

Evaluation proforma

Faculty/Directorate	Development and Alumni Relations Office
Department/area	Development and Alumni Relations Office
Project title	Hallam Give - Crowdfunding Platform
Project lead name	Charlotte Tobin
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Other project team members	<p>Helen Iredale James Johnston</p> <p>Working with:</p> <p>Caroline Nouvellon Krassie Teneva Julie Bryd Simon Thompson</p>
Abstract including action research (or other project), working hypothesis, info from theory of change, change which is anticipated etc. (Around 250 words)	This project will focus on the purchase and installation of a Crowdfunding platform (provided by Hubbub) which will enable students and staff from across the University to create and fundraise for projects which benefit the University community.
How students are being involved	Yes, Students will predominantly be engaged as creators (those who create projects), but may also be involved as donors to their peers. Close work with the SU.
How project is being evaluated	<p>A graduate intern will take the lead in setting up and running the project and will be responsible for monitoring the success of the project under the guidance and of the project lead.</p> <p>We would expect that success will be measured by the quantity of projects on Hallam Give after six months and at one year. Success will also be measured by the amount raised in year one, and the amount of new donors gained.</p>
Key things What's worked well? Have you achieved what you set out to do? If not why not? What have been the Highlights?	<p>As Hallam Give is a yearlong project (with scope to continue if successful), we are still in the process of setting up the platform, due to launch early October 2018. As such we can provide an overview of progress to date, but a full evaluation can only be completed at the end of year one.</p> <p>To date, the work has been divided into two components; stakeholder engagement and setting up the platform with Hubbub.</p> <p>Both aspects are going well and so far we are on schedule. We have:</p> <ul style="list-style-type: none"> Conducted one to one meetings with stakeholders including academic departments (film, animation, sport, SBS), Enterprise, Careers and Employability, students union, and international experience. The project has unanimously been received positively.

	<ul style="list-style-type: none"> • Had the platform signed off and approved by both legal and finance and started to put together processes for disbursement • Began the first build of the platform, and had a 'first look' • In the process of amending and improving the content ahead of launch • Developing promotional materials and communications action plans
Barriers	<ul style="list-style-type: none"> • Not a barrier as such, but the sign off for the platform did take quite a significant time. This is the nature of working in a complex organisation on a project which has components which are affected by different legislation. Everyone who was approached was helpful and did not attempt to throw barriers in the way unnecessarily. • While we have had a good reaction to the platform, and October is the best time of year to launch such an initiative, we have struggled to identify launch projects. This is no doubt due to the time of year (and no students being on campus). While launching with projects was our preference, Hubbub have assured us that it is fine to have a 'soft launch' without them. • Our biggest challenge has really yet to come, and that is ensuring that we can actually reach the students who the platform is designed for. Communications to students are notoriously difficult and ensuring that message is heard will be a significant challenge on launch.
Enablers	All staff within the University have been very helpful, this includes the Hallam Guild team as well as all key stakeholders.
Replicability, transferability, scalability	More to come on this, as if successful we hope the platform will continue into future years.
Any other comments	Further information and a full evaluation will be available once the project is running.