



## **Crowdfunding for greenspace projects**

---

Beautiful Scotland and It's Your Neighbourhood annual seminar

31 October 2018

---

**Ian Goodman**  
**MyParkScotland Project Manager**

Welcome and thanks for asking me along today's workshop.

First of all would like to introduce myself

Project Manager for MyParkScotland.

So the plan for this session is that I will give you a bit of information about....

- MyParkScotland
- What we mean by crowdfunding
- Examples of some growing projects

Will then do some work in groups to look at how to promote your crowdfund.

For that I have some example projects or if your group currently has a project that you are looking to fund then can use that instead.

## About MyParkScotland

**MyParkScotland** is an established and successful project that will help people discover, enjoy and support their local parks and greenspaces

crowdfunding approach to support local park & **greenspace** improvement, projects and activities

to date listed over 45 crowdfund projects

as an independent charity we can gift-aid to develop longer term sustainability and endowment funds

one-stop parks information portal and interactive hub – information about parks, events and activities – currently listing nearly 500 parks and greenspaces

Nesta



MyParkScotland is Scotland's only dedicated crowdfunding platform for parks and greenpaces.

Launched in May 2015

Listed around 50 projects in total – will highlight some of the growing projects later on

Gift Aid

Endowment

Support

Resources

TEXT Giving

## What is crowdfunding?



Crowdfunding is a method of raising money from a distributed group of funders (the crowd) who provide a large number of small sums forming a significant total when collected together.

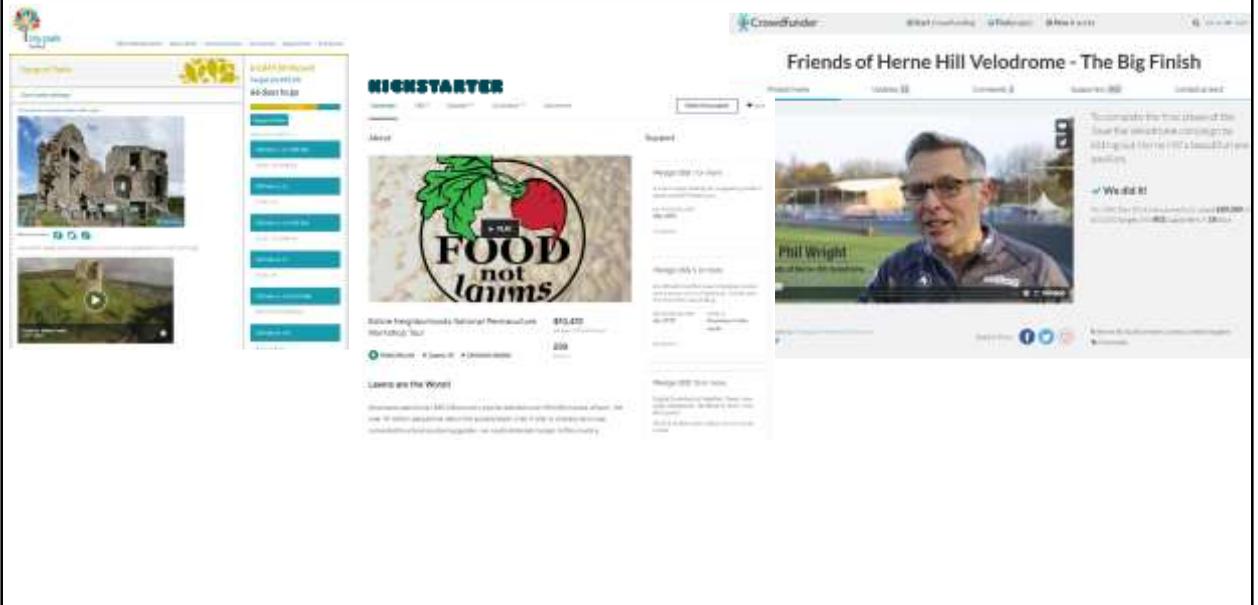
Put simply

Crowdfunding is a method of raising money from a distributed group of funders (the crowd) who provide a large number of small sums forming a significant total when collected together.

