

CROWDFUNDING FOR ANIMAL WELFARE

” A complementary fundraising guide

by Marifé Gómez

- INSPIRING TOMORROW'S FINANCE -

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Crowdfunding for Animal Welfare— a complimentary fundraising guide

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TABLE OF CONTENTS

ACKNOWLEDGEMENTS	2
TABLE OF CONTENTS	4
INTRODUCTION	5
TRENDS IN EU ANIMAL WELFARE	6
FARM TO CROWD: NEW FUNDING PATTERNS	7
INSIGHTS FROM THE FIELD	9
CONCLUSIONS	11
CASE STUDIES	12
Case 1: Salvemos wild forest	12
Case 2: La Maizzzon des abeilles	12
Case 3: Allée du Lapin	13
Case 4: Création nouvelle association pour animaux domestiques	13
Case 5: Hawk Falconry	13
Case 6: Help for Wildlife and Animal shelters in need	13
Case 7: Apoyo el refugio de "Action for wildlife"	14
Case 8: Salvemos los grandes hervivoros salvajes	14
Case 9: CreateAVegan	14
Case 10: Lebenshof Tierleben	14
Case 11: A nice house for the pigs	15
Case 12: Un espace pour le bien-être des animaux!	15
Case 13: WhakaOra: Centre de bien-être animal holistique	15
Case 14: Adventures with Horses	15

INTRODUCTION

Animals around the world are being used for entertainment, food, medicine, fashion, scientific advancement, and as exotic pets. The importance of animal welfare is underlined by an increasing body of science, which confirms that animals are sentient beings who share with us feelings, emotions, perceptions – and the ability to suffer and experience states of wellbeing.

At the same time, standards of animal welfare in the EU are among the highest in the world. For example, Article 13 of Title II of the Lisbon Treaty (2007) demands “The Union and the Member States shall, since animals are sentient beings, pay full regard to the welfare requirements of animals.”

Harmonised EU rules cover a wide range of issues, such as minimum standards for the protection of all farmed animals, welfare standards for farmed animals during transport and at the time of stunning and slaughter or the protection of individual animal categories such as calves, pigs, laying hens and chickens kept for meat production. In addition, animals used in laboratory tests and wild animals kept in zoos are also protected under EU law.

An ongoing review at European level of the existing EU legislation promises to create an even better framework. The EU is a signatory to the European Convention for the protection of animals kept for farming purposes, adopted by the Council of Europe. Beyond Europe, international organisations are also concerned about animal welfare, such as the World Organisation for Animal Health (OIE).

There is also a large range of small Non-Government Organisations (NGOs) active in the animal welfare sector in Europe, further increasing knowledge and public awareness around the topic. NGOs thrive thanks to the generosity of large and small donors or grants and membership. While larger NGOs may have access to large donor organisation or maintain funding

reserves, small and medium sized NGOs often rely on small donations by citizens or government grants, threatening the operational viability of many of the smaller animal welfare NGOs in Europe.

This study aims to examine the extent to which crowdfunding can support animal welfare NGOs reach their mission and goals. This question is especially relevant at a time, when animal welfare is undergoing increased public and political scrutiny and the work of the many small organisations are vital in promoting and furthering the cause on the ground.

This paper is based on literature review, desk research, surveys, and interviews. We conducted surveys and interviews with animal welfare NGOs active in the European Union to get a first-hand insight into their needs and experience. We also conducted interviews with managers of crowdfunding platforms with experience in animal welfare campaigns. By triangulation of the input, we determined whether the needs of Animal Welfare NGOs can be met through crowdfunding, as well as the success, scope and peculiarities of these campaigns.

A series of case studies is presented to highlight the practical impact crowdfunding has already made on the sector. We are identifying in this report the crowdfunding models most frequently used by animal welfare NGOs in the past, therefore our analysis might be subject to a selection bias with regard to the impact financial services-based crowdfunding may deliver following the full implementation of new harmonised EU laws as of November 2023.

We hope that we can that we can help start a discussion on alternative funding models for animal welfare NGOs in Europe, especially how crowdfunding can support animal welfare in Europe and if it effectively addressed the needs of NGOs active in this field.

TRENDS IN EU ANIMAL WELFARE

Animal welfare is a fundamental pillar of sustainable food production and has become an area of concern for a large part of the public. It has been the subject of legislative action and the creation of organisations and bodies that protect animal rights at local, national and even supranational level.

