



Community Shares Wales Resilience Project

Blog 2: Community Shares Online Platforms



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This is a blog on the different platforms that are available to host and promote community share offers. When societies are setting up their share offer it is important to consider how the investors' money will be collected and stored, as if the share offer fails to meet its minimum target the money must be returned to the investors. There are various ways in which this can be done and some societies like to administer it themselves, whilst others will register with an online platform. These online platforms offer societies a way of promoting their share offer without needing to create their own website. Two of the most commonly used online platforms that allow people to invest in community shares projects are Crowdfunder UK and Ethex.



Crowdfunder UK is a private business online platform that supports individuals and charities to raise money for good causes. This platform is most suited to those campaigns that have a great story to tell and can emotionally connect with the audience and inspire them to invest. It has a video function that allows Societies the opportunity to tell their story in a visual way, and there are very few steps involved to make an investment, which makes it easier, and therefore more likely, for people to support. Crowdfunder is aimed at people who have an emotional connection with the campaign, rather than people focussed on owning the society or ensuring a return on their investment. It also has a totaliser which can generate energy around a campaign and encourage people thinking about to investing to donate if they feel the campaign is near its target! However, this can work the other way, as it can be more difficult to attract investors before any momentum has been created.

A useful function of Crowdfunder is that it has an investment management tool which reduces the level of administration a share offer would incur. For example, details of investors can be generated, bank details etc. This can be particularly useful if the share offer has a large number of investors and lessens the chances of human errors being made whilst recording information on databases etc. Having all the information in one place can make administration more efficient and more secure.

Crowdfunder relies on the Society harnessing its networks and supporters to full effect to attract investors. However, if your public profile is limited your campaign may be limited and not as successful as it would be more difficult to generate new investors. There is no support to help Societies improve the reach of their campaign so it is most effective for Societies with high visibility.

Crowdfunder has costs attached, however, projects that do not meet their minimum target will not incur any fees. In terms of costs, there is 3% plus VAT platform fee as well as 1.9% and 23p transaction fee* The platform can be expensive – and that cost has to be factored into the business plan.

Crowdfunder work with Community Shares Practitioners to offer advice and support to Societies wanting to register with the platform.



Ethex is a not for profit online investment platform that allows individuals to invest in businesses, whose mission and impacts they support, and offer a financial return. It is useful for Societies that offer a good return on investment and people who are interested in owning the Society. Ethex works with businesses whose work falls under the themes of climate change, tackling inequalities and creating more resilient communities. The platform offers Business Development Support and will work with Societies on their share offers.

It has an investment function which can make administration of the share offer significantly easier and also has a totaliser which can motivate people to invest in businesses that are close to their targets. There is also the option to embed a video to help support the campaign enabling Societies to tell their story visually and help people connect with the campaign on an emotional level.

Ethex offers the opportunity to compare investments and businesses so individuals can pick the one that suits them best. It also offers investors a great deal of information about the business allowing people the opportunity to make an informed decision about whereto put their money.

Ethex does require payment upfront and therefore costs are still incurred if the venture is unsuccessful. They curate their platform and can offer support to Societies through an advisor. Each business is allocated a business development advisor which can support the business through the share offer which means that the share offers have been supported to ensure good governance across the Society and that the finances, based on the information provided, are reliable and robust. In addition, Ethex has good relationships with journalists and can support businesses to increase their public profile.

This can be obviously advantageous for those with limited public profiles. As a result, Ethex states that they have a 95% success rate of investments meeting their minimum targets. The costs of signing up to Ethex are £5,000 plus 2% of what is raised**. This can be a lot of money, and this cost needs to be factored into the business plan and the share offer fundraising target.

Ethex at present requires investors to make payments via BACS which makes the process not as slick and efficient as it could be. The extra step could contribute to some potential investors not deciding to go through with it as they have to leave the site and make the payment through their bank account. However, according to Ethex this is due to change and card payments will be able to be made in the future.

Ethex does offer an additional service that can offer share accounts. Investors can view their holdings, download electronic share certificates, tax certificates. Organisations can also download reports of investors lists and the option to log in to update their information.

Ethex and Crowdfunder are the two most common platforms that Community Benefit Societies use to support their share offer. However, groups do not have to use a platform and can administer the share offer themselves. For example, payments can be done using cheques or BACS payments and investors details can be inputted in a secure database. Obviously, there is no financial implication to this method but it can be labour intensive depending on the level of the share offer undertaken.

*These figures were correct at time of writing (Jan 2021) but could be subject to change.

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About us

Community Shares Wales Resilience Project is funded by the National Lottery Community Fund and delivered by Cwmpas. We help communities raise investment to protect and strengthen the things that matter to them.

