

The
**Funding
Network**



*Transforming lives through
live crowdfunding*

2014/2015

Welcome



As the new Chief Executive of this remarkable charity, I am in awe of the many examples of community I see in play through The Funding Network (TFN).

It is thanks to our strong network of volunteers, ambassadors, members and supporters that in 2014/15 we have raised over £7 million since TFN's inception, hosting more than 210 events, for 1,000 charitable projects, bringing together more than 7,000 donors from across the UK and internationally.

TFN events have a uniquely powerful multiplying effect: the fact that for every £2 TFN spends as a charity it raises £12.50 for charitable projects is testament to the effectiveness of live crowdfunding as a means of fuelling social change. It is our individual and corporate members that make TFN's vision of catalysing social change a reality. Members are at the heart of our organisation.

At a time when the UK is gaining a reputation as a global leader in pioneering models of philanthropy, we can be proud that our easily replicable model has captured the hearts and minds of people around the world. TFN's unique format has now spread to 13 countries, proving that live crowdfunding transcends differences of culture and language to engage individuals and communities in social action.

I think you'll agree there's much to celebrate and anticipate!

Kate Marsh, Chief Executive

Contents:

- 3 About The Funding Network
- 4 Achievements & Highlights
- 5 TFN International
- 6 Our impact
- 8 TFN Members
- 9 Corporate Membership
- 10 Looking to the Future
- 11 Thanks and Contacts

About The Funding Network

As the UK's first live crowdfunding charity, we are a friendly Dragons' Den for social change projects and donors. We bring people together to collectively support early stage grassroots projects working at the front line of social change.



How The Model Works:



Nominate

Members nominate charities which are then shortlisted by a rotating selection panel made up of TFN members



Pitch

Four projects are selected to pitch at the event and the TFN team prepares them with professional pitch training



Evening Reception

Around 100 potential donors are invited to a dynamic evening reception



6-minute Pitch

At the event each project has just six minutes to pitch and six minutes to answer any questions



Live Crowdfunding Session

This is followed by our signature live crowdfunding session; donations typically start from £100



Raising Money

The pledges are tracked live, often raising many thousands of pounds in under an hour!

Achievements & Highlights

4

In one evening we'll have up to 100 attendees, of which approximately 85% are donors, raising on average £34,000 for four innovative young charities. Each charity often goes on to support the needs of hundreds, even thousands, of individuals.

Our recent findings indicate that TFN's influence on charities, donors and the third sector as a whole has been significant:

Since 2002 TFN has hosted 210 events, engaged over 7,000 donors and raised more than £7 million for over 1,000 charitable projects worldwide.

In 2014/15:

54

TFN events took place

184

charities supported

1,100

new donors

3,200

people attended events

2,363

donors gave at TFN events

Singapore, New Zealand, Turkey and Ireland hosted their first TFN events

With the help of TFN:

66%

of TFN members give more to charity as a result of their participation

62%

of funded projects say they've been able to leverage further support as a result of TFN events

Members and supporters generously donated £127,000 to the Swan Appeal to help with TFN's core running costs

Dublin and Cork both hosted pilot events, collectively raising £97,000

Youth Funding Network hosted a second successful event with London School of Economics and Political Science - raising £4,284 in just 30 minutes with 62 young people

Celebs @ St Pauls for CFN:



Harriet Walter DBE



Craig Stevens



Peter Snow CBE

TFN International

The TFN model has been successfully replicated on an international scale and is present in countries around the world including Australia, New Zealand, America and across Central and Eastern Europe. In 2014/15 TFN International has:

- Hosted **30 events** around the world
- Supported **180 projects**
- Engaged **2,000 attendees**



Frederick Mulder, TFN Founder:

“What a privilege it was this past year to turn up in Sofia (Bulgaria), New York (USA), Istanbul (Turkey) and finally Auckland (NZ) for TFN events and to see the same spirit at work that we see in the UK. The projects are different, often much more local, as are the venues and those attending, but the sentiment at work is the same; to pool funds to support small projects working at the coalface of social change. We have become a genuinely international family, and a vibrant and growing one.”



“The Funding Network is an ideal mechanism to attract and retain new and existing donors in Cluj. They learn about the needs of local, grassroots projects and help spark social change in a collaborative, interactive way. Since 2012 we have hosted seven live crowdfunding events and raised over £33,000 for 19 projects.”

Simona Serban, Director,
Cluj Community Foundation,
Romania

TFN considers applications for support from projects which demonstrate a clear charitable purpose and which aim to achieve social change in crime reduction and peace building, education, environment, health, human rights, inclusion, and livelihoods. TFN looks to support projects working both in the UK and the rest of the world.