In Europe, over the years more and more organisations have been set up to deal with a variety of animal welfare issues, such as animal rights on farms, conditions in trade, protection of protected species, animals in science etc. In addition, the number of people who have changed their consumption habits in order to become guarantors of animal rights and sustainability is reportedly also rising.

- Per capita meat consumption in the EU is predicted to decrease from 69.8 kg in 2018 to 67 kg in 2031.
- EU beef consumption is expected to decline between 2021 and 2031, from 10.6 kg to 9.7 kg per capita, while production is expected to fall by 0.6 million tonnes (-8%) over the forward-looking period.
- Pork consumption in the EU is forecasted to decrease by 0.5% per year, from 32.5 kg in 2021 to 31 kg per capita in 2031, with production to decrease by 0.8% per year, to 21.5 million tonnes in 2031.

This decline in meat consumption in the European Union reflects a recent active concern of citizens for both environmental and animal welfare issues. Consumers of animal products are increasingly demanding that animals be humanely raised, handled, transported, and slaughtered.

Public concern for increased animal welfare and protection comes mainly from urbanised populations, is inversely proportional to the size of the agricultural population and is increasing worldwide. This concern for animal welfare acknowledges that animals can experience pain and suffering if they are improperly cared for or mistreated.

In addition, the covid-19 pandemic and the animal origin of this virus has raised awareness of the need for action in our relations with animals. Several global representative bodies have echoed this problem and have raised their voices on the need to review the way we trade and treat animals to avoid such situations in the future. In 2020, the very successful European citizens' initiative "End the Cage Era" achieved a record 1.4 million signatures calling for an end to cages in farming systems.

The EU Farm to Fork Strategy of the European Commission committed to review current EU animal welfare legislation by 2023, and to explore options for animal welfare labelling. The objective is to improve animal welfare and to extend the scope of the legislation by adapting it to the latest scientific evidence, current political priorities and public expectations, while facilitating legal compliance. A public consultation was launched with the aim of identifying the main issues to be addressed in terms of the new animal welfare legislation. A total of 59,281 respondents, 92% of whom were European citizens, contributed to this consultation. Among the relevant responses, most respondents stated that:

- EU animal welfare legislation does not ensure adequate and uniform protection of all animal species in need.
- They are not sufficiently informed about the conditions under which animals are farmed in the EU
- Specific welfare requirements for extra animal species should be introduced.
- A vast majority of respondents (95% - 56 547 out of 59 281) were in favour of introducing maximum journey times to (better) protect animals.
- The export of live animals to non-EU countries for slaughter should be prohibited.
- The transport of young, unweaned calves and other vulnerable animals, such as pregnant cows should be prohibited.

FARM TO CROWD: NEW FUNDING PATTERNS

Animal welfare NGOs have an important role to play in translating public concern into real actions that lead to change. In the case of Europe, animal welfare NGOs that advocate for animal rights have the nature of non-profit organisations and receive the funding for their actions through donations and memberships in most of the cases.

Their funding pattern and the breadth of concerns they protect mean the funds they raise are not always sufficient to carry out their activities. In addition, the situation differs depending on the character of the organisation, with a disparity in access to funds for large, established organisations with a wide network of members and small or local organisations such as animal rescue centres, sanctuaries, etc.

Crowdfunding has worked well in creative and artistic sectors, as well as with innovation and a number of other assets. In the context of Animal Welfare NGOs, and we need to recapture what crowdfunding offers.

Crowdfunding is a collective effort of many individuals who network and pool their resources to support efforts initiated by other people or organizations through specialised internet-based platforms. Individual projects and businesses are financed with small contributions from a large number of individuals, allowing innovators, entrepreneurs and business owners to utilize their social networks to raise capital.

Many advantages of the use of crowdfunding that is not only the fundraising itself but the chance of increase the number of possible customers and supporters for your project. When you receive a donation for your campaign, you are obtaining credentials and your idea is being validated by the community supporting you.

To go further into the subject, is important to understand that there are different crowdfunding models. Two non-financial and two financial models: Donation, Reward, Equity and Lending.

How crowdfunding works

Crowdfunding takes place on digital platforms. These platforms function as intermediaries between a public audience of potential funders and project owners offering funding opportunities. Therefore, three actors can be clearly identified: project owner, the platform and the funders (i.e., the crowd).

