

Crowdfunding Alberta Fact Sheet

An innovative funding initiative of Creative Partnerships Alberta

Overview

The Government of Alberta's made-for-Alberta crowdfunding platform makes it easier for donors to find non-profit organizations and initiatives to support, and connects Alberta's non-profit organizations with a wider network of supporters. To support organizations to develop and run successful campaigns, the Government will match 30 per cent of funds raised by an organization in a single campaign, up to \$15,000, annually.

Alberta's non-profit sector provides many essential services on which Albertans rely for their health, well-being, and valued quality of life. The Crowdfunding Alberta Program builds the resiliency of the sector by providing an opportunity for non-profit organizations to generate fast and flexible funding.

Program Outcomes

- Organizations have increased social fundraising capacity through access to free training webinars and mentorship.
- Government of Alberta match funding incentivizes new and existing donors to support organizations and causes that matter most to them.
- Access to timely revenue increases organizations' ability to adapt and respond to organizational and community issues.

Platform Access Eligibility Criteria

In order to use the Crowdfunding Platform, organizations must be registered and in good standing under one of these acts:

Provincial Legislation:

- Part 21 of the *Business Corporations Act* - Extra-Provincial Corporations
- *Companies Act*, Part 9 (Nonprofit Companies)
- *Societies Act of Alberta*
- *Agriculture Societies Act*
- Special Act of the Alberta Legislature

Federal Legislation:

- Special Act of the Parliament of Canada
- *Canada Not-for-profit Corporations Act*, and must be registered in Alberta under the *Business Corporations Act*
- *Income Tax Act* (of Canada and operating in the Province of Alberta (Charities))

Please note, organizations or campaigns found to be in support of, or for the legal defense of alleged crimes associated with hate, violence, harassment, bullying, discrimination, terrorism, or intolerance of any kind relating to race, ethnicity, national origin, religious affiliation, sexual orientation, sex, gender or gender identity, or serious disabilities or diseases will be denied access to the platform.

Referral Bonus (Effective July 21, 2022)

A \$1,000 referral bonus is available to organizations that refer an eligible organization to Crowdfunding Alberta when the referred organization achieves its campaign goal.

There is no limit on the amount of organizations you may refer or the bonuses your organization may earn.

Match Funding Eligibility Criteria

Organization

In addition to the platform access eligibility criteria, to qualify for Government of Alberta match funding organizations must:

- Have not already received match funding through the program in the current fiscal;
- Operate at arms-length from one of the stated ineligible organizations;
- Be registered and in good standing for a period of one year with any of the acts stated above;
- Have up-to-date accounting and reporting relating to any grant previously awarded by Culture and Status of Women and/or the Alberta Foundation for the Arts;
- Raise a minimum of \$5,000; and,
- Complete the match funding disbursement agreement. Please note, completion does not guarantee funding.

Campaign

A wide variety of campaigns are permitted on the Crowdfunding Alberta platform. Only organization or peer-to-peer led campaigns that demonstrate the following will be eligible for Government of Alberta match funding:

- Raise funds through cash contributions received, exclusively, on the platform (assets and in-kind donations are not accepted):
 - No more than \$1,000 from any donor will be credited for the purpose of calculating match funding; and
 - Match funds are based on the amount raised within eight weeks of the campaign's launch date. Organizations determine the official end date of their campaigns.
- Is raising funds in support of the following organizational needs:
 - Operating
 - Capital and equipment
 - Programming
 - Staff training
 - Wages and benefits
 - Research and development
- Supports initiatives to provide programs or services to community members. Campaigns in the name of, or for the benefit of, a specific individual will not be eligible for match funding.
- Support costs projected to be incurred within 18 months of the campaign start date.

Campaigns Ineligible for Match Funding

While permissible on the platform, campaigns that reflect of any of the following are not permitted to receive Government of Alberta match funding:

- Offer perks/rewards to contributors.
- Raise funds for any of the following purposes:
 - Staff bonuses, discretionary severance packages, or other discretionary income paid to staff;
 - International development projects;
 - Flow-through funds to another organization; or
 - Prizes.

Important Information

Organizations may run unlimited campaigns; however, only one campaign per organization per fiscal year may receive Government of Alberta match funding.

Receipt of match funding does not impact organizations' ability to apply for other grants offered by Culture and Status of Women or the Alberta Foundation for the Arts.

Getting Started

Visit [Crowdfunding.Alberta.ca](https://www.crowdfundingalberta.ca) and follow the prompts to register your organization and launch your first campaign.

Approval Process

Approval may take up to 10 business days following submission. Your organization will be notified via email regarding the success of your organization's registration.

Contact Information

Connect with a Customer Care Representative via the crowdfunding platform's chat feature or send an email request for support to support@crowdfundingalberta.ca.