LIVELIHOODS Lensational

– funded at Youth Funding Network in March 2015 and raised £1,200

A social enterprise which aims to empower women in developing countries by equipping them with digital cameras and professional photography training.

“Thanks to Youth Funding Network funding we were able to build a sustainable revenue stream and sell the photos of our trained women and distribute 50% of revenue back to them – key to economic empowerment.”

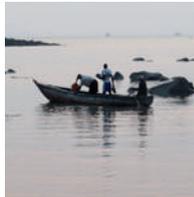


INCLUSION The Bike Project

– funded at TFN London in May 2014 and raised £7,700

The Bike Project provides second hand bikes to asylum seekers and refugees in London, allowing access to vital services and resources.

“The Funding Network is about more than just the money: the process of pitching to and networking with potential donors provided a unique and invaluable insight into fundraising that I have not experienced anywhere else. Most importantly, TFN is a community of people who both want to support your cause AND have the influence and power to do so. That is an incredible combination!”



ENVIRONMENT Environmental Justice Foundation

– funded at SFG in October 2014 and raised £24,000

A community surveillance project, preventing industrial scale illegal fishing in Ivory Coast, helping protect fish stocks and food security.

“Thanks to your funding we can substantially add to our operations in Ivory Coast, working jointly with local communities and government to stop pirate fishing operations.”





EDUCATION Educaid

– funded at TFN London in July 2014 and raised £6,200

Supports secondary-school age girls with below secondary-school academic standards in Sierra Leone.

“Thanks to TFN’s flexible approach we were able to immediately react when the Ebola crisis first hit.”



HEALTH Oda Foundation

– funded at City Funding Network in December 2014 and raised £7,700

Oda Foundation aims to empower the people of Oda, Nepal, providing much needed health and educational support. Thanks to City Funding Network funding, Oda successfully built a health centre for this remote community.

“You are doing such wonderful things at TFN and I can say on behalf of me, our board, and the people we work with that we’re so honoured to have been a part of it.”



CRIME REDUCTION Spark Inside

– funded at TFN London in December 2014 and raised £10,700

Reduces reoffending for young people aged 15-25 in the criminal justice system through professional life coaching.

“TFN’s support has made a huge difference to us at a time when we desperately needed funding for infrastructure. Without TFN’s support, we wouldn’t have been able to take advantage of all the opportunities to expand and our infrastructure would not have been strong enough to sustain the rapid growth.”



HUMAN RIGHTS Unseen

– funded at TFN Bristol in June 2014 and raised £5,300

Unseen instils strength and resilience in survivors of human trafficking by supporting them to re-establish their lives in communities in the South West.

“We heard about TFN through our local Community Foundation. It was a fantastic opportunity to spread the word about our work to a local audience and to potentially find long-term support from those passionate about our cause. The group funded our resettlement programme for survivors of human trafficking, empowering women to live independent lives in the community after being resident at our 24-hour safe-house. Just recently, three women have found jobs, which is an amazing outcome.”

TFN Members

Members are the lifeblood of TFN. It is our corporate and individual members that nominate, select and support the projects in an interactive, live crowdfunding experience. Our members come from all walks of life but share a common passion for social change and a desire to learn, not only from the projects they meet, but also from one another. Join us as a member and become a part of a mass movement for social change with everyday philanthropists.

TFN offers three types of individual membership, starting from just £50 a year. Benefits include:

- free tickets to our London events
- the opportunity to nominate a project you would like to see supported
- the chance to sit on the project selection panel

“There are two fundamental reasons I am a member of TFN. The first is that it is really rewarding. And secondly it’s really good fun! You have great freedom to give your money away. It’s not like exercise or medicine – it’s not just worthy, it’s fun – like eating cream cakes or having a night out on the town. Giving through TFN is direct, immediate and exciting – like a binge!”

Jamie, TFN Member

“The work you do is amazing. Thank you.”

Archbishop Desmond Tutu

“TFN is simply a great way of discovering young charities. For me the exciting thing is that we get up close and personal to the charities and make a real difference. And it’s hugely enjoyable!”

Helen, TFN Bristol Founder

“In a world with a very short attention span, TFN really does give people a direct portal to learn about and support brilliant charities. An ever-revolving door of good – like a tangible and bespoke Twitter feed for positive social change.”

Sandy, TFN volunteer

The money TFN receives through membership fees helps cover part of our running costs. Members are vital to our continued work and are at the heart of what TFN stands for.