The first actor, the project owner, usually presents his project idea first to platform for an initial review. For financial services a due diligence process is mandatory. If the project suits the platform, all relevant information has been prepared and the fundraising modalities have been settled, in accordance with the platform, the project owner will issue his offer on the crowdfunding platform in order to identify additional contributors for his project.

Crowdfunding platforms, the second actor, come in variations of service vertical business sectors or operating broadly across many sectors, more often than not specialised in one type of funding. Platforms usually curate an audience suitable for the projects they offer. Potential funders can, but don't have to, contribute to any project they choose based on the provided information and additional research.

The third actor is the public, or the crowd. The crowd is all the individuals or organisations who decide to view projects offered on any crowdfunding platform. Some funders remain onetime funders, because they supported or invested in a specific project that has a special connection to them, while others repeatedly support or invest in projects. A crowd can be linked to geography, special interest, or more broadly distributed. And while the users of crowdfunding platforms will look through new offers frequently, funders need to be engaged by the project owner also outside of the platform.

A crowdfunding campaign is composed of three phases: the pre-campaign phase, in which the campaign is prepared, the campaign phase, in which funds are raised, and the post-campaign

phase, in which the follow-up of the campaign is organised. Project owners are the active drivers of all three phases, while the crowd participates in the second and, depending on the type of funding, also in the third. The platform usually supports all three phases, though in some cases the third might be left to the project owner.

The set funding goal is usually the minimum amount a project needs to ensure it can be executed. There are different models depending on the type of crowdfunding, that will allow to raise more than the target amount or, in some cases for non-financial crowdfunding, also keep the money if the target is not reached.

Crowdfunding platforms offering financial instruments, i.e., shares or loans, are subject to European regulation and act as broker alone without any involvement in the transaction. On reward and donation-based crowdfunding this not applicable either. Individual staff members of the platforms, in either case, could of course chose to help fund a project.

Types of crowdfunding

- **Donation:** This crowdfunding model is based in contributions from individuals who support your campaign without any type of financial return. It usually used for non-profit projects or philanthropic purpose. Legally the national rules for gifting and donating will apply.
- **Reward:** In this case, funders receive a non-financial « reward » for their contributions, usually with a lower value than the contribution. In some cases, products or services are offered at a discount to funders. Legally it is a commercial sale or pre-sale under national and EU law with the relevant consumer protection rights.
- **Equity:** This refers to an offer of a financial instrument, such as shares or any other tradeable security by a business. This type of crowdfunding can be used by businesses such as small and medium sized enterprises. Contributors are investors or co-owners and look for a return on their investment. Legally this is regulated under harmonised European law for crowdfunding.
- **Lending:** Funders provide a loan to a business with the prospect that the money will be repaid with interest calculated on the risk profile of the fundraising business. Legally this is regulated under harmonised European law for crowdfunding.

The European crowdfunding market and the new EU laws (ECSPR)

The overall volume of the crowdfunding market in Europe has been estimated to have grown strongly over the last few years, reflecting the increased awareness of the use of crowdfunding as an alternative source of funding in Europe. The volume of the European market reached EUR 6.5 billion in 2018 with some 630 platforms active, according to the Cambridge Centre for Alternative Finance (CCAF) (2019), compared to a total of EUR 300 million in 2013.

While especially donation and reward-based crowdfunding are contributing to many social and cultural developments, both regional and European, the financial side of crowdfunding has had its biggest impact in financing small and medium sized businesses, real estate, and renewable energy. This growth of the industry has led to a harmonised European legislation, the European Crowdfunding Service Providers (ECSP) Regulation, for investments and loan finance for businesses.

This new European regulation on European Crowdfunding Service Providers for Business (“ECSPR”) (EU) 2020/1503 and the accompanying Directive (EU) 2020/1504 amending MIFID II entered into force on 10 November 2021, in all 27 European Member States. It creates a broadly harmonised pan-European framework for crowdfunding service providers established in any Member State (European Commission, 2021).

The entry into force of this new regulation is a proof of the growth of the market and the need for an effective regulation that harmonises its activity throughout Europe, giving greater security and confidence to investors. The new law is also enabling the financing of different types of organisations and assets and is expected to impact also non-commercial sectors. However, the future impact of the new law cannot be subject to this research. Given the limited exposure of non-profit organisations to financial services crowdfunding in the past, we will focus on those types of crowdfunding that have seen notable uptake amongst animal welfare NGOs to date—that is donation and reward.