Obviously this means you need to find your crowd

– we will look at this shortly...

# Have you ever donated to a crowdfund?



Go round the room and answer the following questions....

So as I said my name is Ian Goodman

Donated to a number of crowdfunds, thought this one was useful to highlight.

Herne Hill velodrome in London, used to live near there, enjoyed a few visits – not likely to go back but wanted to support them even though I now live in Scotland.

Raise your hand if you have ever donated to a Just Giving page?

This works on the same principle as crowdfunding.

## Have you ever donated to a crowdfund?

The logo for JustGiving, featuring the word "JustGiving" in a bold, purple, sans-serif font. The "J" and "G" are significantly larger than the other letters. A small "TM" trademark symbol is located at the top right of the "g".

Go round the room and answer the following questions....

So as I said my name is Ian Goodman

Donated to a number of crowdfunds, thought this one was useful to highlight.

Herne Hill velodrome in London, used to live near there, enjoyed a few visits – not likely to go back but wanted to support them even though I now live in Scotland.

Raise your hand if you have ever donated to a Just Giving page?

This works on the same principle as crowdfunding.

## Four models of crowdfunding...



**DONATION**



**REWARD**



**LENDING**



**EQUITY**

## Four models of crowdfunding...



**DONATION**



**REWARD**

Most crowdfunds for greenspace projects and/or public good will be

## Additional variations

### Keep it all

You get to keep whatever you raise

### All or nothing

You get to keep anything only if you reach your target



## So what is MyParkScotland?



### **DONATION**

Funds collected are gifts or donations with no tangible return to the provider.



### **KEEP IT ALL**

You keep everything you raise regardless of whether you reach your target or not.

So for MyParkScotland and what we are going to talk about today we are looking at the following:

**DONATION:** - Funds collected are gifts or donations with no tangible return to the provider. Platforms which use this model include MyParkScotland and JustGiving.

In a **“Keep It All”** campaign, you keep everything you raise regardless of whether you reach your target or not.

# Example crowdfunds

Tarbert Castle, Argyll

Our Castle of Kings



We want to raise £4,300 to do all the work to make 200 young people in our community safe.

**£4,845.00 Raised**  
Target **£6,495.00**  
64 days to go

[Learn More](#)

Widdows, Edinburgh

Community Garden & Orchard in The Meadows



We want to raise £4,000 to create a community garden and orchard in the Meadows in Edinburgh.

**£2,709.28 Raised**  
Target **£4,000.00**  
11 days to go

[Learn More](#)

Salisbury Town Centre

Dig in Saltsalks



Let's get Saltsalks growing - for us, for our family, for fun! Creating a growing space in the heart of Salisbury, Wiltshire.

**£801.00 Raised**  
Target **£1,500.00**  
11 days to go

[Learn More](#)

Eltho Gardens, Cairns, Glasgow

Eltho Gardens growing & playing project



Eltho Garden has amazing potential and Eltho Heritage & Learning trust are looking to make a progress garden in the area.

**£19,979.00 Raised**  
Target **£31,000.00**  
28 days to go

[Learn More](#)

Multreeside Country Park, Falkirk

Growing Together



**£162.00 Raised**  
Target **£160.00**  
0 days to go

[Learn More](#)

Calton Hill, London

Salmon Hill - Apple tree



Donate to support the Calton Hill project to create a growing space for children in the area.

**£77.00 Raised**  
Target **£125.00**  
33 days to go

[Learn More](#)

Figgate Park, Edinburgh

Red Rooms for Figgate Park



**£344.00 Raised**  
Target **£344.00**  
0 days to go

[Learn More](#)

[Fundraising Top Tips](#)

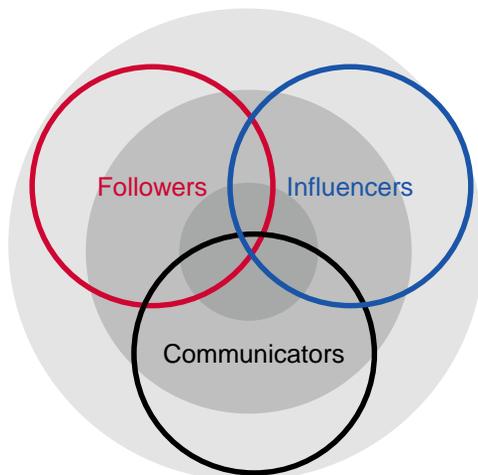
## To succeed you need to growing your crowd...

