

# **Small Foundation, Big Impact: Crowdfunding for Civic Regeneration and Local Democracy**

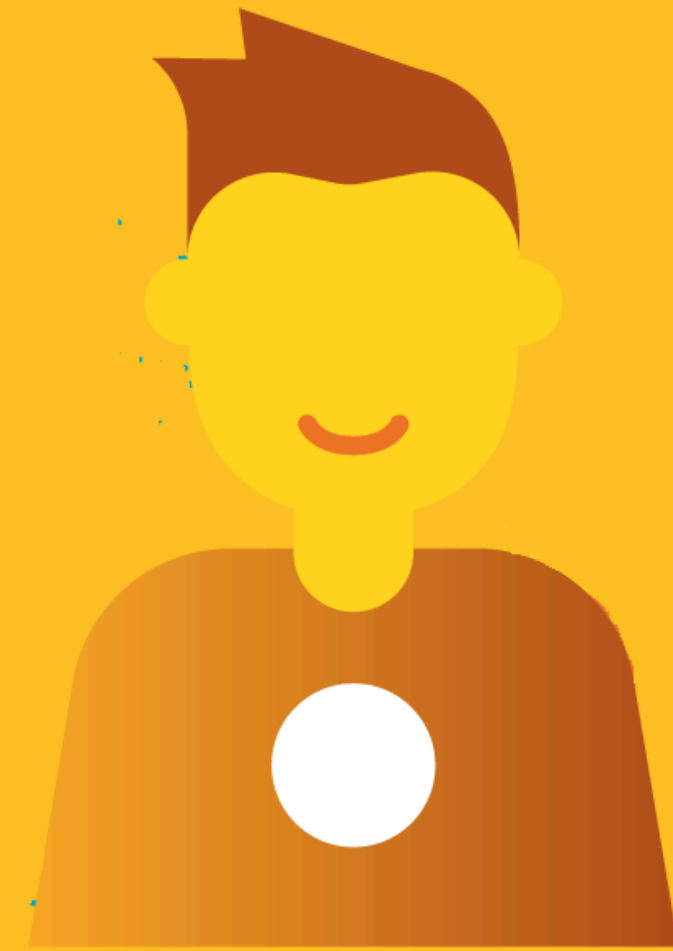
**EFA, Fundraising4Democracy Tour**

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**President Rete del dono**

September 18, 2025

# Before the web revolution

- One-to-many, top-down approach
- Citizens as passive receivers
- Organizations spoke, people listened





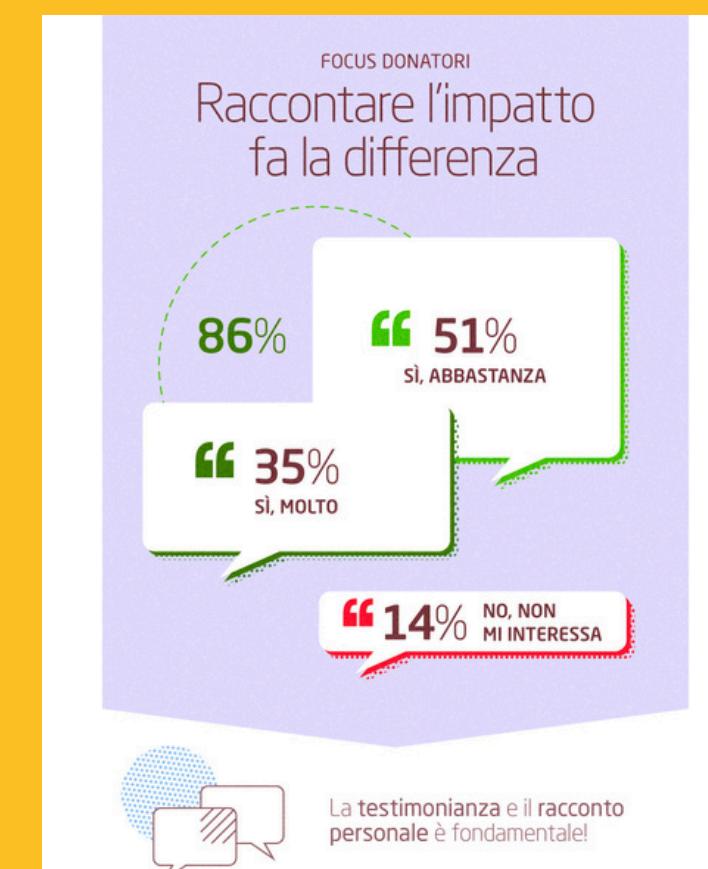
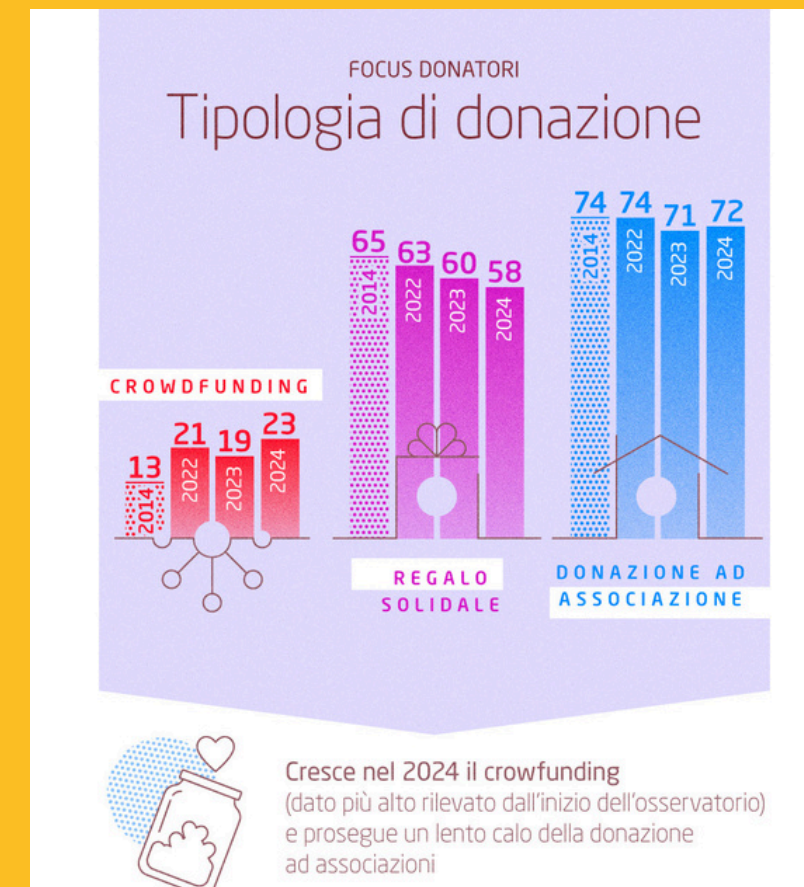
# After the web revolution