INSIGHTS FROM THE FIELD

We wondered if crowdfunding could offer an additional way to help European NGOs meet their fundraising objectives and engage European citizens to contribute towards the welfare of animals. In a first step, we conducted a survey that was distributed widely amongst members of Eurogroup for Animals and other NGOs identified through desk research. The survey helped to identify the most common funding methods used by respondents and showed a significant reliability on monetary donations, followed by membership fees, relegating other means of funding to a minor role.

Moreover, most respondents stated that donations were mostly one-time contributions for a specific action, mainly from individual donors. In order to identify potential donors for NGOs, other than communication directed at their member, the most common approach was the use of social media, where campaigns and initiatives are published so that both, followers and the general public are reached.

None of the organisations surveyed consider their approach sufficient to address their funding needs, suggesting a need to extend their outreach activities to involve new or more donors. Animal welfare NGOs are therefore in need of new approaches to secure funding. In addition, the surveyed organisations expressed dissatisfaction about the success of their outreach, indicating a need for innovation in their communications and outreach strategy. These two problems are related to each other. Fundraising is linked to the success in outreach of the NGOs. Specifically, the communication of specific actions needs to motivate a large group of individuals to provide repeated donations has been identified as a hurdle.

Experience with Crowdfunding

To explore the sectors understanding of crowdfunding in more depth, several animal welfare NGOs have been surveyed on

these matters and interviews have been conducted to learn about the experience of crowdfunding platforms on animal welfare concerns.

As we have outlined above, the organisations on which we are basing our study have two needs:

- To improve fundraising.
- To achieve more visibility for the actions developed.

We have already discussed the application of crowdfunding for NGOs, highlighting that it is an alternative way of fundraising. We have also noted its popularity within this sector, highlighting that crowdfunding is not exclusive to the launch of entrepreneurial projects and business initiatives.

On the other hand, we have emphasised how crowdfunding serves as a means of visibility and promotion, both for the project itself and for the organisation behind the project—as crowdfunding is offered via digital platforms, using the internet to reach a large public audience.

The objective of crowdfunding is to raise funds through the involvement of a large public audience. Thus, launching a crowdfunding campaign can not only lead to economic benefits, but also have a significant impact on the organisations outreach and public support.

This double benefit crowdfunding can offer directly responds to the dual problematic of many animal welfare organisations as already outlined. Looking at crowdfunding, therefore, may position two potential benefits, funding and outreach, against the potential of reputation risk when engaging donors and supporters differently.

Crowdfunding may not only achieve higher levels of fundraising and the acquisition of new supporters, but also makes certain areas of concern or topics visible to a greater number of people. Crowdfunding therefore cannot only help raise funds and deeper involvement of funders, but as a public offering it raises social awareness beyond funders.

As a result, we can extrapolate that crowdfunding might be a method to be considered by animal welfare NGOs not only to increase and complement their funding, not only to create closer relationships with its donors, but also to achieve greater visibility for specific actions, improving their outreach system and creating a more powerful social impact.

As part of our research, we conducted an online survey amongst animal welfare NGOs. The survey aimed to capture the general knowledge within a random sample of relevant organisations. We followed up on the survey with a number of semi-guided interviews with NGOs that had indicated within the survey that they would be interested in sharing some of their experiences with considering crowdfunding within their NGOs

Survey of Animal Welfare NGOs

Despite the potential upside that crowdfunding might offer, responses to the survey indicate that the majority of respondents have not used crowdfunding within their organisation and only 23.08% of respondents reported having used crowdfunding as a fundraising method. All respondents that had used crowdfunding emphasised the success it had for their organisation and indicated that they would use it again.

The organisations surveyed suggested that they consider crowdfunding a useful tool and that it would not only be useful for fundraising in itself, but also be useful for public outreach, supporting public awareness campaigns or even educational actions.

Most of the surveyed organisations use donations and membership as their main source of income. Funds raised by respondents were used both for their general operation or for specific purposes and actions. All respondents suggest that more income would be beneficial, as it would allow to broaden their focus and to carry out more diverse actions.

