, or answer any of your questions, we can also facilitate introductions amongst staff and alumni and act as a sounding board for any ideas. You can contact the team on: giving@anglia.ac.uk.

How ARU will help you:

- We will share and promote projects to alumni and our wider University audience and other contacts via our social networks
- We will brand your project as an ARU Crowdfunding initiative
- We will assess every student project submitted for its eligibility to receive 25% worth of match-funding from the University's ARU Foundation
- We will offer every project lead/team bespoke, personal support whenever it's needed, as well as providing ad-hoc training and marketing opportunities when available
- We will provide administrative support to get your project live and will process gifts and payments

4. Is my project suitable?

Projects can be varied, wide-reaching and diverse, with a shared focus in providing a benefit to the students, the University, alumni or the wider community. Projects will be assessed for their suitability on their goals, their creative or innovative merits and the level of organisation and commitment demonstrated by you, as the project team or lead.

Examples of projects that are well-suited to crowdfunding include:

- **Community and volunteering projects**
- **Entrepreneurship or social enterprise**
- **Supporting performances and/or theatrical/artistic exhibitions or productions**
- **Conferences and events**
- **Funding equipment**
- **Trips and/or expeditions** (once you know you have a confirmed place – proof of this will need to be provided)

In some cases, your project may constitute, or be classified as, Research. In this instance, it will be necessary to subject your project to the ARU ethics review process, **before** it is published on ARU Crowdfunding. If you feel that your project constitutes Research, or are not sure, please check with your relevant academic authority before creating a project submission.

Information on Research Ethics can be found at: www.anglia.ac.uk/researchethics. For any questions regarding the criteria for projects, please contact giving@anglia.ac.uk.

We have a number of core values at ARU, which we believe are fundamental to how we teach, learn and live together in our community. **Your ARU Crowdfunding project must demonstrate that you are committed to upholding these values and embedding them within your project.**

Please note that the decision of the ARU Development Office regarding the suitability of your project is final. The moderators will assess your application against set criteria and accept or reject projects for funding via the Crowdfunding platform in their absolute discretion. If you have not provided the correct information we will be unable to accept your application.

Our Values:

Ambition	Your project should reflect an ambitious, but achievable goal. You should show how you intend to fulfil a genuine need, make a visible impact and have clear benefits that your donors can readily understand.
Innovation	We encourage you to promote and market your project through a variety of creative and innovative channels. Whether it's video, song or dance, digital crowdfunding gives the opportunity to utilise a range of modern mixed media, and in a competitive market, we encourage you to be inventive and stand out.
Courage	ARU Crowdfunding will not be limited to a certain type of project, we are inclusive and diverse, and as long as your project seeks to benefit the wider ARU Community, then we encourage you to be unique and creative in achieving your goal.
Community	We greatly value working collaboratively, supporting each other and helping everyone to achieve their potential - your project should demonstrate a positive difference or enhancement to the ARU or wider community
Integrity	You will be open and honest about the processes and achievable outcomes of your project. You will not ask donors to fund anything that may not be plausible, or that you have sought to complete without the permission or support of any relevant key stakeholders at ARU.
Responsibility	Your project will demonstrate your commitment to advance any of the following: Academic or educational growth; social or cultural enrichment; medical, scientific or technological progress.

4a. Is my project eligible for the ARU Crowdfunding match-funding scheme?

To encourage our students to use ARU Crowdfunding, we have developed a match-funding scheme in conjunction with ARU Foundation to offer match-funding of up to 25% of eligible projects (up to a limit of £500).

All match-funding is distributed to current students that meet the eligibility criteria at the discretion of the ARU Development Office and trustees of ARU Foundation and will be evaluated on a case-by-case basis.

The criteria for the matched-giving will be based on the projects:

EDUCATIONAL VALUE – The planned outcome of your project must enhance the education of yourself or other students attending ARU

ENRICHMENT – the project should complement what is available at ARU

PREVALENCE – The wider impact of your project will be an important consideration i.e., how many members of the ARU community will benefit (directly or indirectly) from this project?

STUDENT STATUS - The match-funding scheme is provided through the ARU Foundation to support current students' enrichment opportunities. Unfortunately staff and alumni projects do not qualify for the ARU matched-giving scheme.

Projects that do not advance the education of students at ARU will not be eligible for match funding.