- Peer-to-peer communication
- Disintermediation: anyone can tell stories
- Social networks = active communities



## Donors and Digital Giving in Italy

- 80% of onliners donated in 2023
- Crowdfunding at record level since observatory started, 23%
- Smartphone = main donation device and touchpoint
- 32% donated during online checkout
- 8/10 donors demand impact reports



# **Crowdfunding: a key fundraising leverage**

**1**

**Beyond donations:  
from engagement  
to building  
communities**

**2**

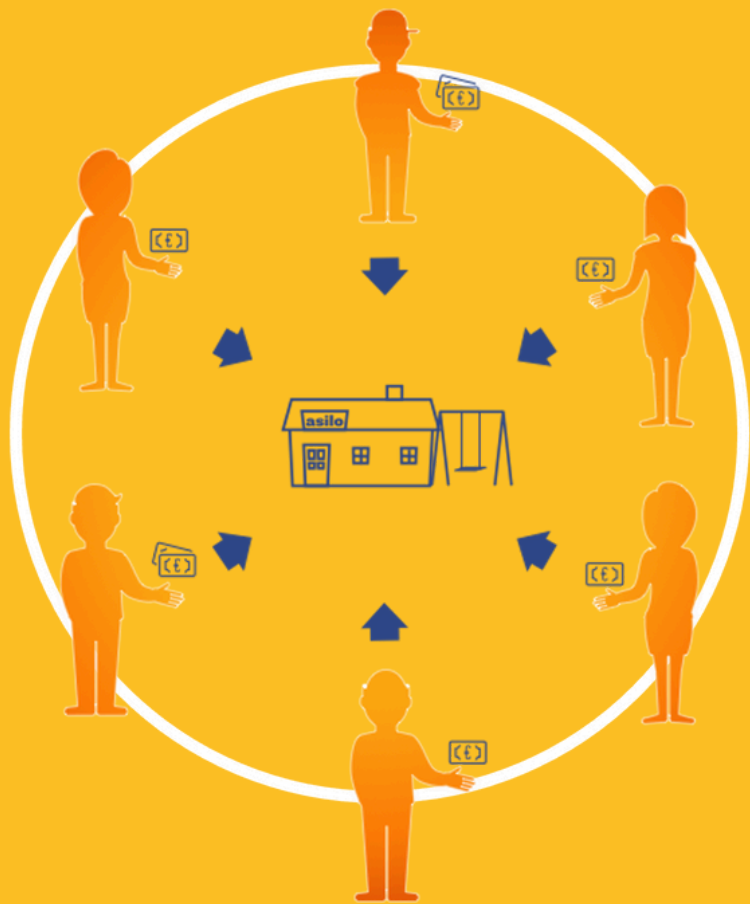
**Transparency &  
measurable  
impact**

**3**

**Donors as active  
stakeholders**



# The democratic dimension



## Crowdfunding = bottom-up participation

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- Donors choose which projects to support
- They share and amplify campaigns
- They ask for local impact



- Strengthens trust & democracy
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# Fondazione Carifano Crowdfunding



**Territory:** Fano, Cartoceto, Colli al Metauro, Fossombrone, Mondolfo, Monte Porzio, Pergola, Terre Roveresche, San Costanzo e Senigallia.

