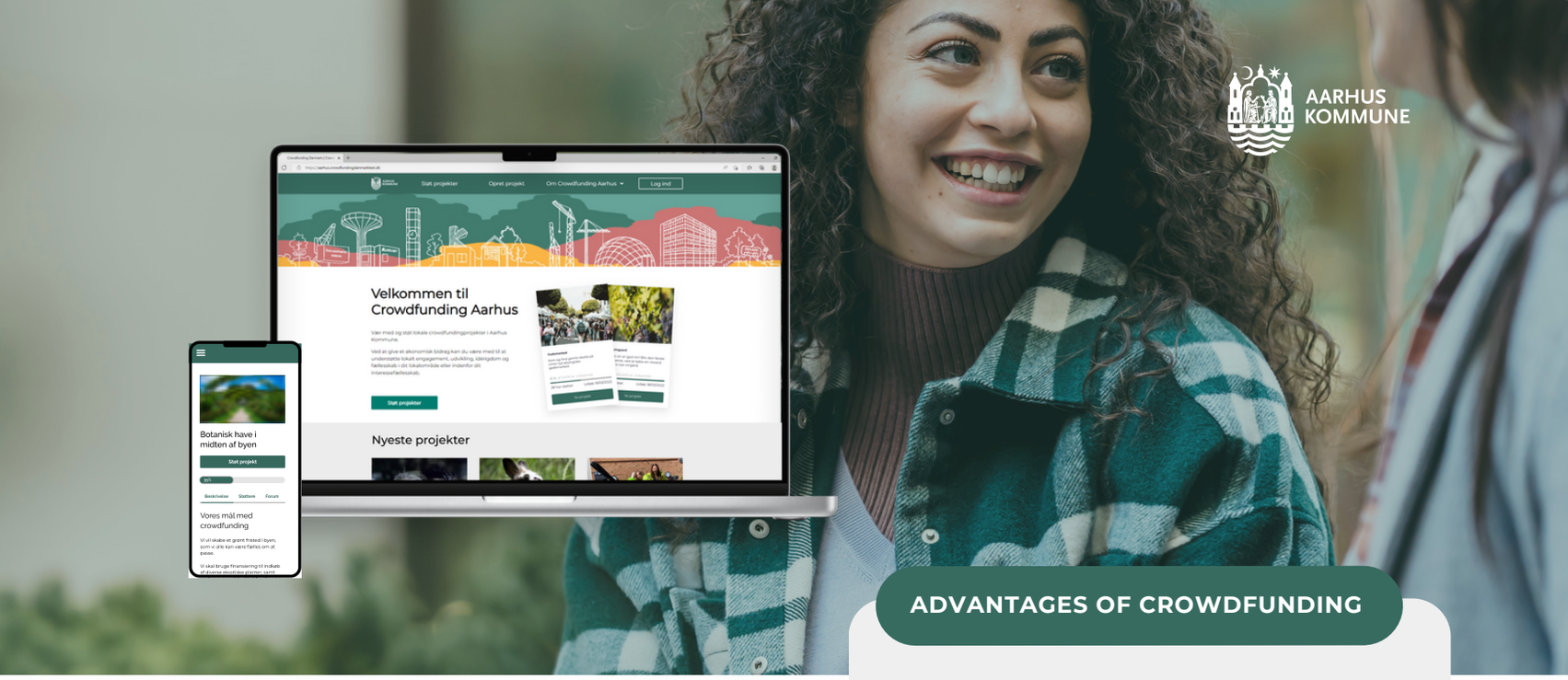


Got an idea for your local area?

Do you have an idea with the potential to become an exciting crowdfunding project?

Regardless of your project's current stage, you're always welcome to reach out to us. We're more than happy to offer you helpful advice throughout your journey.

WHY CROWDFUNDING AARHUS?

- **We support active citizenship, community, and local development.**
- **Citizens support each other's projects.**
- **We offer sparring with the City of Aarhus throughout the process.**
- **It gathers people around interests, local areas, and causes.**
- **It is free.**

ADVANTAGES OF CROWDFUNDING

Fast and effective

You can crowdfund without lengthy application procedures.

Awareness and support

Crowdfunding serves as a powerful way to engage a broader range of citizens in a cause, raise awareness, and secure strong support for your project.

Backers and advocates

Individuals who believe in your crowdfunding initiative and contribute financially can not only track your progress throughout the campaign but also became devoted advocates for a cause and a community of shared interests, providing a valuable resource that you can tap into in the future.

Visibility

With an online campaign, it's easy to spread and share your message, and there's also the potential for your campaign to capture the attention of mainstream media, amplifying its reach.

Security and transparency

The City of Aarhus , in collaboration with Crowdfunding Danmark, provides a secure and transparent environment. As a citizen you can have peace of mind, knowing that if a project doesn't achieve its full funding goal your investment will be promptly returned to you.

Who and what can be crowdfunded?

