

Loti



Who?

[Philip McCorkell](#) and [Ally Round](#), Camden

What?

A Crowdfunder campaign asking for donations from businesses and the public, supported by the council. Came with clear message that £227 buys a computer.

Why?

Asking for donations of devices is helpful, but can't meet the level of need, especially for school children.

Reusable Tools

See [Nesta report](#) with advice on matched crowdfunding

Tips

- Producing a professional video to make the case for support is worth it (~£30K)
- Get early financial support from Councils leaders and staff
- Use schools to get devices to school children who are digitally excluded
- Set the crowdfunding target to be motivating but realistic

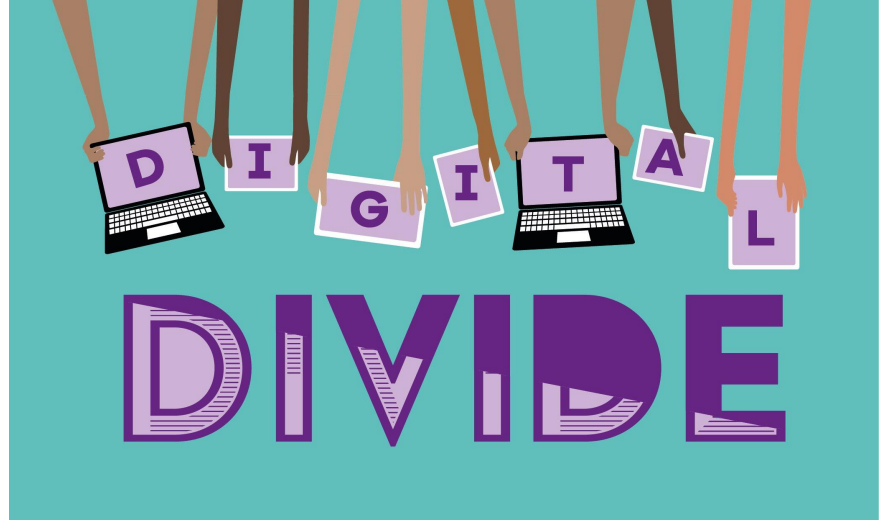


Crowdfunding Campaign for Digital Devices for children

Ally Round and Philip McCorkell (Camden)



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Digileaders— 14 October 2020

**End the Digital Divide for Camden Pupils:
Crowdfunding Campaign**

Context

- The pandemic has **exacerbated pre-existing inequalities**, as well as generating new areas of need.
- The closure of schools during the pandemic had a range of cross-cutting implications for children and young people living in Camden, but it has particularly **exacerbated the impact** of pre-existing inequality through the **digital divide**.
- Last term, **more than 3,000 Camden pupils were without access to a computer** and, unless we can buy them digital kit to learn at home, many of these children will again be **denied the online learning** they desperately need if they are sent home due to **coronavirus cases in their school** or there is a **local lockdown**.
- Regrettably, given the increasing reliance on online learning as a result of the pandemic, this is likely to **widen the attainment gap** for disadvantaged young people.



Our ambition for Camden's young people

- Camden 2025 sets out our clear ambition for Camden to be a place where **everyone has a chance to succeed** and where **nobody gets left behind**.
- Realising this vision for all of our young people will mean **tackling the Digital Divide**. This was highlighted as an area where we could **be more radical and drive change** in an internal review of Camden's pandemic response.
- Our ambition is that **every young person** in Camden should have access to the **digital kit and connectivity** they need to learn.



What had we done already?

- We launched **a communications campaign** in April, on donating kit for schools and digital exclusion. 78 device donations were offered, 45 of which were useable.
- **1,085 devices and 240 routers were distributed** to young people with social workers, looked after children and disadvantaged Year 10 pupils under a Department for Education scheme.



USP: Crowdfunding and Camden

- **Crowdfunder campaign page** was launched by Camden Learning on 21 September 2020, asking for donations from businesses and the general public. This was supported by the Council and was new territory for both organisations.
- **Free** to set up, **no platform or card charges**, and done on a **keep-what-you-raise basis**.
- **Clear message: Every £227 raised buys a computer for a Camden pupil who needs it.** Everything we raise matters.
- **High-quality video** produced, with **Camden pupils, teachers and youth representatives** clearly and directly explaining the need.
- More than **£30,000** raised in first two weeks.



Why has it been successful?

- **Early financial support and comments** from Councillors, Senior Officers, Camden Learning and Camden staff to build momentum.
- An **engaging and emotive** page and video, which makes it **quick and easy** for people to donate and make a difference.
- The campaign and video puts **Camden's young people** and their teachers centre stage.
- A **topical issue** with a **clear objective** that people find **easy to relate to**.
- We listened to **advice** from **local charities**.
- **Personal support** given to **high-value donors** to get large donations across the line.

