

**Project name:** Barns Green Resurface Tennis Courts

**Aim:** To carry out repair, resurfacing and paint works to two courts

**Project creator:** Barns Green Tennis Club

**Crowdfunding target:** £16,154

**WSCC pledge:** £5,000

**Number of backers:** 89

**Campaign completion date:** 27 March 2019

### **Project description**

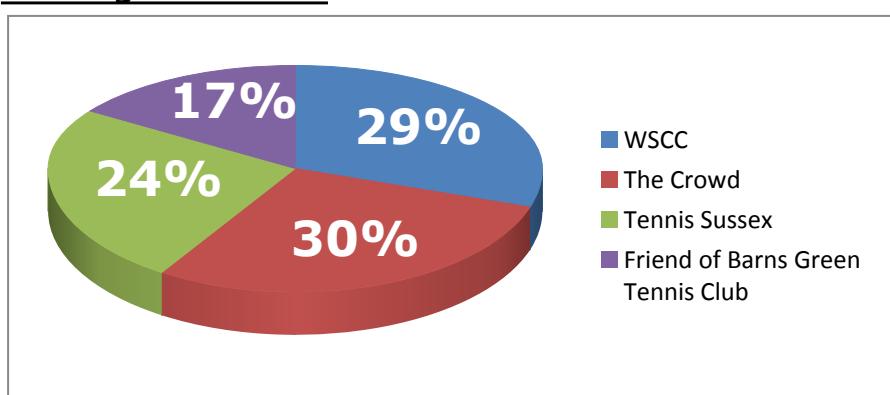
The community-friendly tennis club, also accomodating of non-members, launched its campaign with a view to carrying out overdue court resurfacing for the first time since 1985. As the only club in the local area, serving Itchingfield to the north as far south as Shipley, the project set out to secure the courts' long-term playing future and in doing so attract visitors and new individuals to the sport. The deteriorating courts had developed cracks and, despite players' continued use, the club made it their aim to repair both, as well as fully re-surface Court 1 in order to ensure their users' safety.



### **Campaign journey**

The project achieved the highest number of backers for a single campaign completed on West Sussex Crowd to date. Ran over 80 days, the campaign demonstrated consistency in terms of frequent pledges throughout its duration with almost a third of the target raised between 89 club members and non-members. Significant backers included Friends of Barns Green Tennis Club and Tennis Sussex (Lawn Tennis Association) who pledged a combined £6,805. The LTA granted the club a £4,000 loan repayable over 8 years in order to reach their fundraising target. Taking the major backers out of account, The Crowd pledged £19.46 on average with pledges ranging from £2 to £250.

### **Funding breakdown**



**Project name:** Selsey Care Shop

**Aim:** To furnish office space and open a high street drop-in centre providing adult social care advice and support

**Project creator:** Selsey Community Forum (SCF)

**Crowdfunding target:** £8,852

**WSCC pledge:** £2,000

**Number of backers:** 22

**Campaign completion date:** 20 July 2018

### **Project description**

The South Chichester charity launched a campaign fundraising towards the cost of modernising rented office space and convert it into a drop-in centre serving carers and residents living with dementia. Selsey Care Shop was identified to; educate residents about helping people living with dementia, organise social interaction activities and run carers support groups. In addition to its existing information exchange, opening the new premises in September 2018 has enabled Selsey Community Forum to expand its community services.

[Click here](#) to listen to SCF Chairman, Mike Nicholls describe the services provided by Selsey Care Shop.

### **Delivery Report**

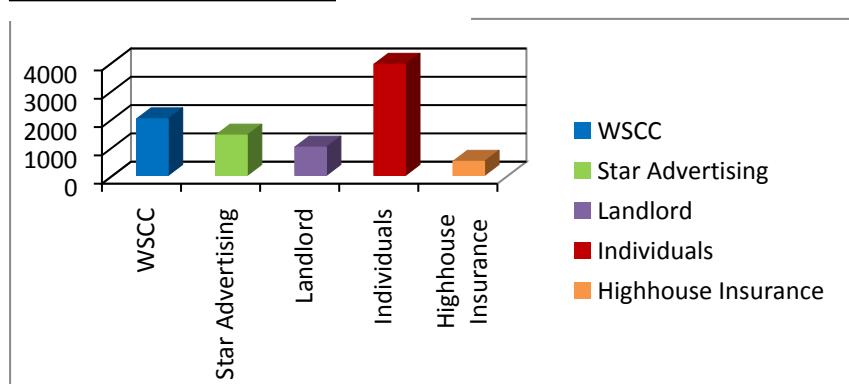
#### **Campaign journey**

SCF ran an effective campaign lasting 78 days and achieved their crowdfunding target through a relatively low number of backers. As well as receiving backing from family members, the project idea demonstrated community support by attracting considerable pledges from local businesses including Star Advertising (£1,425) and Highhouse Insurance (£500). Further to this, the campaign succeeded in gaining a pledge of £200 from the project's local member – Carol Purnell. As shown by the impact report (see right), the project delivered significant outcomes:

