

## Community Business re COVID-19, Mutual Aid

### Theme – **Crowdfunding / donations**

### Host – **Dave Boyle, Community Shares Company**

7<sup>th</sup> April 2020

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### **The Craufurd Arms, Maidenhead**

The pub was bought by its local community with 240 shareholders investing back in 2017.

#### **Action taken**

Since it was forced to close, it has continued to do takeouts and delivery for 2 hours each day (5-7 weekdays, 1-3 weekends). Customers can order online via their website. Beers are sold in bottles they have sourced from a local cider maker who has plenty of spares.

This has enabled them to reduce existing stock, saving them thousands in potential wastage and has been so successful that they are about to order more from local brewers who they are keen to help by taking some of their product.

#### **Crowdfunding**

In addition, they are running a Crowdfunder to raise c. £6K to enable them to support staff. As a reasonably successful trading enterprise, they have some cash reserves, but are keen to ensure they don't lose their staff and given the uncertainty it precisely when they will be able to access their £10K small business grant and the various HMRC schemes, have been keen to keep cash reserves high.

The Crowdfunder has been promoted via their social media channels – they have a Whatsapp group, 240 shareholders who are getting a daily update, Facebook Boosts and use of existing channels such as a beer festival event they were planning to run. They have managed to raise over £3K already from just 50 people; many are local, but some are from further afield.

This is the crucial thing – the downtime means that people are keen to hear about businesses they have already made a commitment to; this is a very different thing from advertising or cashing in.

Making use of existing contacts is at the heart of a successful crowdfund at this time, and having a variety of channels – Facebook, twitter, Instagram, Whatsapp, mailing lists; all need to be used to reach as many people as possible.

You have a strong message - that you're not going to sit and wait like a beached whale for help to arrive and instead are trying to continue to provide a service and that you'd welcome some support and some extra help.

# Craufurd Arms SOS Fund, Maidenhead, SL6 7LY

by Mark Newcombe in Maidenhead, England, United Kingdom



The most important thing to us is the survival of our business and the financial security of our key staff members.

**£3,380** raised of £6,000 target **50** supporters  
56% 48 days left

[Support Us](#)

Flexible funding – this project will receive all pledges made by 17th May 2020 at 5:37pm

[Project Facebook](#) [TheCraufurd](#)

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We are lucky to have had such wonderful support from our investors and patrons over the past three years. Our award winning pub is the centre of our community and I know that we can count on your support of this project to raise money to help pay our staffing costs over the coming months to ensure that when the time comes we can welcome you back to your favourite Pint-Sized local. From the CASL Committee and dedicated staff thank you.



[Report this project](#)

[Contact](#)

## Donate

£10	<b>£20</b>	£30	£50
£ 20	<a href="#">Donate</a>		

## Rewards

This project offers rewards in return for your donation.

**£10** or more Featured

### £10 Donation

Spare us a tenner to help a business you love get through whatever COVID-19 sends our way. This will guarantee you a ticket to our much anticipated opening night! PLEDGE NOW> CLAIM LATER

[Select reward](#)

**£25** or more

### £25 FUTURE ...

Pledge £25 today and we'll reward you with... a ticket to our much anticipated opening night and a free pint or glass of your favourite wine! PLEDGE NOW> CLAIM LATER

[Select reward](#)

## Relevant links:

<https://www.craufurdarms.com/order>

<https://www.crowdfunder.co.uk/craufurd-arms-sos-fund-maidenhead-sl6-7ly>

## Pay it Forward

Crowdfunder.co.uk have a 0% fees campaign called 'Pay it forward' to help businesses raise funds during this crisis from customers. This has raised over £380,000 in 9 days for 320 businesses from over 9,000 people.

<https://www.crowdfunder.co.uk/pay-it-forward>

Throughout the process, coaching is provided by Crowdfunder to support the person/small business to meet their target. Once the financial target is met, the total sum of the money is released to the person/small business.

Good examples:

- Dalston Superstore, London - £4,732 raised in just a few days.
- The Hug and Pint, Glasgow – successfully raised £12,061 in 7 days.
- Bush Hall, London - £11,195 has been raised in just a few days.
- The Glad Cafe, Glasgow - £3,915 has been raised in just a few days.
- The Boileroom, Guildford - £13,724 has been raised in just a few days.
- Paper Dress, London - £4084 has been raised in a week
- The Jolly Postboys, Oxford - £4,927 has been raised in just a few days
- Henry C, near Manchester – £2800 has been raised in one week
- Bould Brothers, Cambridge - over £11,000 has been raised in a few days.
- Barge East- £20,133 has been raised in a week
- MILK, Glasgow - £8,823 has been raised in just a few days.

## Contact for more info

- Mark Newcombe at The Craufurd Arms on [markb.newcombe@btinternet.com](mailto:markb.newcombe@btinternet.com)

Dave Boyle at the Community Shares Company on [dave@communityshares.co.uk](mailto:dave@communityshares.co.uk)