Donate: End the Digital Divide for Camden Pupils

by Camden Learning in London, England, United Kingdom



Schools

Help Camden's pupils get the computers and Wi-Fi they need to learn online at home during the ongoing COVID-19 pandemic.

0% raised Not live

Challenges

We needed to move quickly despite significant uncertainty

Figures we had were best guesses and we needed to complement others' initiatives. Wanted to launch in September, so had to accept the uncertainty and "do it anyway".

Choosing the right crowdfunding platform

We hadn't crowdfunded before. All the sites had pros and cons, and we had to build a lot of knowledge quickly in how this operated.

Setting a crowdfunding target

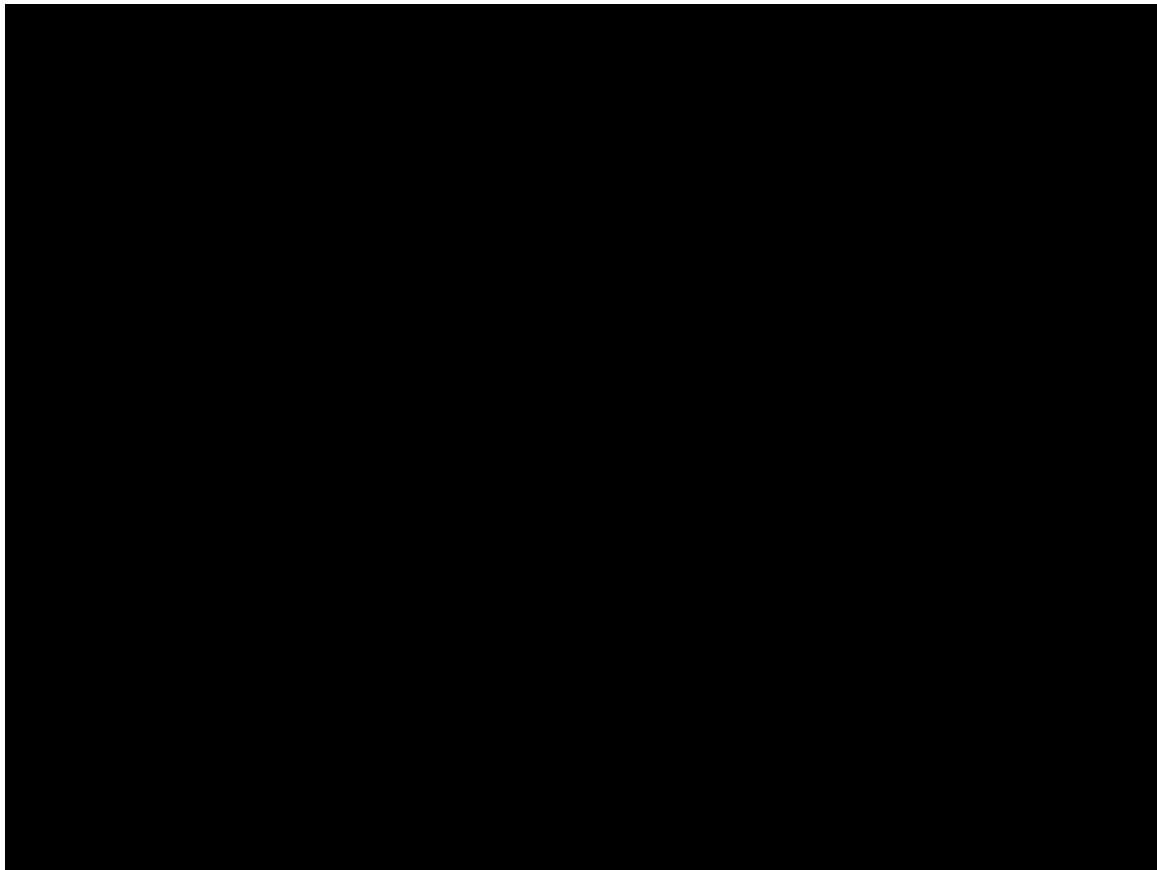
Schools' best guess is that 3,000 pupils are without devices = c. £681k needed just in devices. This was much too high a target and a lot of thought was given to how we should set this.

Practical challenges of working across two organisations

We had a strong team spanning the council and Camden Learning, but this did cause some challenges in getting email accounts and bank accounts set up.

Would you consider crowdfunding?

- **Right campaign**
- **Right target**
- **Right site – understand the needs of your project**
- **Invest in the comms campaign, especially the video**
- **Promote early and have a plan for attracting the first few donations.**



Ally Round and
Philip McCorkell
Camden



Q&A

Creating a
Crowdfunding
Campaign for Digital
Devices for children