For example, the surveyed NGOs confirmed that their audience is often highly engaged with their actions, but engagement on social media and other promotion channels remains limited. In addition, a common challenge respondents highlighted is raising money for staff or maintenance costs. Operational support is not a sensitive or attractive story to sell to donors and therefore does not generate much visibility and response.

Most respondents have not used crowdfunding, as already mentioned. However, those organisations that had used crowdfunding considered it a versatile tool for both fundraising and outreach. When asked about the success of the campaigns launched by respondents, they all indicated that their objectives were achieved and that the overall experience was positive.

Therefore, from the perspective of animal welfare NGOs, there is a demonstrable benefit crowdfunding can offer in response to the wide spread problems concerning NGOs that we emphasised earlier. Despite this willingness and manifested interest, the number of organisations reporting that they have used crowdfunding is limited. The reluctance to implement crowd-

funding as part of an NGO outreach or fundraising can have multiple reasons. These might include reputation risk, lack of access to a large online network, lack of digitalisation of the NGO in general or of its target audience.

Interviews

In order to provide an insight into how crowdfunding campaigns can be carried out by animal welfare NGOs, we have interviewed a number of crowdfunding platforms and animal welfare NGOs with relevant experience in crowdfunding. The interviews were semi-guided and structured to allow participants to freely share their views. We used the insights from the interviews to triangulate the input collected through the survey. The results will help to paint a more detailed picture of the pro and cons crowdfunding can have for animal welfare NGOs.

Crowdfunding campaigns for animal welfare related projects can be successfully placed on donation or reward based crowdfunding platforms. These crowdfunding platforms work with a wide range of topics such as those related to culture, music, community and environment. Animal Welfare has established itself as one of the newer categories within the platforms and is showing traction amongst funders, however remains comparatively small as a percentage of the total amount of projects.

The interviewed platforms shared that in their experience the key to success was not only the relevance or social importance of the subject of the campaign, but also the amount of money sought. In the experience of the platforms, relevant projects work best with a target amount between €3,000 and €5,000. At the same time, reward-based crowdfunding campaigns should offer more generic rewards that can attract a larger number of people with a more diverse background.

Most of the campaigns reviewed during our desk research were aimed at very specific objectives, such as the acquisition of material, medical expenses for animals, renovation of facilities, etc. Given that NGOs typically engage in general giving campaigns to support their operations, crowdfunding could be being used to carry out campaigns on specific issues for their fundraising, but on a broader audience in their communications outreach.

This has been highlighted during the interview with platforms, which have stated that animal welfare campaigns, despite their relatively small funding goal, have a greater influence on the public, frequently ranking amongst the most popular on social media and on the platform itself. We find that animal welfare NGOs have a committed community, which can be used in crowdfunding to amplify a campaigns reach and impact to gain more potential supporters in addition to boosting the visibility of actions and achieving broader social impact.

The NGOs consulted in our research agreed that the need for higher visibility was one of the problems they faced in their organisation. Crowdfunding has proven to be a useful tool to address this problem, complementing the promotional activities of the organisation and expanding its influence.

CONCLUSIONS

Crowdfunding opens a whole new source of funding for non-profit organisations, many of which are historically underfunded or have limited access to funding. The non-profit sector in general spends a significant amount of time, effort and resources to raise funds for grants, find donors, and conduct fundraising initiatives.

Crucially, one of the biggest challenges for animal welfare NGOs continues to be building an audience for their cause and winning donors who are supportive of their work. Crowdfunding is enabling organisations to broaden their funding and, at the same time, attract a large number of potential supporters.

This study showcases how crowdfunding can be applied in non-profit organisations and especially within animal welfare. We also verified that crowdfunding is used by NGOs and that it is by no means an exclusive resource for business or projects by individuals. However, we also established that until now, crowdfunding with financial instruments, such as loans or investments, were not used by animal welfare NGOs.

This report underlines that animal welfare NGOs face two key hurdles, namely the lack of funds and the need for visibility. These two problems can be partly addressed through the use of crowdfunding, by serving as an alternative fundraising method for specific causes and by broadening the target audience for these initiatives.

In addition, we present 14 case studies of crowdfunding campaigns on animal welfare launched through donation and reward platforms. These examples address a variety of issues,

ranging from the search for resources, infrastructure, renovation or medical costs to advocacy and public influence campaigns. These campaigns have been selected based on the variety of animal welfare issues they cover, showing that the application of crowdfunding to the problems faced by animal welfare NGOs can be diverse.

