



University of  
**Salford**  
MANCHESTER

Alumni Engagement & Development Office  
Regular Giving

## FundUS Application Form

APPLICATION TO BE A PROJECT FEATURED ON THE CROWDFUNDING  
HUB

Please refer to the corresponding guidance notes and the appendices at the end of this document before submitting.

Forms must be completed either electronically or handwritten in black ink. All completed forms must be returned via email to [supporters@salford.ac.uk](mailto:supporters@salford.ac.uk).

Full Name of Project Manager:

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Name of other team members (if applicable):

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If you are a student, please state your stage and name of degree course:

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If you are a member of staff, please state your job title and School/Professional Services area:

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Phone number:

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Email Address:

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Title of Project:

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Who/how many people will directly benefit from this project?:

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Amount that you wish to crowdfund for:

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Is this a one-off cost? (only one-off costs will be considered):

\*A full break-down of costs must be submitted with this application (see page 4)

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Are you affiliated in any way to another charity? (due to our charitable status, we are unable to fundraise for other charities and therefore affiliates of other charities will not be considered)

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Please summarise your project in no more than 150 words:

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Please describe how your project has a broad reach for the benefit of students and the university community:

Which area of priority does your project meet? (please tick all that apply)

Enhancing the student experience □ A safe, accessible and pleasant campus □

Student Societies and sports ☐ University/student outreach to the local community ☐

Engagement with industry/external partners ☐

How will the project enhance the activities of the University of Salford more widely?

[illegible]

How will the project promote the Salford Advantage Fund?

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What other sources of funding have been approached? How much, if any, has been promised?

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If your application is successful, will you be able to fully commit to promoting your project between February and April 2017?

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How do you plan to recruit donors to your project? As crowdfunding success is heavily reliant on social media exposure, do you have either individual social media followings that

you are happy to use to promote your project or a social media following for the project itself? Please state below a minimum of one social media account that you would be happy to use to fundraise digitally.

Eg. Joe Bloggs – Facebook, @joebloggs – Twitter, Joe Bloggs (Student at the University of Salford) –Linkedin

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Please give a detailed breakdown of the total costs of your project:

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Please give a rough indication of timescales for your project, if you are successful in being chosen to raise funds on FundUS:

Eg. February-April – Crowdfund for project

April – Crowdfunding completion

May – Look for suitable equipment, dependent on how much money is raised

June – Place order for equipment

July – receive delivery of equipment and report back to the FundUS team on project completion

A large, empty rectangular box with a thin black border, intended for the user to provide details about their project, such as a description, budget, and other relevant information.

Please return via email to [supporters@salford.ac.uk](mailto:supporters@salford.ac.uk) and mark in the subject line as 'FAO Regular Giving – Crowdfunding Application'.

In your accompanying email, please can you confirm that you have read the appendices to this document, and the guidance notes that accompany this. Only applications that confirm that they have read these two documents will be considered.

## **Appendix – Conditions**

Successful applicants will be responsible for meeting the following conditions:

- Funds raised must be used for the purpose outlined when fundraising.
- Teams must be available to run their campaign February to April 2018, and must not require the money before May 2018.
- Teams must have a separate bank account where the funds can be disbursed to. This can be through the Student's Union accounts, through a University department's budget, or through a bank account set up for this purpose. Money will not be disbursed to an individual's bank account.
- You will be required to fully commit to fundraising for your project – this project is run by you and the success/failure is contingent on the effort you put into it.
- You will be required to supply copy, produce a short promotional video and report back on the success of your project, once it has taken place. It is essential that you provide any information to the Alumni Engagement & Development office by the deadlines that AE&D colleagues give.
- All equipment/fixed assets purchased should be used for the specific project and will remain the property of the University of Salford after the project is completed. No awards for equipment/fixed assets will be made to individuals.
- Successful applicants must acknowledge the support of FundUS at the University of Salford whenever their project is mentioned through University literature and/or events where appropriate.
- Matched funding, if available, will be discussed upon the FundUS team choosing you as a successful project. When proposing your fundraising target please DO NOT assume that you will receive any form of matched funding – please give us your proposed target based on what you think it would be achievable for your project to raise through your campaign alone and how much you require to make your project a success. Please see the accompanying guidance document for more detail regarding matched funding.
- When donors elect to give Gift Aid on their gift (if eligible), the Gift Aid may be used by the University to support future projects on campus. Further information is available on request from the FundUS team.