



# Crowdfunding Alberta

## Fact sheet

### 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.

While funds last, the Government will match 50 per cent of funds raised by eligible organizations, up to \$5,000, annually.

### Program Outcomes

- Organizations have increased 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.

### Program Eligibility

To participate in Crowdfunding Alberta, organizations must:

- operate in Alberta
- have up-to-date accounting and reporting relating to any grant previously awarded by Arts, Culture and Status of Women and/or the Alberta Foundation for the Arts
- be registered for a period of one year and in active standing under one of these acts:

#### Provincial Legislation:

- Part 21 of the *Business Corporations Act* - Extra-Provincial Corporations
- *Companies Act*, Part 9 (Non-profit 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 registered in Alberta under the *Business Corporations Act*

- *Income Tax Act* (of Canada and operating in the Province of Alberta (Charities))

### Ineligible organizations

The following organizations are ineligible for Crowdfunding Alberta:

- hospitals
- co-operatives
- politically affiliated organizations
- municipalities, First Nations and Metis Settlements
- commercial and for-profit organizations
- schools or school boards
- post-secondary institutions
- individuals

Please note, organizations or campaigns that are 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.

### Match Funding Eligibility Criteria

To qualify for Government of Alberta match funding, a campaign must:

- raise a minimum of \$2,000 from at least five donors within eight weeks of launching a crowdfunding campaign.
- raise funds through cash contributions received, exclusively, on the platform (assets and in-kind donations are not accepted).
- raise funds to provide programs or services for the benefit of Alberta-based communities (campaigns in the name of, or for the benefit of, a specific individual will not be eligible for match funding).
- raise funds in support of the following organizational needs expected to be incurred within 18 months of launching your campaign:
  - Operating
  - Capital and equipment
  - Programming
  - Staff training

Fundraise with Crowdfunding Alberta, <https://www.alberta.ca/creative-partnerships-crowdfunding-alberta-platform.aspx>

©2023 Government of Alberta | November 21, 2023 | Alberta Arts, Culture and Status of Women



- Wages and benefits
- Research and development

## Campaigns Ineligible for match funding

While permissible on the Crowdfunding Alberta platform, the following campaigns are ineligible for match funding:

- Campaigns by organizations that operate within arm’s-length from an ineligible organization including “Friends of...”
- Campaigns for discretionary income paid to staff (such as bonuses or severance packages)
- Campaigns for international development projects
- Campaigns to raise funds to grant or distribute to another organization

### Important Information

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

## Getting Started

Visit the [Crowdfunding Alberta webpage](#) and follow the prompts to register your organization and launch your first campaign.

## Campaign Development Support

Browse the [Success Stories page](#) to learn from past campaigns that have unlocked Government of Alberta match funding.

Connect with a Customer Care Representative via the crowdfunding platform’s chat feature or send an email request for support to [support@crowdfundingalberta.ca](mailto:support@crowdfundingalberta.ca).

## Approval Process

Application 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

To learn more about the Crowdfunding Alberta program email: [crowdfundingalberta@gov.ab.ca](mailto:crowdfundingalberta@gov.ab.ca).