These are examples of exposing multi-faceted benefits beyond fundraising, such as creation of social awareness for specific topics, general visibility for organisations, community engagement or broadening the target audience which crowdfunding can create if applied well.

Finally, crowdfunding can be a useful tool for animal welfare NGOs, through which they can significantly increase their fundraising for specific activities, while at the same time giving greater visibility to specific actions and their main areas of concern. It can help to gain potential supporters while at the same time use their community to amplify their reach and impact.

Data shows that European citizens are increasingly concerned for animal welfare. This mirrors the increasing political work done in the EU. Crowdfunding is well positioned to help to raise the public interest further by gathering support for specific, often smaller issues cared for by animal welfare NGOs.

CASE STUDIES

During our research it became clear that we only found donation- and reward-based campaigns fitting our focus on animal welfare. Of course, we cannot exclude the possibility that investment or lending campaigns also exist. In the following section we will present fourteen case studies from donation- and reward crowdfunding that will outline the potential of crowdfunding for Animal Welfare, both from NGOs and those created by individuals, as we want to give a range of examples with a focus on animal welfare. The crowdfunding types covered:

- Donation crowdfunding is a philanthropic gesture for charitable causes in which individuals pay small sums while receiving no financial or material benefits in return.
- Reward crowdfunding is a commercial transaction involving many individuals that adds tangible but non-financial benefits and does not have to be charitable in nature.

Salvemos wild forest

Wild Forest, a Spanish NGO, launched a crowdfunding campaign in 2018 to buy land for an animal sanctuary, the Salvemos Wild Forest. The campaign, benefiting from the data and experience of a previous sanctuary project, raised €136,860. The campaign received contributions from 6,100 individual donors. The NGO reached their funding goal and managed to buy the land to build the sanctuary.

The NGO followed-up on their campaign with a virtual tour around the new sanctuary and showcased the results of the work done with the donations. The NGO kept engaging with their community also on social media and other channels, in order to increase the buy-in and support for their activities.

<https://www.gofundme.com/f/wild-forest>

- **Project owner:** Wild Forest
- **Location:** Barcelona, Spain
- **Crowdfunding Platform:** Gofundme
- **Type of campaign:** Donation
- **Funds raised:** €136.860
- **Supporters:** 6,100

La Maizzzon des abeilles

Het Neerhof, in collaboration with the students of the Don Bosco Halle High School, aimed to transform an old wagon into an educational bee house with five bee-hives. With the money raised, the necessary equipment to transform the wagon was bought, as well as apiculture equipment such as beekeeping jackets. The reward campaign raised a total of €7.150.

This small but successful campaign surpassed the initial fundraising goal of €6,600 via a total of 80 contributions. The reward campaign provided different rewards depending on the amount contributed, which ranged from €10 to €1500.

<https://www.growfunding.be/fr/projects/de-bijzaak>

- **Project owner:** Neerhof
- **Location:** Halle, Belgium
- **Crowdfunding Platform:** Growfunding
- **Type of campaign:** Reward
- **Funds raised:** €7.150
- **Supporters:** 80

Allée du Lapin

This project was launched by a family in Belgium. Their objective was to raise funds for a small rabbit rescue centre. They kept the first rabbits on the balcony of a flat in and in November of 2014, they moved them to Allée du Kaai, a spontaneous action zone located in Brussels where they built a rabbit hutch out of 100% recycled materials.

Once the rabbit rescue centre held 12 rabbits of 5 different breeds, expenses such as vaccines and medication, hay, straw and dietary supplements or heat lamps for the winter cost became too high. They launched a reward campaign under the name “Allée du Lapin” and raised €1,830 out of the €1,800 asked, from 47 contributors.

<https://www.growfunding.be/en/projects/alleedulapin>

- **Project owner:** Allée du Kaai
- **Location:** Brussels, Belgium
- **Crowdfunding Platform:** Growfunding
- **Type of campaign:** Reward
- **Funds raised:** €1,830
- **Supporters:** 47

Création nouvelle association pour animaux domestiques

HumAnima is a Belgian non-profit association managed solely by volunteers. They raised €6,300 to take animals from foster homes, rehabilitate them, give them back their confidence and offer them for adoption.

