



**KATALISTA
VENTURES**

Fund Your Impact: Crowdfunding Programme for Social Entrepreneurs

**Webinar 2 – Case studies
6 November 2023**

Webinar outline

- **Welcome and context**
- **Aim of today's webinar**
- **Case studies - overview**
- **Case studies:**
 - **Charity Calendar**
 - **ILMA POOD**
- **Questions and discussion - learning from each other**
- **Close**

Case studies – overview

1. Social Taxi (LT, Aukok.lt, donations-based)
2. POGA (LV, Ziedot.lv, donations-based)
3. Nara (LT, Contribee.com, rewards-based)
4. UNKNOT (EE, hooandja.ee, rewards-based)



Social Taxi (LT) Aukok.lt

Donations-based campaign(s)

<https://www.aukok.lt/projects/Social-Taxi-Freedom-to-Move>
<https://www.aukok.lt/projects/?projectName=Suteik-judejimo-galimybe-zmogui-su-negalia&>

More than 12 000 Eur raised in 2022, and more than 8000 Eur – this year.

Takeaways

- Alternative and creative ways of “reaching the potential crowd” and collecting funds (funds raised through vienasaskaita.lt : people paying their bills are encouraged to round the sum and donate the difference to social organisations)
- Clear, defined, and tangible goal (a car, a car’s staircase for people with disabilities)
- Launched multiple campaigns (one after another)



Children's rehabilitation center "Poga" (LV) Ziedot.lv

Donations-based campaign(s)

<https://www.ziedot.lv/en/aquatic-therapy-for-children-with-mobility-impairments-4455>

Aquatic Therapy for Children with Mobility Impairments
Almost 8 000 Eur raised.

Takeaways

- The cost of one procedure as the "cost"
- An example of an ongoing crowdfunding campaign (no specific goal or end)
- Monthly donations or donations-subscriptions



NARA (LT): A space for responsible journalism

contribee.com

Rewards-based campaign

<https://contribee.com/nara#>

More than 1800 Eur per month

Takeaways

- Focus on attracting subscriptions (instead of one-time donations); goal - previously raised sum
- Interesting and various awards (invitation to the “exclusive” FB group of like-minded people, postcards, meeting/event of supporters, prints) + shop
- Link for the financial support on the top of their website

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UNKNOT (EE): Circular economy products upcycled from local industrial waste

hooandja.ee

Rewards-based campaign

<https://www.hooandja.ee/en/projekt/unknot>

2519€ raised of 2500€ goal

Takeaways

- Crowdfunding used to launch a new product (already developed product used as a reward)
- Rewards as (Christmas) presents with the possibility to send them directly to others
- Esp. small rewards and sums (cards) seemed to be less popular compared to more significant ones (socks)
- Exceptional luxurious reward offered for significant (1000 Eur) support (1 backer)



Kindness Calendar: "Experience authentic Armenian cuisine"

Piruz Harutjunjan

Key facts:

- Based in Estonia
- All profits from the sale of the calendar will be directed to help the children of Artsakh
- Currently raised €4,606.90
- 147 backers
- €30,000 goal (the project will be financed even if it does not raise the amount of money it has set as its goal)

Online:

<https://www.hooandja.ee/en/projekt/heategevuslik-kalender-tutvu-armeenia-koogi-autentsete-roogadega>

ILMA POOD TARTU: The first package free shop in Tartu

Julija Bulgakova

Key facts:

- Based in Estonia
- Raising funds to open the first zero waste package free shop in Tartu
- Campaign raised €7,268 (exceeded goal of €7,000)
- 296 backers

Online:

<https://www.hooandja.ee/en/projekt/ilma-pood-tartu#tab-1-tab>

<https://shop.ilmapood.ee/>

Discussion with our experts

Questions:

- Why did you decide to set up this campaign
 - What are the key things to consider
 - How did you go about setting up the campaign; what were the key steps?
 - Who were your backers?
- **Close**
- Participation Agreements
 - Next webinar



Empowering social entrepreneurs

Integrated Baltic Ecosystem for Social Innovation

IBESI (Integrated Baltic Ecosystem for Social Innovation) – a Horizon Europe project aimed at raising awareness and helping social entrepreneurs in the Baltic States to grow in the Baltics and beyond through hackathons, accelerators, access to investment and crowdfunding support.

Project period: 15.01.23 – 14.01.25

Consortium partners:



IBESI



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Accelerating positive impact