---

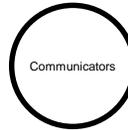
- How do you currently tell people what you do?
- Do you have a membership list?
- Are you on social media?
- Do you have a website



## Growing your crowd...



- Individuals and groups you already have contact with
- Already have way of communicating
- **Include:** mailing list, volunteers, Board, social media followers



- Individuals and groups who can help you get your message out
- Might need to build relationships
- **Include:** local media, partner organisations, funders



- Individuals and groups who carry weight on a particular topic
- Encourage others who may not have heard of you
- **Include:** personalities, experts, activists

## Elements of your crowdfund

Elements are the different aspects of your crowdfund campaign which could each attract different supporters.

It is not essential in crowdfunding for all your supporters to support everything that your project is about.

For example we received a number of donations from Canada for a small community garden in Edinburgh....

It is important to think about all of the different groups when planning your crowdfund...



## Advantages

- Accessible and open to all
- You are in control
- Bring in more than money
- You decide what to raise funds for
- Can be quick
- Attract new supporters

## Disadvantages

- It is not easy
- No guarantee of success
- Public Process

**Don't be put off!!**

Lots of groups have already found that crowdfunding is an ideal way to fund all or part of their project.

# **Hayburn Park**

---



HAYBURN PARK  
DEVELOPMENT PROJECT









- So we fundraised and did a lot of research and commissioned Judi Legg and Sue Gutteridge now Sue Bard to work with us to design a development plan for the park.
- We worked hard to convince the council to approve the plan and we have raised the £90k funding to make it happen. The first phase of work is complete and the second phase starts at the end of this month.
- This involvement introduced me to the terms free play and loose play and also demonstrated the difference that local people can make to

their communities.

- Our park is vital to children getting out, locals getting to know one another and creating a community where we live.
- So a year ago I applied to become the Community Enabler Coordinator at Greenspace Scotland for Tesco Bags of Help and got the job.

## DELIVERING THE PLAN

- Got council and councillor support
- Broke the plan down into projects
- Secured funding from a variety of grants
- Got voluntary donations
- Took maintenance responsibility for areas
- Ran crowdfunding campaigns

## MINI ORCHARD CROWDFUND

- Project was to plant an orchard and fruit bushes
- Target was £550
- Launched crowdfund May 2015
- We raised £597 in less than 3 weeks



## Support Parks



**£597.00 Raised**

Target: £550.00

**0 days to go**

100.00%

See more projects >>>

**Gift Idea 1: £3**

£3.00 | £3 toward cost of fruit bushes and trees.

**Gift Idea 2: £5 plus Gift Aid**

£5.00 | £5 plus Gift Aid toward cost of fruit bushes and trees.

**Gift Idea 3: £12**

£12.00 | £12 help to buy and plant a fruit bush.

### Apple Orchard for Hayburn Park

The project is to improve Hayburn Park, Glasgow



## HOW DID WE DO IT?

- Made a short film ([watch](#))
- Emailed everyone we knew
- Promoted in school newsletter
- Used our website and social media for promotion
- Leafleted all flats in the neighbourhood



- Trees were planted at an event in Nov 2015
- Our lovely orchard is bearing fruit this year
- Our fruit bushes are abundant



Hayburn Play Park  
presents...

## The Orchard Planting

**Sunday 8<sup>th</sup> November 2015**  
**11am - 3pm**

Join us for the planting day for  
our mini orchard.

Bring gardening equipment.  
Lunch will be provided.