The campaign “Création nouvelle association pour animaux domestiques” sought to also raise awareness of the problems of overpopulated domestic animals, including the opening of an animal boarding house. This campaign launched in 2019 managed to surpass the target amount of €5400, thanks to 115 contributions. The campaign offered different rewards for contributions from €5 to €350.

<https://www.kisskissbankbank.com/en/projects/creation-nouvelle-association-pour-animaux-domestiques/>

- **Project owner:** HumAnima
- **Location:** Brabant Wallon, Belgium
- **Crowdfunding Platform:** KissKissBankBank
- **Type of campaign:** Reward
- **Funds raised:** €6,300
- **Supporters:** 115

Hawk Falconry

The objective of the campaign “Hawk Falconry” was to build new aviaries to accommodate new birds of prey, such as Harris's hawks, falcons and owls. Hawk Falconry, based in Rebecq, Belgium, is active in regulating pigeon populations, using birds of prey to scare pigeons in a natural and environmentally friendly method. Their approach forgoes the use of poison or devices that are harmful to other local wildlife.

They obtained €4.000 from 36 contributors to extend their activity to the presentation of birds of prey during educational workshops for the public.

<https://www.kisskissbankbank.com/en/projects/hawkfalconry>

- **Project owner:** Hawk Falconry
- **Location:** Rebecq, Belgium
- **Crowdfunding Platform:** KissKissBankBank
- **Type of campaign:** Reward
- **Funds raised:** €4,000
- **Supporters:** 36

Help for Wildlife and Animal shelters in need

This project emerged as a result of wildfires in Estepona, Spain that severely affected the animal life in the area. The fires caused heavy damage to the nature and animals. The campaign was created to restore a damaged animal shelter and provide help to the animals living there in the region.

This donation campaign “Help for Wildlife and Animal shelters in need” sought €42,000 for its purpose. While it reached its goal, the campaign is ongoing and contributions of 1,400 donors helped raise a total €54,544 so far. The campaign website is used to communicate overall progress.

<https://www.gofundme.com/f/help-to-restore-natural-habitat-of-estepona> (as per 7 March 2023)

- **Project owner:** Daria Dubinina
- **Location:** Estepona, Spain
- **Crowdfunding Platform:** Gofundme
- **Type of campaign:** Donation
- **Funds raised:** €54,544
- **Supporters:** 1,400

Apoyo el refugio de "Action for wildlife"

Action for Wildlife in the Region of Central Macedonia deals with the care and reintegration of wild animals since 2009. It treats 2000 birds, small mammals, and reptiles per year, and is supported by donations. The shelter mainly supports wild animals that live in the Delta of the rivers Axios, Gallikos, but from Northern Greece.

The campaign "Apoyo el refugio de "Action for wildlife" collected €11.145 in crowdfunding to support its work in restoring the health of seabirds that have been polluted by oil or grease. Action for wildlife has been supported by 96 donors in this reward campaign, with rewards ranging for donations from €30 to €1000 or more.

<https://www.goteo.org/project/wildlife-shelter-support>

- **Project owner:** Action for Wildlife
- **Location:** Region of Central Macedonia, Greece
- **Crowdfunding Platform:** Goteo
- **Type of campaign:** Reward
- **Funds raised:** €11.145
- **Supporters:** 96

Salvemos los grandes herbívoros salvajes

Paleolítico vivo is an initiative aimed at the recovery of abandoned natural spaces and the conservation of endangered species, such as the European Bison (the largest herbivore we have in Europe) and the Przewalski's horse (the only wild horse on the planet), run by a team of biologists, naturalists and scientists.

Everything to do with the herds, their activity, behaviour, movements, interrelationships, is documented in order to be able to carry out subsequent studies. The campaign "Salvemos los grandes herbívoros salvajes" raised €9.393 from 145 donors for this reward campaign.

<https://en.goteo.org/project/paleolitico-vivo>

- **Project owner:** Paleolítico Vivo
- **Location:** Burgos, Spain
- **Crowdfunding Platform:** Goteo
- **Type of campaign:** Reward
- **Funds raised:** €9,393
- **Supporters:** 145

CreateAVegan

The UK-based charity Veganuary encourages people to try out a vegan diet every January to reduce the number of animals in the farming system and improve peoples health at the same time. According to their own data some 67% of people who participate in a vegan diet in January, stay vegan throughout the year.

