



Crowdfunding Basics



Crowdfunding is a way to raise money by getting small contributions from a large group of people, usually through an online platform.

People create campaigns for projects, causes, or businesses, and supporters can donate or invest to help reach the fundraising goal.

Types of Crowdfunding



Reward Based Supporters receive perks or products (e.g Kickstarter Indiegogo)

Equity Based Investor receive a stake in the company (SeedInvest, AngelList)

**Donation Based Donation for personal or social cause with no return expected
e.g GoFundMe, Just Giving**

Equity Based - Crowdfunding

- Equity-based crowdfunding is a way for people to invest in startups in exchange for a small ownership stake. If the business succeeds, these investors may see a return; if it fails, they risk losing their money.

- **1. SeedInvest:**

SeedInvest is a selective platform that connects startups with investors. It carefully vets startups, offering more assurance to investors.

Open to both regular and accredited investors, SeedInvest allows them to invest in sectors like tech and healthcare.

- **2. AngelList:**

AngelList is a platform for startups and investors, known for its “syndicate” model. Here, investors can join groups led by experienced investors, sharing in larger deals.

Generally, AngelList is for accredited investors, but it occasionally offers options for everyone.



Reward Based - Crowdfunding

- Rewards-based crowdfunding is a way for people or businesses to raise money by offering supporters a reward in return for their financial help. Instead of giving backers a share in the business, like in equity crowdfunding, backers receive non-monetary rewards, like early access to a product or exclusive merchandise.

- *Here's how it works:*

- **1. Pre-orders and Early Access:** Backers often get the product early or have access to exclusive items.

- **2. Reward Tiers:** Different pledge amounts come with different rewards. For example, a small pledge might get a thank-you, while a larger one might get the actual product.

- **3. Funding Goals:** On some platforms, creators only get the money if they meet their funding goal (all-or-nothing). Others let them keep the money even if they don't reach the goal (flexible funding).

- This type of crowdfunding is popular for new products or creative projects because it helps fund ideas without giving up ownership. However, creators are responsible for delivering the rewards, which can be challenging if there are delays or extra costs.





Donation based

Crowdfunding for She

Beasts

This campaign was a pivotal step in expanding She Beasts mission to empower women by providing new opportunities for growth and success. With the support received, we brought operation in-house, fostering a strong community of women who uplift each other

She Beasts Learning Academy offers more than just qualifications—it equips females with the skills, confidence and support needed to achieve long term career goals and build brighter futures



I'M SPEAKING AT

SHOW ME THE MONEY



**UNLOCKING THE FUNDING LANDSCAPE
FOR FEMALE-FOUNDED BUSINESSES**

23 MAY 2024 | 10AM - 12PM | BIRMINGHAM

@THE51PERCENTCLUB



Benefits of Crowdfunding?



Access to Capital :
Provide a funding source
without traditional loans
or investors



Market Validation : Shows
if there's interest in a
product before full scale
production



Community Building :
Creates a community of
early supporters and
brand ambassadors



Flexibility : Crowdfunding
platforms are easy to set
up and accessible

Tips for Launching a successful campaign



Set a Realistic Goal: Base your target on actual costs & a contingency buffer.



Tell a Compelling story: Engage supporters emotionally through storytelling



Reward your backers: Offer meaningful, realistic rewards



Communicate Regularly : Keep backers informed throughout the process



Plan for fulfillment : Have a clear plan for delivering rewards

Business Support



She Beasts CIC

21st December 2023

"This donation comes as a huge benefit at the time of need via the Wesleyan Winter Fund in conjunction with the Heart of England this fund is given to organisations to use as they see fit to drive change to projects they run and what change this donation has made we are so ecstatic that this will allow us to hit our target to open our academy and to start bridging the gap for females at home, in their new found careers and in sports and fitness. We plan to celebrate our newly qualified instructors in March so watch out for our celebration and event to celebrate international womens week. Were humbled and excited for 2024"

WESLEYAN
we are all about you



She Beasts CIC

15th December 2023

“What a blessing it was to receive this donation towards the Crowd Fund from our 1st Corporate Sponsor who sees the value in offering females diplomas to bridge the gap and bring them back to the workplace full of confidence in their new found lifestyle and transformation. Thanks so much to Stuart Colligan of Auxesia Limited”

Stuart

Auxesia Limited

Here's what Stuart had to say

***“Businesses and their owners benefit from their environments, access to great employees and their happiness in their jobs, people buying their goods and services, and all this comes from the wider community. So, I think it is important that businesses support community projects with time and money, as it should be a symbiotic relationship... Sometimes my interest is driven by the cause, and sometimes by the inspirational person behind the cause. In the case of She Beasts, it was both.*”**

Sadia

Sadia played a pivotal role in the success of the "Teach a Female to Fish" crowdfunding campaign, making substantial contributions and actively supporting its achievements.

Here's what Sadia had to say

***“It was an absolute pleasure to support the She Beasts crowdfund. I heard about She Beasts through Terri, whose life was transformed through them. I saw what they did and saw how someone's life had changed for the better. This was all I needed to show my support. I would support them again and urge others to do the same. I have very high hopes for She Beasts and have every faith in the organisation's future.”*”**

Funding Support - Sport England

"Uniting the Movement is Sport England's ten-year vision to transform lives through sport and activity, and I am pleased to say that through our Active Together Fund we have pledged £4000 to She Beasts so they can grow and continue to uplift the lives of people in Birmingham. The support She Beast's Crowdfunder is receiving is testament to their important work in the city continuing to bring the power of movement and well-being to women in Birmingham." – Sport England



**SPORT
ENGLAND**

Fundraiser - Clare & Alice

Clare & Alice, two dedicated members of our She Beasts community, are embarking on an exhilarating journey by participating in the Inflatable 5K challenge. Their commitment to this endeavor reflects the spirit of unity and empowerment within She Beasts.