**Hayburn Playpark** @HayburnPlayp... 2d

First signs of our mini Orchard harvest!  
All our trees are doing well please take care of them 🍏🍏🍏



MyParkScotland and The Woodland Trust



## DON'T SIT ON THE FENCE – PAINT IT

- To raise funding to paint the 1560 rusty railings
- Target was £5850
- Launched crowdfund Mar 2017
- We raised £5850 by Aug 17
- £605 from individual donations
- £5245 from a grant funding applications



£5,850.00 Raised

Target £5,850.00

0 days to go

100.00%

See more projects >>

Gift Idea 1: Paint 1 railings + Gift Aid

£5.72 | Paint 1 railing + Gift Aid

Gift Idea 2: Paint 1 railing

£5.72 | Paint 1 railing

Gift Idea 3: Paint 2 railings + Gift Aid

£7.50 | Paint 2 railings + Gift Aid

Gift Idea 4: Paint 2 railings

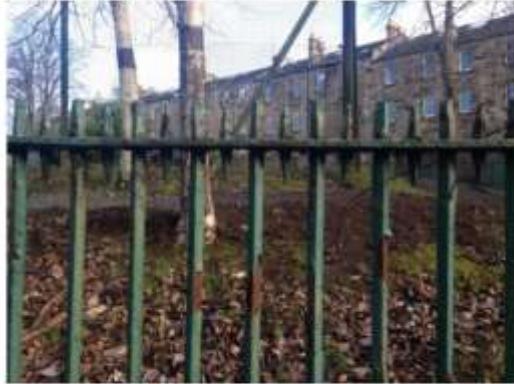
£7.50 | Paint 2 railings

Gift Idea 5: Paint 3 railings for a bench + Gift Aid

£10.00 | Paint 3 railings for a bench

Don't sit on the fence – paint it!

This project is to improve Haydon Park, Glasgow



Share this project

Painting the railings will be the final on the café for the redevelopment work going on at Haydon Park, Glasgow.

## HOW DID WE DO IT?

- Commissioned local kids to make a short film
- Spoke to some local businesses face to face



## HOW DID WE DO IT?

- Emailed everyone we knew
- Used social media, facebook and twitter
- Put up posters locally
- Leafleted flats in the neighbourhood
- Use the park blackboard for updates
- Applied for top-up funding

BEFORE AND AFTER



## HAYBURN PARK TOP TIPS

- Keep it local
- Make it personal
- For businesses face to face works best
- Be persistent – like your mobile phone software updates!
- Have a presence on social media and physically
- Use a film
- Old fashioned posters and postcards work too

CROWDFUNDING BEARS FRUIT!



## WHAT WE HAVE LEARNT

- Type of project makes a big difference
- Painting railings is a harder sell
- Having an activity that people can take part in worked well
- Say thank you and acknowledge donations
- High impact - the crowdfund raised our profile
- Helped get more people involved and volunteering
- Given a sense of ownership and quite literally 'Buy-in'

WWW.HAYBURNPLAYPARK.COM  
FACEBOOK AND TWITTER  
**@HAYBURNPLAYPARK**





The MyParkScotland Crowdfund Resource Kit has been designed to help groups wanting to crowdfund for parks and greenspace projects.

The Resource Kit introduces and explains the concept of crowdfunding and helps groups plan, run and deliver their crowdfunding campaigns.

The Resource Kit is free to use but we ask you to register to download so that we can report to our funders on use of the Resource Kit. Also by registering for updates we are able to periodically update you on changes and improvements to the Resource Kit.

Visit: <https://www.mypark.scot/get-involved/crowdfunding-resource>



[www.mypark.scot](http://www.mypark.scot)

 [www.facebook.com/myparkscot](https://www.facebook.com/myparkscot)

 [www.twitter.com/myparkscot](https://www.twitter.com/myparkscot)

[ian.goodman@mypark.scot](mailto:ian.goodman@mypark.scot)

### Find Out More

You can find out more by visiting the MyParkScotland page on the greenspace scotland website and the short url shown here will take you there.

Alternatively if you sign up for the greenspace scotland monthly e-bulletin we will be providing monthly updates about where we are with the project.

Or the low tech solution is that as the MyParkScotland website is not up and running during the refreshments session I have a paper sign up sheet for people if they want to receive updates about the project by email.

Thanks

Questions