Crowdfunder Concept Note

This form should be used to submit a concept note for funding from the Highlands & Islands Environment Foundation (HIEF) to be used as match-funding for a crowdfunding campaign.

## Why Crowdfunding

Successful applicants will receive a grant of **up to £10,000** each from HIEF to be used as matched-funding in a crowdfunding campaign to run on the [Crowdfunder platform](https://www.crowdfunder.co.uk/) in 2025/2026.

Crowdfunding campaigns have the potential to be hugely impactful in raising not only funds, but also awareness, for your project (more [here](https://www.crowdfunder.co.uk/stories/6-effective-ways-to-raise-funds-on-crowdfunder)). These campaigns are most successful when they offer match-funding to encourage people to donate by boosting the value of their donation at no additional cost to themselves.

HIEF ran a pilot matched-fund crowdfunding campaign with Bute Forest in September 2024, successfully raising £30,000 for the retention of their Forest Ranger. From the £30,000 raised, £10,000 came from HIEF, £10,000 came from the Aviva Community Fund and Employee Giving, and £10,000 came from individuals and businesses both locally and further afield (more [here](https://hief.scot/grants/bute-community-forest-ranger/)).

## Criteria

Crowdfunding projects must still match the primary two objectives for HIEF grants:

1. There must be clear, identifiable environmental benefit(s) &
2. The project must be either community-led or evidence full support from local communities.

Priority will be given to smaller organisations (ie. with annual unrestricted income of up to £50,000 per year average over the last two financial years), whether they have received a grant from HIEF before or not.

The HIEF funding will be provided as matched funding for the campaign but is otherwise unrestricted & it is anticipated that it will be used to support core costs.

This concept note should be submitted before either of the EOI deadlines in 2025: **9am, Monday 2nd June & 9am Monday 1st September.**

Please e-mail the completed form to sally@hief.scot, with the subject line ‘Crowdfunder concept note form’.

The form is made up of two sections and allows you to provide information about your organisation(s) & your proposed crowdfunding campaign.

**Section 1** - requires some basic contact information so that we can get in touch with you about your campaign. It is where you should provide information on your organisation, & any other partner organisations involved in the project.

**Section 2** - in this section give a brief description of your proposed crowdfunding campaign.

Please **do not** exceed the word limits for each question

*Please note* *applicants who successfully reach stage two will have the opportunity to refine the information included in their concept note, as part of their full application.*

# Section 1 – Contact information

**Applicant contact name**

**Applicant contact e-mail**

**Applicant contact phone number**

**Please provide the name & address of the lead organisation & list any partner organisations which will support your crowdfunding campaign?** *Please provide registered company &/or charity numbers where applicable.*

**Please state the aims and objectives of your lead organisation?** *Please provide a mission statement where available.* **(max. 150 words)**

# Section 2 – Your Crowdfunding Campaign

**Campaign title/name.**

**Campaign summary.** *Please explain why you would like to run a crowdfunding campaign with HIEF matched funding?**What will it do? How will it address environmental challenge(s)? Please include the planned approach to be taken, the logic behind this & anticipated results & outcomes.* **(max. 500 words)**

**How will your campaign be led by &/or linked to the community?** *Community engagement can be with either a geographic or a community of interest.* **(max. 200 words)**

**Please describe any previous experience your organisation has with Crowdfunding Campaigns? (max. 500 words)**

**Please state the amount of matched-funding (maximum £10,000) you wish to apply for, and how this fits within a) your Crowdfunder target, and b) the overall budget for your project.**