**Population:** 165.821

## A Civic Regeneration Program

### Fano (PU), Marche Region

- **Goal:** civic, social, and digital regeneration
- **Partner:** Carifano Foundation, CSV Marche, Rete del Dono
- **Sectors:** culture, education, environment, social services
- **Activities:**
  - a. Capacity Building
  - b. Civic engagement
  - c. Crowdfunding & Matching Grant Program

# Crowdfunding

## Virtuous Mechanism: a bottom up regenerative cycle

- Matching grants up to €15,000
- Capacity building & training
- Engagement, activation of new donors
- Transparency builds trust

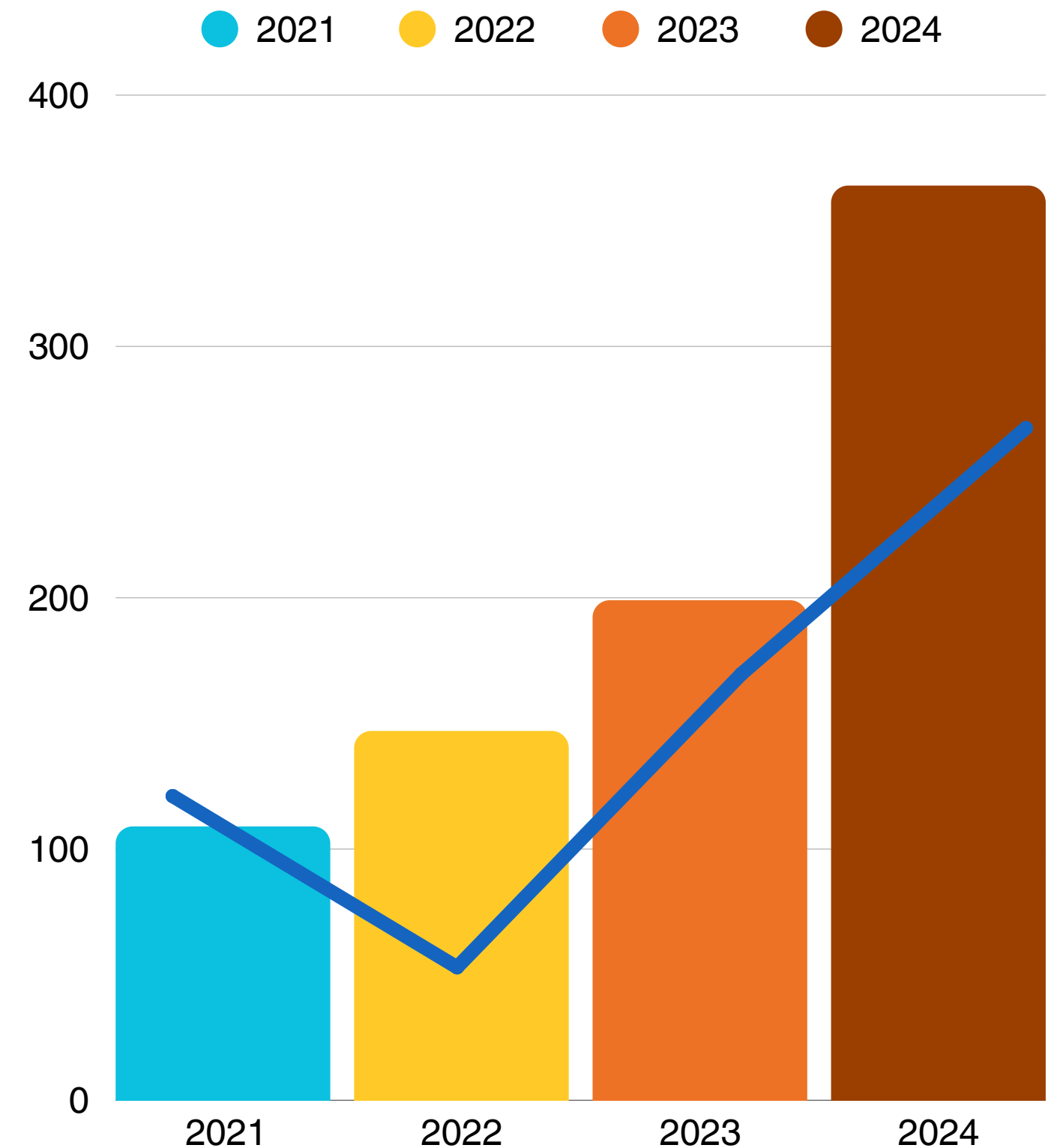




# Fondazione Carifano

## Results

- 40+ local non-profits involved
- €800K+ raised
- 3,300+ donors mobilized
- Average annual growth: 25%+





# Key Takeaway From Fundraising to democracy

## Crowdfunding

- Redistributes resources
- Activates communities & Strengthens civic space
- Pushes over the local dimension to embrace new practice and improve organisations' sustainability
- Builds a culture of giving





**Together,  
we can make an impact!**

**Any questions?**  
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