By tackling this challenge together, Clare & Alice not only pushed their own limits but also amplified our collective voice for change.



Rewards



External rewards in crowdfunding help motivate people to contribute by giving them something tangible in return for their support. These rewards make the experience feel more engaging and rewarding, creating a stronger connection between backers and the project. Here's why they're helpful:

1. Incentive to Contribute: Rewards provide extra motivation for people to donate, as they get something special in return

2. Sense of Belonging: Receiving a reward makes supporters feel like part of the project's journey, giving them a sense of ownership and pride.

3. Marketing Tool: Unique or exclusive rewards can create buzz and draw more attention to the campaign, helping it reach a wider audience.

4. Building Loyalty: Rewards help build a positive relationship with backers, which can lead to ongoing support in the future.

- CJ** Claire Johnston 26th October 2023
"She Beasts is an amazing group of women supporting women. Let's keep it going!!"
- JH** Jody Hayes 25th October 2023
"Great cause - good luck! Jody"
- BS** Bouncing Statistics 23rd October 2023
"Keep up the good work, wishing you the best!"
- SC** Stuart Colligon 23rd October 2023
"Fabulous concept Sadie - you will change so many lives."
- ET** Emma tynan 10th October 2023
"What an amazing organisation, supporting and leading women back to there full power."
- SJ** S J Robertson 8th October 2023
"Much strength, ambition and self-belief to your community @Sadie."
- DJ** Diane Janjua 26th September 2023
"Fab cause good luck"

- SA** Sarah Aston 9th November 2023
"Amazing work, the need is great, cheering you all on - Sarah Aston"
- JR** Jas Rai 2nd November 2023
"Good Luck with the target! Great initiative."
- CS** C S Ellis 2nd November 2023
"Well done for all at C S Ellis!"
- NT** Nicholas Turvey 2nd November 2023
"Keep up the great work!"
- JM** Jessica Moore 1st November 2023
"Keep Going She Beasts, you will achieve all the good you currently do and wish to do."
- NL** Naila Laboss 6th December 2023
"Amazing woman with an amazing purpose. I'm totally here for it! God bless you sis i pray u keep winning ~AMEN xoxo"
- KH** Kursum Hathiyari 3rd December 2023
"Well done, keep up good work"
- SW** Sharon Wyness 2nd December 2023
"Sadie the work you do is vital. Keep going!!"
- LS** Lily Satterthwaite 22nd November 2023
"Great mission, amazing team, good luck! Lily Satterthwaite from Microsoft"
- BG** Bryoni grandison 21st November 2023
"Another donation from the members of virgin active solihull!!"
- YB** Yvonne billinghurst 17th November 2023
"Keep up the fantastic work."

- JM** Jessica Moore 1st November 2023
"Keep Going She Beasts, you will achieve all the good you currently do and wish to do."
- PD** Paula dyson 1st November 2023
"Good cause to support"
- TA** Trina arnold 1st November 2023
"All the best for the future girls for your project well done in what you are achieving xx"
- HT** Hannah turner 1st November 2023
"You're doing a fantastic job 💜"
- A** Adnan Jamil-Mir 31st October 2023
"Great cause! Thank you for all of your efforts"
- NJ** Nadine jones 31st October 2023
"What Shebeast is doing for women is amazing, changing and supporting lives, and to encourage women to see that they matter and are capable of so much more!! Well done shebeast ❤️"
- AS** A S Muflihi 30th October 2023
"Keep up the amazing work Love Ameena x"
- PX** POWER X PURPOSE 26th October 2023
"Keep up the great work from POWER X PURPOSE 🏆"
- KB** Cassandra Bacon 26th October 2023
"Keep up the great work!"

- JR** Jason Reed 15th April 2024
"Great cause and great effort everyone"
- JF** Jennifer foster 14th April 2024
"Well done all participants but especially Clare and Alice Cohring. Great job ladies. x"
- PR** Pierce Robinson-Fitzgerald 17th November 2023
"thank you bryoni"
- SP** Sadia Parveen 15th November 2023
"Such an amazing cause, thank you to all who entered the raffle to raise money for she beasts cic. We hope you can reach your target! Wishing you all the best xxx Sadia's Beauty Lounge & clients xxxx"
- JG** Jennifer Goodyear 15th November 2023
"Well done to all involved with this amazing project, I hope you reach your target!"



Risks & Downside of Crowdfunding

- ***Risk of Failure: Many campaigns don't reach their funding goals***
- ***Fulfilment Challenges: Successful campaigns may struggle to deliver promised rewards***
- Competition: With so many campaigns it can be hard to stand out***
- ***Reputation Risks : Failing to deliver can harm a brands reputation***



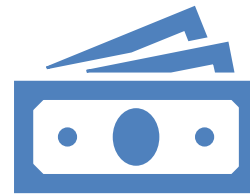
Challenges

- ***Time Constraints:*** We had only 8 weeks to reach our 10k goal.
- ***Cost of Living:*** Raising funds is challenging amid rising living costs.
- ***Building Strong Local Partnerships:*** We focused on creating solid relationships with local businesses to boost support.
- ***Uncertain Funding:*** There was no guarantee of additional funding, so every contribution mattered.



Q&A

Key Takeaways



Crowdfunding offers diverse way to raise capital but has unique challenges



Viral campaigns may create a short-term buzz but success depends on delivery and engagement



Careful planning and transparent communication are essential for crowdfunding success



Thank You

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