The "CreateAVegan" campaign raised £82,096 to spread the word about Veganuary via advertisements on public transport in four cities across three countries: London, Manchester, Boston and Sydney. This successful reward campaign achieved its goal through 427 donations.

<https://chuffed.org/project/create-a-vegan>

- **Project owner:** Veganuary
- **Location:** York, United Kingdom
- **Crowdfunding Platform:** Chuffed
- **Type of campaign:** Reward
- **Funds raised:** £82,096
- **Supporters:** 427

Lebenshof Tierlieben

This campaign raised funds for a farm where rescued goats, sheep, pigs, chickens, horses and dogs live together. Thanks to this project the animals could spend the winter in dignified conditions, with the money raised used to buy material to improve conditions in the cold weather, such as anti-freeze drinking troughs.

The campaign "Lebenshof Tierleben" collected €4.071 thanks to the collaboration of 89 donors. Following the crowdfunding campaign, the team behind it aimed at creating an NGO to focus even more on the care of these animals and give them a good place to live.

<https://www.startnext.com/lebensplatz-tierlieben>

- **Project owner:** Gitta Haas
- **Location:** Tübingen, Germany
- **Crowdfunding Platform:** Startnext
- **Type of campaign:** Donation
- **Funds raised:** €4.071
- **Supporters:** 89

A nice house for the pigs

In 2019 the Coexister sanctuary took up residence in the village of Frenières-sur-Bex in the Swiss Alps. On five hectares of land, two buildings dedicated to animals existed already when the place was purchased. One of the buildings was severely damaged and some spaces became unsanitary and unsafe for the animals.

A crowdfunding campaign “A nice house for the pigs” was launched to help restore the sanctuary. A total of CHF 77,491 was raised, surpassing its original goal of CHF 68,888 through the contributions of 502 donors.

<https://wemakeit.com/projects/a-nice-house-for-the-pigs>

- **Project owner:** Association Coexister
- **Location:** Bex, Switzerland
- **Crowdfunding Platform:** Wemakeit
- **Type of campaign:** Reward
- **Funds raised:** CHF 77,491
- **Supporters:** 502

Un espace pour le bien-être des animaux!

In order to improve the logistics of an animal shelter and the health care of the animals in Barcelona, additional funding was needed. Voluntarios Itinerantes launched a crowdfunding campaign to support the construction of a warehouse and to build a veranda to protect some 12 dogs in the outdoor enclosure from weather.

This “Un espace pour le bien-être des animaux!” campaign raised €4,542, more than twice the initial target of €2,000, with rewards set for donations of between €5 and €500 or more. A total of 107 contributions were collected.

<https://fr.ulule.com/salud-anim/>

- **Project owner:** Voluntarios Itinerantes
- **Location:** Barcelona, Spain
- **Crowdfunding Platform:** Ulule
- **Type of campaign:** Reward
- **Funds raised:** €4,542
- **Supporters:** 107

WhakaOra: Centre de bien-être animal holistique

This campaign was launched for the creation of a Holistic Animal Welfare Centre for the well-being of horses and dogs. The centre aimed at applying methods not replacing veterinary care but to complement it, always working in collaboration with a veterinarian.

This crowdfunding campaign “WhakaOra: Centre de bien-être animal holistique” reached 24 contributions to raise a total of €3,002 to co-finance the building to house animals as well as the creation of the Animal Welfare Centre itself.

<https://www.ulule.com/whakaora-centre-de-bien-etre-animale-holistique/>

- **Project owner:** Vanessa Lecanu
- **Location:** Vire, France
- **Crowdfunding Platform:** Ulule
- **Type of campaign:** Reward
- **Funds raised:** €3,002
- **Supporters:** 24

Adventures with Horses

Adventures with Horses, using horses in therapeutic programmes, works with children and young people, aged between 9 and 25 years, who may have special educational needs and other social, emotional and behavioural difficulties.

The crowdfunding campaign “Adventures with Horses” was developed to raise funds to expand their therapeutic programme. On 26th January 2017 they successfully raised £8,636 with 79 supporters in 50 days.

<https://www.crowdfunder.co.uk/p/adventures-with-horses>

- **Project owner:** Sue Blagburn
- **Location:** Holne, United Kingdom
- **Crowdfunding Platform:** Crowdfunder
- **Type of campaign:** Reward
- **Funds raised:** £8,636
- **Supporters:** 79



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