For a full list of benefits and further details on TFN’s membership please visit our website www.thefundingnetwork.org.uk

Corporate Membership

Corporate Membership provides a variety of exciting opportunities to deliver effective CSR in your organisation. As a member you can entertain your clients with tailored events and engage employees with charitable causes. You'll have the chance to go behind the scenes at inspiring organisations, special performances, site visits, expert talks and film screenings. To find out more get in touch with kate@thefundingnetwork.org.uk

"TFN is a great fit for Picton. Not only does this model of giving demonstrate effective CSR, our staff can really connect with the causes we are supporting to deliver social change."

Michael Morris, *Chief Executive of Picton Capital, Corporate Member*

"Rathbone Greenbank Investments is involved with TFN through hosting and supporting events in London, Oxford and Bristol. We value the connection with TFN; the model encourages people to make a positive impact with their money, a natural 'fit' with our core ethos as an ethical investment manager."

John David, *Director of Rathbone Greenbank Investments, Corporate Member*



"Working alongside TFN is inspirational and provides a real opportunity to see those social impact projects that are making a significant change to our society and whose valuable work would otherwise be in danger of going unnoticed."

Yasmin Waljee OBE, *International Pro Bono Director of Hogan Lovells, Corporate Member*

Our Corporate Members

Addidi | Bates, Wells & Braithwaite | CBRE Global Investors | Ennismore | Hogan Lovells | Macquarie Group | MSMR | Picton Capital | Rathbone Greenbank Investments | The Social Investment Consultancy | Sorin Gadola | T & J Meyer Family Foundation | Workshop for Civic Initiatives



Michael Maynard, TFN Chair and TFN Member:

“Our core London events are open to everyone. We then also have tailored networks to engage specific audiences: Youth Funding Network for students and young people, City Funding Network for City professionals and Strategic Funding Group for higher level donors. Alongside these networks we are also lucky enough to have dedicated volunteer/partner committees in Belfast, Bristol and Oxford who put together events in their region. Our intention is to build on this year’s success and strengthen these existing networks. With our expertise in live crowdfunding and leveraging impact through innovative partnerships, we hope to develop and expand our network.”

Youth Funding Network (YFN)

is a volunteer-led group that inspires and empowers young people to fuel social change around the world.

Youth Funding Network **partners with universities and youth organisations** to engage students and young people up and down the country.

Supported by Macquarie Group.

Partnerships include **LSE, O2 Think Big** and **Year Here**.

City Funding Network (CFN)

is the young professionals’ offshoot of The Funding Network.

An incubator network investing in small, dynamic organisations working for social change, CFN is a way for City professionals to enjoy a relaxed night out with friends and colleagues, while discovering innovative organisations with a social mission. **These events happen twice a year in London.**

Working in partnership with **City Philanthropy** and supported by **City Bridge Trust**.

The Funding Network

is a membership led initiative that brings people together at live crowdfunding events to raise vital funds, transform lives and create lasting social change.

Funding Network events are open to all and happen every other month in London. Thanks to TFN members and supporters **over £200,000 was raised at 6 events in 2014/15.**

Partnerships include **Rathbone Greenbank Investments** and **The Lincoln Centre** who have generously hosted TFN events.

The Funding Network

Regional currently operates in Oxford, Bristol and Belfast.

These events are run in partnership with private and third sector organisations (including Quartet Community Foundation, Giving NI and Community Foundation for Northern Ireland) and our dedicated regional volunteers.

These events usually happen **once a year** in each region.

Strategic Funding Group (SFG)

aims to provide transformational second-stage funding to young charities.

Attendees have the desire and capacity to give larger amounts, and provide this funding as a way for small yet established charities to grow and become more sustainable.

These events happen in London twice a year; **in 2014/15 SFG raised £160,000 for 6 grassroots projects.**

TFN Founders

Dr Frederick Mulder CBE
Dr Paul Kelland
Polly McAfee
Sue Gillie

TFN Trustees

Michael Maynard, Chair
Simon Wheatley, Treasurer
Jan Stimpson
Jonathan Wilkinson
Nick Merriman
Rosalind Munro
Stephanie Brobbey

TFN would like to thank all those who generously supported our Swan Appeal.



TFN acknowledges with gratitude the support of the following in 2014/15

Belron World Conference | Brunswick LLP | Charles Stewart Mott Foundation | City Bridge Trust | Esmée Fairbairn Foundation | Frederick Mulder Foundation | Hogan Lovells | Macquarie Group | Marie-Louise von Motesiczky Charitable Trust | Rathbone Greenbank Investments | SEB | The estate of Venetia West | UBS



Get involved



*Transforming lives through
live crowdfunding*



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