

Arthur Hill crowdfunding appeal – December 2016

The following table gives our sources of company income since the Arthur Hill campaign started in October 2016, and makes suggestions as to which of these should be treated as income from the crowdfunding appeal.

Source	Amount	Treat as appeal money
Collection at public meeting 7 October 2016	£194.65	No
Collection at public meeting 17 November 2016	£240.69	No
Cash donations from individuals made over the period of the crowdfunding appeal	£520.74	Yes
Money from Palmer Park 10k run (Ashley Middlewick)	£157.00	Yes
Money from guess the weight of the cake contest	£66.93	Yes
Donations received since 1 January 2017 specifically given towards the crowdfunding appeal	£130.00	Yes
Collection and raffle at public meeting 2 March 2017	£216.00	No
Membership subscriptions	£125.00	No
Crowdfunding money collected via Justgiving website	£10,098.64	Yes
Money received from St Johns School (non- membership day)	£344.56	Yes
Grant received from Persimmon Homes	£900.00	No
Non-specified donations received since 1 January 2017	£10.00??	No

Suggested total to be considered as appeal money:

£11,317.13

Less:

Leaflet printing for fundraising appeal	£50.00
Costs of setting the Community Interest Company up:	
Insurance	£244.48
Registration with Information Commissioner	£35.00
Accident book (legal requirement)	£5.99
Balance:	£11,351.26

Costs of running the company (training, other printing etc), not to be deducted from the crowdfunding money.

For reference, the specific pledge given during the fundraising appeal was:

We're determined to keep the pool open and are setting up a community interest company to work with the Council to keep Arthur Hill Pool going until a new pool is built. We're aiming to raise £10,000 to set the new company up, prepare a business plan to raise the money we need to keep the pool open, and work with experienced fund-raisers to get the grant funding necessary for essential repair work.

We're keen to work with Reading Borough Council to do this, but don't worry - if the Council refuse to co-operate with us and the plan falls through, we've pledged to give all the money we raise to local schools to help them pay for transport to swimming lessons at other pools.

[as published on the [Justgiving.com](https://www.justgiving.com) appeal page].