Our team is enthusiastic about community shares and enjoy working with people across Wales to raise the capital they need to achieve a shared vision. If you need support, or would like to know more, please get in touch or visit our website.

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Blog yw hwn am y llwyfannau gwahanol sydd ar gael i gynnal a hyrwyddo cynigion o gyfranddaliadau cymunedol. Pan fydd cymdeithasau yn sefydlu'u cynnig o gyfranddaliadau, mae'n bwysig ystyried sut fydd arian y buddsoddwyr yn cael ei gasglu a'i storio, oherwydd os bydd y cynnig o gyfranddaliadau yn methu â bodloni ei darged isaf, mae'n rhaid i'r arian gael ei ddychwelyd i'r buddsoddwyr. Mae amryw o ffyrdd i allu gwneud hyn, ac mae rhai cymdeithasau yn hoffi ei weinyddu eu hunain, tra bydd cymdeithasau eraill yn cofrestru gyda llwyfan ar-lein. Mae'r llwyfannau ar-lein hyn yn cynnig ffordd o hyrwyddo'u cynnig o gyfranddaliadau i gymdeithasau heb fod angen creu eu gwefan eu hunain. Dau o'r llwyfannau ar-lein a ddefnyddir yn fwyaf cyffredin sy'n galluogi pobl i fuddsoddi mewn prosiectau cyfranddaliadau cymunedol yw Crowdfunder UK ac Ethex.



Mae Crowdfunder UK yn llwyfan busnes preifat ar-lein sy'n cynorthwyo unigolion ac elusennau i godi arian at achosion da. Mae'r llwyfan hwn yn fwyaf addas i'r ymgyrchoedd hynny sydd â stori dda i'w hadrodd, a gallant ymgysylltu'n emosiynol â'r gynulleidfa a'u hysbrydoli i fuddsoddi. Mae ganddo swyddogaeth fideo sy'n rhoi'r cyfle i Gymdeithasau ddweud eu stori mewn ffordd weledol, ac ychydig iawn o gamau a geir i wneud buddsoddiad, sy'n ei gwneud hi'n haws, ac yn fwy tebygol felly, i bobl gefnogi. Mae Crowdfunder ar gyfer pobl sydd â chysylltiad emosiynol â'r ymgyrch, yn hytrach na phobl yn canolbwyntio ar fod yn berchen ar y gymdeithas neu'n sicrhau elw ar eu buddsoddiad. Mae ganddo gyfansymiwr hefyd, sy'n gallu creu ymdeimlad o egni mewn perthynas ag ymgyrch ac annog pobl i feddwl am fuddsoddi i roi arian os ydynt yn teimlo bod yr ymgyrch bron â chyrraedd ei darged! Fodd bynnag, gall hyn weithio o chwith, gan y gall fod yn anoddach denu buddsoddwyr cyn bod unrhyw fomentwm wedi'i greu.

Un swyddogaeth ddefnyddiol yn Crowdfunder yw ei fod yn cynnwys offeryn rheoli buddsoddiadau sy'n lleihau'r lefel weinyddu y byddai cynnig o gyfranddaliadau'n ei chreu. Er enghraifft, gall manylion buddsoddwyr gael eu creu, manylion banc at ati. Gall hyn fod yn arbennig o ddefnyddiol os oes gan y cynnig o gyfranddaliadau nifer fawr o fuddsoddwyr ac mae'n lleihau'r siawns y bydd gwallau dynol yn cael eu gwneud wrth gofnodi gwybodaeth ar gronfeydd data, ac ati. Gall cael yr holl wybodaeth mewn un lle wneud y gwaith gweinyddu yn fwy effeithlon ac yn fwy diogel.

Mae Crowdfunder yn dibynnu ar y Gymdeithas yn harneisio ei rhwydweithiau a'i chefnogwyr hyd yr eithaf er mwyn denu buddsoddwyr. Fodd bynnag, os yw eich proffil cyhoeddus yn gyfyngedig, gallai eich ymgyrch fod yn gyfyngedig, ac ni fydd mor llwyddiannus gan y byddai'n anoddach cynhyrchu buddsoddwyr newydd. Nid oes unrhyw gymorth i helpu Cymdeithasau wella cyrhaeddiad eu hymgyrch, felly mae'n fwyaf effeithiol ar gyfer Cymdeithasau sy'n amlwg iawn.

Mae costau ynghlwm wrth Crowdfunder, fodd bynnag, ni fydd prosiectau nad ydynt yn cwrdd â'u hisafswm targed yn talu unrhyw ffioedd. O ran costau, ceir ffi llwyfan o 3% ynghyd â TAW, yn ogystal â 1.9% a ffi trafod* o 23c. Gall y llwyfan fod yn gostus - ac mae'n rhaid ystyried y gost honno yn y cynllun busnes.