- 900 visitors to the shop (Sept-Nov 18)
- 52 community organised
- 35 qualifications awarded



#### **Funding breakdown**



**Project name:** Worthing Mental Health Awareness Week (WMHAW)

**Aim:** To deliver a programme of workshops and seminars plus secure a new website host

**Project creator:** Offington Park Methodist Church

**Crowdfunding target:** £1,532

**WSCC pledge:** £327

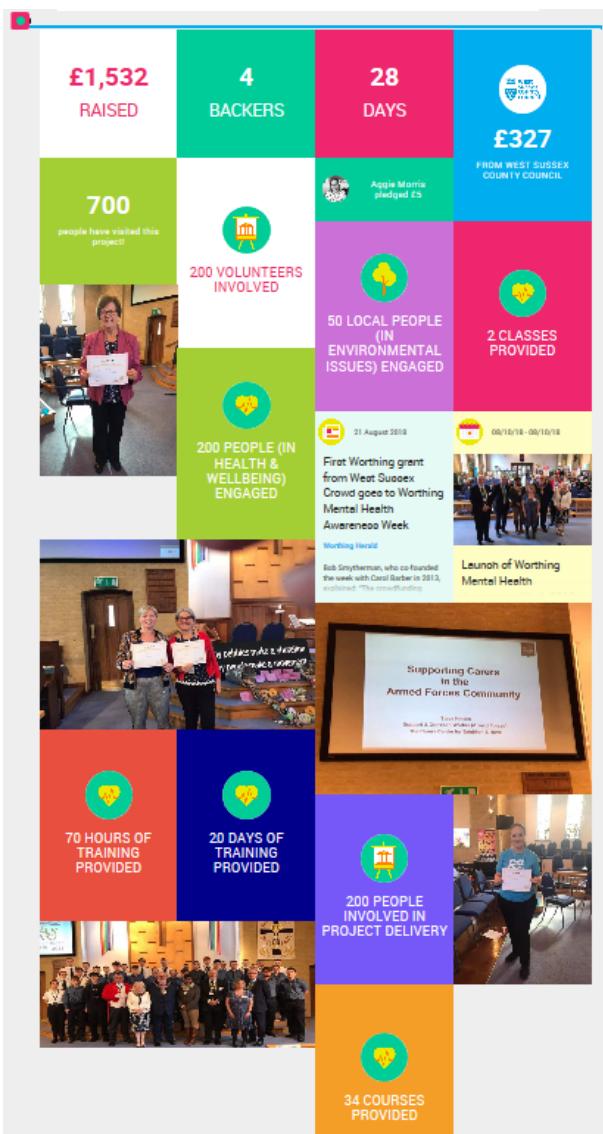
**Number of backers:** 4

**Campaign completion date:** 26 June 2018

### Project description

Marking the 6<sup>th</sup> year of holding Worthing Mental Health Awareness Week, the free-to-attend event brought together more than 50 local organisations promoting support services for people suffering with mental health and their carers for individuals of all ages. Chairman of Worthing Dementia Action Alliance, and local member, Bob Smytherman is an advocate of the campaign which delivered a workshop and seminar programme from voluntary, public and private sector organisations, concluding with a charity concert. The fundraising campaign was created in principal to secure a new website host featuring added functionality with its current contract having expired.

### Delivery Report



### Campaign journey

This campaign is one example of a low-cost project to use the platform successfully despite it being suited to a grant application as per the Micro Fund proposal, as opposed to the crowdfunding route. The reason for this being that the project creator's own pledge of £1,000 was subject to associated Spacehive and transaction fees, therefore increasing its fundraising target with the option to add 'pre-campaign funds' only made available in later funding rounds. However, the project did represent a first successful pitch to Worthing County Local Committee in the area, with the short campaign run over four weeks.

