



The kaupapa of all Networking for the environment hui is to share knowledge and ideas. This Future of Funding II event was the second in a series about funding from non-traditional sources. Crowdfunding (a project or venture) works by raising money from many people who each contribute a relatively small amount, typically via the Internet. A challenge put to the 50+ participants was to think about their organisation and how they are currently funded and if this might be an option to incorporate into their funding strategy.

**Plenary Session-** The objective of this session was to learn about crowdfunding from the experts at Givealittle and Million Metres Streams Project. Lots of information online. Presentations and handouts available at Ecan website <https://www.ecan.govt.nz/your-region/your-environment/our-natural-environment/networking-for-the-environment/>

**Givealittle**-by Lynne Le Gros – General Manager, Spark Foundation. Lynne provided insights into the world of crowdfunding and her experience with Givealittle over the last six years. She compared several funding pages with different strategies. The most successful have a compelling story and has some urgency about it. Key points are:

- Givealittle was founded in 2008 and purchased by Spark Foundation in 2012.
- Donor decides success
- Story telling sells
- Crowdfunding takes work

In 2016 (calendar year):

- \$21m total donations
- From 300,000+ donors
- Average donation \$72
- 5,000+ fundraising pages
- 7 million+ visits to Givealittle website

What Spark Foundation does:

- Building Givealittle brand
- Managing risk and compliance (lots of laws and regulations)
- Being true to purpose
- Enabler not judge
- Working with page owners and causes
- Continuing to evolve site

**Million Metres Streams Project-** by Alaina Pomeroy- Project Coordinator, Sustainable Business Network. Alaina talked to the group about how Million Metres helps community organisations and landowners fundraise for riparian planting projects around New Zealand. She provided strategies and tips to engage your 'crowd' and run a successful campaign. Key points are:



- Our goal is to raise funds to plant one million metres of waterways with native plants and trees.
- The initiative is led by the Sustainable Business Network, in partnership with DOC.
- Scale and cost of improving water quality in NZ is huge. Million Metres is increasing the funds available for this important work. Focus on crowdfunding and engaging businesses.
- Environment Canterbury is a field partner and provides expert advice on waterway restoration in Canterbury. **Three successful projects in Canterbury so far.**
- More than \$650,000 has been raised for 30 planting projects across the country.

What Million Metres does:

- Manages the web-platform to share your project and receive donations
- Helps you run great crowdfunding campaign and provide guides and templates
- Markets and promotes your project through social media
- Actively fundraises to secure individual and business donations
- Provides updates and communicates regularly with donors
- Shares your story with national audience

Current project in Canterbury:

- Planting along a tributary of the Selwyn-Waikiriri: <https://millionmetres.org.nz/open-project/restoring-a-tributary-of-the-selwyn-waikirikiri-river>

**Top-Tips for Crowdfunding** - What makes a successful campaign:

- Starting with why. Telling a compelling story and having a sense of urgency (e.g. Help Fluffy the cat!! OR We can't swim in this swimming hole we used to swim in.)
- Engaging your 'crowd' and building a strong community of interest and local support. Start with your family, friends and colleagues and work outwards to the people that care.
- Active management of your campaign- getting the word out through your networks, being persistent and positive, planning different activities.
- Having fun and engaging the community (e.g. wharf jump in winter, kayak trip, etc.)
- All crowdfunding platforms take a percentage of the funds raised to cover the cost of administration and support. If you decide to try crowdfunding make sure you understand the terms and conditions of the platform you choose and the support they provide for that fee.

**Open Networking Session-** The objective of this session was to:

- ✓ Explore your ideas about crowdfunding with the experts in the room
- ✓ Talk with council staff (CCC, ECan, SDC, WDC) about LTP decisions
- ✓ Learn about initiatives that are kicking off for CWMS target re-refresh and Climate Change
- ✓ Share resources and top tips for running your organisation.

A list of topics for deep dive workshops was developed from this session. They are:

Topic	Internet and technology 101	Grass-roots fundraising	Multi-partner agreements	Working with Volunteers	What makes a project successful	How to stretch resources
Content	Online data protection, facebook, etc.	Applying, managing and reporting	How does it work?	Get, retain and manage	Case-study, practical tips	\$ and volunteers work more efficiently
Interest	8 people	6 people	6 people	5 people	4 people	3 people
Potential sponsor	Spark Foundation	CCC		DOC	ECan	

We are working on how to evolve the Network to be more interactive and provide deep dive workshops. We need your help to develop these ideas. A survey will be sent soon. Ngā mihi, Ali