



Anglia Ruskin  
University

# **ARU Crowdfunding**

## **User Guidelines**

### **for project Sponsors**

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# 1. Welcome to ARU Crowdfunding

Welcome to our ARU Crowdfunding platform, where we have created a space for our community to fundraise for their important causes, embrace collaboration and inspire innovation and creativity. Together, we want our students, staff, and alumni to come together and achieve great things.

Before you consider sponsoring an ARU Crowdfunding project, we ask that you please take the time to read this document to understand how the scheme platform works.

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](mailto: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 pledge to make donations that when combined together amount to no more than £3,000 in total for each project, in exchange for tangible, non-monetary rewards. This method of fundraising allows a student or staff Creator to promote their project, whilst offering their donors a benefit in kind or acknowledgement for investing in the idea.

Your input as a Sponsor is so important to a projects success, as crowdfunding relies the power of networks. If there is additional, non-financial help you can provide, it will be hugely beneficial to our students. Simple promotion, such as sharing your support of the project and it's aims online, endorsing the project team on social media or even just generally talking about what ARU Crowdfunding is trying to achieve, will provide a great deal of valuable awareness for this initiative.

### 3. Why use ARU Crowdfunding?

ARU Crowdfunding is an exclusive platform for students and staff of Anglia Ruskin University, which means your support can make a direct impact on our community.

ARU Crowdfunding could enable you to sponsor a student to complete extra-curricular research to progress their academic enrichment. Alternatively, your donation could provide a society with funds for an important event, or support a group of students with their opportunity to complete volunteering that could help them when applying for their future careers.

The team behind ARU Crowdfunding will be on-hand to provide support to our sponsors whenever necessary, and our students will involve you by providing you with regular updates and exciting rewards to thank you for your donation.

If you have any questions, or would like to talk to our member of our team about further ways you can get involved with the ARU Crowdfunding initiative, please contact us on: [giving@anglia.ac.uk](mailto:giving@anglia.ac.uk).

### 4. What type of projects feature on ARU Crowdfunding?

Projects can be varied, wide-reaching and diverse, with a shared focus in providing a benefit to the students, staff, the University, alumni or the wider community.

We welcome projects that demonstrate creativity or innovation, an enrichment of the student experience, or a community, social, environmental or cultural benefit.

Examples of projects featured on ARU Crowdfunding:

- **Community and volunteering projects**
- **Entrepreneurship or social enterprise**
- **Performances and/or theatrical/artistic exhibitions or productions**
- **Conferences and events**
- **Equipment for extra-curricular activities (i.e. sports clubs)**
- **Research**
- **Trips and/or expeditions**

We have certain core values at ARU, which are fundamental to how we teach, learn and live together in our community. It is vital that a project reflects one or more of our values; **Ambition, Innovation, Courage, Community, Integrity** and **Responsibility**.

To find out more about the commitment ARU Students and Staff make when using ARU Crowdfunding, you can read our companion 'User Guide for Creators'.

## 5. Match-funding from the ARU Foundation

ARU Foundation is willing if certain eligibility criteria are met, to match-fund a contribution of up to 25% for projects the Foundation judges to be strongly aligned to our University values and will demonstrate a strong, positive impact on our community. These projects must enhance the education of students at ARU.

If you have a question about match-funding student projects, or would like to talk to one of our Development Team further about how the ARU Foundation can support student-led fundraising, please don't hesitate to contact them at:

[giving@anglia.ac.uk](mailto:giving@anglia.ac.uk).

## 6. Your role as a Sponsor

By making a pledge to an ARU Crowdfunding Project, you are trusting our staff or student Creator to deliver the rewards as outlined in their project. If your preference is to donate to a project and receive an award, please be aware that this will make your personal data visible to the project Creator, exclusively.

Before publishing a project on our ARU Crowdfunding platform, we do request that all project Creators sign an agreement, ensuring they are dedicated to adhering to the Anglia Ruskin University [Privacy Notice](#), and are committed to being safe with, and respectful of personal data. You can read about this commitment in the **User Guidelines for Project Creators**.

If the project you have sponsored, does not reach its minimum sponsorship target, no monies will be taken from your account.

If the project you have sponsored does reach its fundraising target, yet cannot be completed by any reason after funding has been transferred, the creator is obliged (as outlined in their agreement made with ARU) to return all money to the ARU Development Team, who will be in touch with you directly to arrange the return of the money that you had donated.

If you have any disputes with the Creator you have sponsored, we suggest that you contact them in the first instance, before notifying the ARU Development Team, who will then facilitate/act as an intermediary to resolve any outstanding issues.

Please make sure you read and familiarise yourself with the Terms and Conditions on the ARU Crowdfunding site before donating to your project of choice. For further questions, you can contact a member of our Development Team, on: [giving@anglia.ac.uk](mailto:giving@anglia.ac.uk).

Please be aware that the Development Office does reserve the right to complete due diligence checks on Sponsor gifts, chosen at random to ensure the donations we receive comply with our Fundraising and Development policies, which you can find in full, here: [www.anglia.ac.uk/graduation-and-alumni/supporting-your-university/fundraising-and-development-policies](http://www.anglia.ac.uk/graduation-and-alumni/supporting-your-university/fundraising-and-development-policies).

Please be aware that gifts to individual projects are always visible to the project Creator, even if a gift is selected as 'Anonymous'. If you would like to make a truly anonymous donation to one of our projects, you can contact Hannah Wysocki on the ARU Development Team, who operates and moderates the platform. Her details are: [hannah.wysocki@anglia.ac.uk](mailto:hannah.wysocki@anglia.ac.uk), or 01223 695573.

For any other questions in regard to supporting an ARU Crowdfunding project, please contact a member of our team at [giving@anglia.ac.uk](mailto:giving@anglia.ac.uk), and we will be happy to support, and provide additional information as required.

**We hope that you enjoy following the success of our ARU  
Crowdfunding projects.**

**Thank you for your support and for encouraging and enriching the  
experiences of our ARU Community.**

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