

Case Study

Putting the fun into crowdfunding

HACKNEY GI♥ING



Hackney Giving supports small charities who work at a grassroots level with people and communities.

Launched in 2014, the programme has raised and distributed over £300k to local projects. Hackney Giving is a collaboration between Hackney CVS and the East End Community Foundation that is addressing the disconnect between gentrification bringing new people and businesses into the borough and the disadvantage and poverty continuing to blight the lives of many residents.

Hackney Giving gives small grants of up to £5k to charities supporting health and wellbeing and employment for local people. It also raises funds and showcases the work of Hackney charities

through Hackney Giving Live, a regular live crowdfunding event delivered in partnership with The Funding Network.

Three local charities are given 6 minutes to pitch to guests, followed by a 6 minute Q&A. The guests are invited by Hackney Giving's business supporters, from The Funding Network's membership and Hackney Giving's own contacts. The charities are selected to demonstrate the diversity of Hackney and its voluntary sector. At the first event the three charities pitching were a therapeutic gardening programme for people with HIV, a young people's theatre and a creative programme for unemployed women. Following their pitch charities are asked to leave the room while participants pledge money to those they find most

inspiring. The events typically raise in the region of £10k.

The events are hosted at interesting and aspirational venues. The last event at the former White Cube Gallery included a set from TV comedian Ava Vidal.

"As well as raising essential funds for local charities," says Communications Director Matt Bray "the live events are an excellent way to create interest in Hackney Giving. Through Hackney Giving Live and its grants programme, Hackney Giving has been able to support a broad spectrum of small grassroots projects that larger funders would find it difficult to reach. It has also helped Hackney residents to understand how fantastic their local charities are."

► www.hackneygiving.org.uk