Reasons to be cheerful: matched funding increase



Kalakunj is running a project to interpret the story of Shiva Kalakunj

Today is ‘International Happiness Day’! We're doing our bit by announcing positive changes to the matched crowdfunding programme we are supporting in partnership with Nesta.

Previously we offered a match of 25% of National Lottery support towards heritage projects between £4,000 and £40,000 in size. However, one year on from the announcement of the pilot programme, we’re keen to encourage a larger number of organisations, groups and individuals to come forward with their ideas to crowdfund heritage projects.

Change to available funding

HLF match funding available is now 50% of the campaign total, for projects from £4,000 to £40,000. This means between £2,000 and £20,000 is available per project, depending on the crowdfunding target.

[quote=Ros Kerslake, HLF CEO]"This pilot crowdfunding programme can be used to increase grassroots support."[/quote]

HLF Chief Executive Ros Kerslake said: “We’re looking forward to seeing how this pilot crowdfunding programme can be used to increase grassroots support, with a range of heritage projects using National Lottery money to boost

the funds raised.”

How to apply

For the full set of criteria and details of how to apply, go to: Funding for heritage projects.

Application deadline for funding

The second phase of the pilot has an application deadline to Crowdfunder of 30 June 2017. However, if the remaining funding within the pilot is all allocated before this date then the fund will close sooner.

Support webinars

Crowdfunder is supplying support and coaching to projects with a series of four heritage webinars between March and May 2017.



Apêl Dengmlwyddiant Montol - un o lwyddiannau’r rhaglen ariannu dorfol Cymdeithas Diwylliant Cernyw

Last chance to secure matched funding through UK-wide crowdfunding programme