5. ARU Crowdfunding agreement

By using the ARU Crowdfunding platform, you have agreed that:

- You are a member of the ARU community
- You will only use Sponsors personal data for the purposes of managing their donation
- All Sponsor data will be stored on the platform and you won't remove it or make copies
- You will treat any personal data in-line with ARU's Privacy Policy, seen here: www.anglia.ac.uk/privacy-and-cookies/alumni-supporters
- You will deliver the rewards posted as part of the project
- You will not offer financial securities (including, but not limited to: shares, bonds, holdings.) for donations
- You will not use the platform for selfish gain or to fund your lifestyle
- You will not use this as a platform to fundraise for other charities without Development Office approval*
- You will submit your project to the ARU Crowdfunding moderators for content and suitability
- You are responsible for the success of the project
- You will not use ARU Crowdfunding as a means to profit
- You are using ARU Crowdfunding to progress your project
- You will provide a detailed, comprehensive report on the success of your project within the timescale stipulated by the ARU Development Office upon completion
- You will deliver a project that is in line with ARU's mission and values
- You will repay to ARU any funds not used after your project has concluded
- You will submit a full financial account of the money spent on your project to the ARU Development Office
- If your Project does not proceed for any reason you will repay all the funding received to your Sponsors

*Please contact the Development Team on: giving@anglia.ac.uk if you believe there are opportunities for your project to benefit from charitable or industry collaboration.

6. Your commitment

'I am a current member of the ARU community'

Project applicants need to be a member of ARU (student or staff). If a project is run as a collective by, or on behalf of a Students' Union club or society, the project lead must be a current student of the University throughout the duration of the fundraising.

'I will deliver the project and the rewards that I have promised'

ARU Crowdfunding is a community built on trust. By setting up your project, you are making a commitment to deliver a believable and achievable project, and the subsequent rewards for your donors. Please ensure that you are serious in delivering the rewards you promise and completing your project as described. Rewards can be flexible (but attainable) and can range from special mentions to actual items.

'I will not offer financial securities in return for donations'

A security is a tradeable financial asset (stocks, shares, bonds, investments etc.) and must not be offered to your donors as a form of monetary reward. If you're unsure about what rewards you can offer, please contact the ARU Development Office on: giving@anglia.ac.uk.

'I will not use the website to fund my lifestyle or to fundraise for other charities.'

Projects including, but not limited to: raising funds to pay rent; funding tuition fees; buying items for personal gain or funding private events will not be accepted by ARU Crowdfunding. ARU reclaim Gift Aid on behalf of the University and HMRC regulations mean that we are unable to support fundraising for other charities via this platform.

'I understand that my project will be moderated for content and suitability'

Once submitted, all ARU Crowdfunding projects are reviewed for suitability and assessed on their content, goals and the level of organisation and commitment demonstrated by the project lead or team. The ARU Development Office reserves the right to request any modifications to your proposal and content as they see fit. If you have still have any questions about your projects suitability after reading through these guidelines, please email giving@anglia.ac.uk.

'It is my responsibility to ensure the success of my project'

By submitting your project to ARU Crowdfunding, you agree to be responsible for raising the funds for your project. This means you are making a commitment to regularly promote and market your project to your networks and through any appropriate means. ARU Crowdfunding will ask you to submit a report after a projects completion, including proof of expenses and copies of any project related

expenditure (if your project is for the benefit for a registered ARU Society, you will need to provide these to the Student Union, following the regular expenses process.) Your project report may be used for future marketing, donor reports or case studies. Depending on the projects length of duration this may include periodical reports on the projects ongoing success. If you foresee any issues around being able to complete these reports, please raise the matter with the ARU Development Office, as soon as you are aware on: giving@anglia.ac.uk.

'I will deliver a project in line with ARU's mission and values as an institution'

ARU respects the freedom of speech of all students, staff and alumni. However if a project does not demonstrate inclusivity, respect and a clear and genuine benefit to the wider ARU Community, the ARU Development Office retains the right to refuse to publish your project.

'I will protect any data I receive in-line with ARU's Privacy policies'

Through your ARU Crowdfunding project, you will encounter valuable personal data from your Sponsors. You are responsible for protecting this data and ensuring that it is kept Private and is ONLY used for the purpose for which it has been given. You will ensure you have read the ARU Crowdfunding Privacy Notice and the ARU Privacy Notice before you commit to handling any Sponsor data and you are aware that any misuse of data may result in either/or a formal disciplinary process and the full return of any fundraised monies.

'I will return any unused funds to the ARU Development Office at the end of the project.'