Crowdfunding Aarhus is accessible to all living in Aarhus: Individuals, associations, businesses, and other institutions that want to crowdfund exciting projects that benefit Aarhus and its citizens.

Business: Entrepreneurs, incubators, boutiques, food products

Culture: Museums, venues, theaters

Institutions: Childcare, educational institutions, nursing homes

Sport and leisure: Clubs, associations

Local development: City and suburbs, civic associations

Environment: Biodiversity, green transition

Social work and charity: NGOs, associations, aid organizations

Others...

HOW TO APPLY

1. **Contact Crowdfunding Aarhus**
2. **Open a project and get feedback**
3. **Launch your campaign**

Contact us

crowdfunding@aarhus.dk

www.CrowdfundingAarhus.dk

Guides

How to create a good campaign

How to market your project

FREQUENTLY ASKED QUESTIONS

Can I be anonymous when raising money?

No, you cannot be anonymous as a project owner. It is a requirement that backers are able to see the people or organisations behind the project and know who receives the money.

How can I create a project?

Please send your project idea to crowdfunding@aarhus.dk
If the project idea is compatible with the City of Aarhus' requirements for projects on the platform, you will be given access to the project creation tool where you can work on your project.

Can I contact my backers with information about the project?

Yes, you have multiple options when it comes to communicating with your backers.
Please remember that your backers have not consented to receive marketing material from you. You are therefore only allowed to contact them if the message is relevant to your project.
You have these channels of communication at your disposal:

- Write in the project's forum. The forum is located directly below the project image.
- Write a private message to one or more backers by using the built-in messaging system.
- Write an email to your backers. You will receive your backers' contact information once the project has been completed.

Who is responsible for the projects?

The project owner is solely responsible for ensuring that the project reaches its goal, that the collected funds are used for the specific purpose described in the project, and that all backers get their rewards on time. The City of Aarhus and Crowdfunding Danmark are not responsible for the projects or how they are carried out.

What projects can be crowdfunded on the platform?

All projects on the City of Aarhus' crowdfunding platform must be located in Aarhus, must support the City of Aarhus' policy on active citizenship, be legal, and must lie within the local government mandate ("Kommunalfuldmagten"). The projects must be open for all and in the interest of the community as a whole.

FREQUENTLY ASKED QUESTIONS

Will it cost me anything to crowdfund using the City of Aarhus' crowdfunding platform?

No, the City of Aarhus and Crowdfunding Danmark will not charge any fees from you as a project owner.

Who is responsible for ensuring that my project reaches its goal?

As a project owner, it is your sole responsibility to ensure that your project reaches its goal. Neither the City of Aarhus nor Crowdfunding Danmark guarantees that your project will reach its goal by using Crowdfunding Aarhus. It is therefore also important that you dedicate your time and energy to promoting your project.

Can I promote myself and other activities to my backers?

You are only allowed to contact your backers with information relevant to the project they have backed and the rewards they have been promised. However, backers can consent to being contacted by the project owner with information and marketing about other activities - feel free to send marketing materials to these backers.

How long will my data as a project owner be saved?

If you have had a project on the platform that has reached its goal, your information will be stored a minimum of 5 years from the day the project is paid out. After 5 years, your information will be automatically deleted, although only if all rewards have been delivered and you haven't logged on within the last year.

Can a project raise more than the minimum goal?

Yes, projects on the City of Aarhus' crowdfunding platform can collect more than the minimum goal. However, it must be stated clearly in the project description what the extra funds will be spent on, and it must be related to the same project.

Who can be project owners on the platform?

The City of Aarhus' crowdfunding platform is open for all within the municipality: private citizens, companies, organisations and institutions who wish to crowdfund exciting project ideas that will benefit Aarhus and its citizens.

FREQUENTLY ASKED QUESTIONS

Do I need a permit from Indsamlingsnævnet in order to raise money?

This depends on which type of project you wish to create. If you choose a pure donation project or a combination project, where backers can support your project with more money than the price of the reward, you need a permit to receive donations from Indsamlingsnævnet. Please be aware that getting the permit can take multiple weeks, so we recommend applying sooner rather than later. Pure reward projects do not require a permit. You can apply for the permit here.

Can projects on the platform receive support from people outside of Aarhus?

Yes. The project must be situated in Aarhus but it can receive support from citizens, companies or other interested parties outside of Aarhus. Please note, however, that all backers must have a Danish bank account.

Will it cost me anything to crowdfund using the City of Aarhus' crowdfunding platform?

No, the City of Aarhus and Crowdfunding Danmark will not charge any fees from you as a project owner.

Do I need to pay taxes or VAT on the money I raise?

This depends on the type of project you choose and whether you are subject to VAT. Neither the City of Aarhus nor Crowdfunding Danmark can advise you on matters regarding tax and VAT and recommend that you contact the tax authorities.

Aarhus Kommune

Rådhuspladsen 2

8000 Aarhus

89 40 20 00