

Strathclyde Student Union Crowdfunding Policy for Student Groups

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1.0	First Published Version	CEO	SMT	05/05/2026

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Responsibility	Head of Membership

1. Purpose

This policy sets out the requirements and process for student groups undertaking crowdfunding activities. It ensures crowdfunding is conducted lawfully, transparently, and in accordance with Strathclyde Student Union's charitable status, financial regulations, and governance obligations.

As a registered charity, Strath Union must ensure all funds raised in its name or by its student groups are properly authorised, recorded, and used for charitable purposes.

2. Scope

This policy applies to:

- Affiliated societies including student media groups
- Affiliated sports clubs
- Student-led projects operating under Strath Union

It applies to all crowdfunding activities conducted online or via public fundraising platforms.

3. Definition

Crowdfunding refers to raising funds from a large number of individuals, typically via online platforms such as GoFundMe, JustGiving, Crowdfunder, or Enthuse.

4. Principles

All crowdfunding must:

- Support the charitable purposes of Strath Union
- Benefit the student group and its members collectively, not individuals personally
- Be transparent and truthful
- Be approved in advance by Strath Union (Societies & Finance)
- Be properly recorded and managed through Strath Union's financial systems

Student groups do not have independent legal or charitable status. All funds raised belong to Strath Union and are held on behalf of the student group.

5. Approval Requirements

Student groups must obtain written approval from Strath Union before launching any crowdfunding campaign.

Requests must include:

- Name of student group
- Purpose of crowdfunding
- Target amount
- Platform to be used and type
- How funds will be used
- Campaign duration
- Named student group contact

Strath Union reserves the right to approve, reject, or place conditions on crowdfunding activities.

6. Financial Management

All funds raised must:

- Be transferred to Strath Union and held in the student group's official account
- Not be held in personal bank accounts
- Be spent in accordance with Strath Union financial procedures
- Be used only for the approved purpose

Strath Union retains oversight of all funds raised.

7. Platform and Campaign Requirements

Crowdfunding campaigns must:

- Clearly identify the student group and Strath Union
- Accurately describe the purpose of fundraising
- Not misrepresent the charitable status or intended use of funds
- Not create legal or financial liabilities for Strath Union

Campaign messaging must be accurate, transparent, and appropriate.

8. Restrictions

Crowdfunding must not be used for:

- Personal financial benefit of individual members
- Activities that conflict with Strath Union policies
- Political campaigning unless authorised
- Illegal or unsafe activities
- Purposes inconsistent with Strath Union's charitable objectives

Strath Union may restrict certain types of fundraising where risk is identified.

9. Fundraising for External Charities

Where crowdfunding is conducted to support an external charity:

- The charity must be clearly identified
 - Funds must be transferred promptly
 - Funds must not be retained by the student group
 - Fundraising must comply with relevant fundraising regulations
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10. Compliance and Oversight

Strath Union has a legal duty to ensure proper stewardship of charitable funds.

Strath Union may:

- Monitor crowdfunding campaigns and if required amount is not raised ensure money is returned to donors
- Require financial reporting
- Suspend or withdraw approval where concerns arise

Failure to comply with this policy may result in disciplinary action, including suspension of student group activities.

11. Responsibilities

Student Groups are responsible for:

- Seeking approval before crowdfunding
- Ensuring accurate and honest campaigns
- Following financial procedures
- Using funds appropriately

Strath Union is responsible for:

- Providing oversight
 - Ensuring legal and financial compliance
 - Safeguarding charitable funds
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12. Related Documents

This policy should be read alongside:

- Financial Regulations
 - Societies Policy and Training Resources
 - Charity Trustee Duties (OSCR)
 - Strathclyde Students' Union Constitution
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