If there is a surplus of funds left-over from your fundraising, due to over-budgeting, or not being able to deliver any aspects of the project, you will be expected to follow best practice and either; a) return the unused funds to the ARU Development Office, who will use them as provision to support future student's projects through match-funding, or refund your Sponsors if required. Or, b) provide additional evidence about how you can use the funds to enrich your original project with new activity. You will be expected to update your Sponsors accordingly.

'If my Project does not proceed I will repay all funds received to the relevant Sponsors'

Your Sponsors have supported you and donated in good faith. If there are genuine reasons that you cannot deliver your promised projects, don't worry – honesty is the best policy. Please ensure you inform the ARU Development Team immediately, who will work with you to contact and re-pay your Sponsors. If you do not do this, you will be expected to return all funds and any match-funding and this could result in a formal disciplinary process. In all instances where there may be a failure to complete the project in part, please inform giving@anglia.ac.uk.

7. ARU Crowdfunding process

1. YOUR IDEA

If your project is related to an academic programme of study, you will first need to gain permission from your Dean or Head of Faculty to ensure that it is suitable for crowd funding.

If your project is to benefit a society, club, cultural or social initiative, **you must seek permission** from the relevant authority (for example; the society committee, the Student Union Entertainment Officer, a member of the Student Union Executive Committee), who will be prepared to act as project sponsor.



2. GET STARTED

Once you have had your idea agreed, you will need to sign up to the ARU Crowdfunding website to submit your project proposal. This will then be reviewed by the ARU Development Office for its suitability as a project. *(Please note, you will need to provide your endorsement separately to: giving@anglia.ac.uk)*

The ARU Development Office will probably ask for more information to enable a decision on your project to be made. You may be asked to supply detailed costings and quotes or estimates in support of your application.

Please be aware that you will need to declare whether you have been a recipient of, or applied for any additional funding from ARU towards this project.

At this stage, the ARU Development Office will confirm if you are eligible for the matched-giving scheme and will check with your university 'sponsor'. Receiving the additional match-funding donation will be dependent on you hitting your **minimum** target.



3. YOU'RE LIVE

Your project will be live for approx. 6 weeks from the date it is published on the ARU Crowdfunding site. It is your responsibility to promote the project to your networks and beyond. All updates and original content created to promote the project are the responsibility of the project lead/group. **All fundraising is your responsibility.**

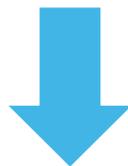


4. YOU'VE DONE IT!

Congratulations! You've done it! When you reach your target, all donations from your pledges will be collected and held in the account of ARU Foundation, the charity which supports the education of students attending ARU.

The ARU Development Office will ask you to complete and sign an 'ARU Crowdfunding Fund Transfer' form, once this has been returned, signed and completed, we aim to have all monies (including matched-giving donations) in your account within 30 working days.

Please be aware that we receive payments from Stripe every 7 days, so there could be a maximum lapse of at least 37 working days before receiving your funds. Please ensure that this fits in with your project deadlines and timeframes.



5. CELEBRATE SUCCESS

Throughout your fundraising, you have offered your donors rewards for their help. It is important that you deliver these, along with any updates and news from your project in a timely manner. Your donors will love to hear from you, and will be waiting on tenterhooks to hear how the project they have funded is progressing!



6. REPORT ON ALL THE GOOD STUFF!

You have had your money, thanked your Sponsors and now, your project should have achieved, or is in progress towards its goal.

ARU Crowdfunding will ask you to submit a report after a projects completion, including proof of expenses and copies of any project related expenditure (if your project is for the benefit for a registered ARU Society, you will need to provide these to the Student Union, following the regular expenses process.)

You will have been sent a Project Progress Report Form, and your deadline to return it when you receive confirmation of your transfer of funds.

It is essential and non-negotiable that you complete and return this form when requested. Any failure to do so may result in us asking us to return your donations and your match-funding.



6. SHARE YOUR LEARNINGS

ARU Crowdfunding is a new initiative, one which we hope will be a great success for you and future students. In order to help you, and ARU's future innovators and creators, we would love to hear your recommendations, the things you learnt throughout the duration of your project and any advice you may have for future ARU Crowdfunders.

One of the ARU Development Office will be in touch to collect your thoughts and ideas, and to generally just say a big 'well done' for your pretty awesome achievement!

We hope that ARU Crowdfunding helps you achieve your goals!

We look forward to seeing your project and sharing your success.

**Good luck for your
fundraising!**