Mae Crowdfunder yn gweithio gydag Ymarferwyr Cyfranddaliadau Cymunedol i gynnig cyngor a chymorth i Gymdeithasau sydd eisiau cofrestru gyda'r llwyfan.



Llwyfan buddsoddi nid-er-elw ar-lein yw Ethex sy'n galluogi unigolion i fuddsoddi mewn busnesau, y maent yn cefnogi'u cenhadaeth a'u heffeithiau, ac sy'n cynnig enillion ariannol. Mae'n ddefnyddiol ar gyfer Cymdeithasau sy'n cynnig enillion da ar fuddsoddiad a phobl sydd â diddordeb i fod yn berchen ar y Gymdeithas. Mae Ethex yn gweithio gyda busnesau y mae eu gwaith yn dod o dan y themâu newid yn yr hinsawdd, mynd i'r afael ag anghydraddoldebau a chreu cymunedau mwy gwydn. Mae'r llwyfan yn cynnig Cymorth Datblygu Busnes a bydd yn gweithio gyda Chymdeithasau ar eu cynigion o gyfranddaliadau.

Mae ganddo swyddogaeth buddsoddi sy'n gallu gwneud y gwaith o weinyddu'r cynnig o gyfranddaliadau gryn dipyn yn haws, ac mae'n cynnwys cyfansymiwyr hefyd sy'n gallu cymell pobl i fuddsoddi mewn busnesau sydd gerllaw eu targedau. Hefyd, ceir yr opsiwn i gynnwys fideo i helpu cefnogi'r ymgyrch drwy alluogi Cymdeithasau i adrodd eu stori'n weledol, a helpu pobl i ymgysylltu â'r ymgyrch ar lefel emosiynol.

Mae Ethex yn cynnig y cyfle i gymharu buddsoddiadau a busnesau fel bod unigolion yn gallu dewis yr un sy'n fwyaf addas iddyn nhw. Mae hefyd yn cynnig llawer iawn o wybodaeth i fuddsoddwyr am y busnes, gan roi'r cyfle i bobl wneud penderfyniad gwybodus am ble i roi eu harian.

Mae Ethex yn mynnu taliad ymlaen llaw ac felly bydd costau i'w talu o hyd os bydd y fenter yn aflwyddiannus. Maent yn curadu'u llwyfan a gallant gynnig cymorth i Gymdeithasau trwy gynghorydd. Dyrennir cynghorydd datblygu busnes i bob busnes a gall gynorthwyo'r busnes drwy'r cynnig o gyfranddaliadau sy'n golygu bod y cynigion o gyfranddaliadau wedi'u cefnogi i sicrhau llywodraethu da ar draws y Gymdeithas a bod y cyllid, yn seiliedig ar y wybodaeth a ddarparwyd, yn ddibynadwy a chadarn. Yn ogystal, mae gan Ethex berthynas dda â newyddiadurwyr, a gall gynorthwyo busnesau i gynyddu'u proffil cyhoeddus. Yn amlwg, gall hyn fod yn fanteisiol i'r rhai â phroffiliau cyhoeddus cyfyngedig. O ganlyniad, dywed Ethex fod ganddynt gyfradd lwyddo o 95% o ran buddsoddiadau'n cyrraedd eu targedau isaf. Y costau o gofrestru gydag Ethex yw £5,000 ynghyd â 2% o'r hyn a godir**. Gall hyn fod yn swm mawr o arian, ac mae angen ystyried y gost hon yn y cynllun busnes a tharged codi arian y cynnig o gyfranddaliadau.

Ar hyn o bryd mae Ethex yn mynnu bod buddsoddwyr yn gwneud taliadau trwy BACS, ac nid yw hyn yn gwneud y broses mor hwylus ac effeithiol ag y gallai fod. Gallai'r cam ychwanegol beri i rai darpar fuddsoddwyr benderfynu peidio â pharhau gan fod rhaid iddyn nhw adael y safle a gwneud y taliad trwy eu cyfrif banc. Fodd bynnag, yn ôl Ethex, bydd hyn yn newid cyn hir a bydd modd gwneud taliadau â chardiau yn y dyfodol.

Mae Ethex yn cynnig gwasanaeth ychwanegol sy'n gallu cynnig cyfrifon cyfranddaliadau. Gall buddsoddwyr weld eu daliadau, lawrlwytho tystysgrifau cyfranddaliadau electronig, a thystysgrifau treth. Hefyd, gall sefydliadau lawrlwytho adroddiadau o restrau buddsoddwyr a cheir yr opsiwn i fewngofnodi er mwyn diweddar'u gwybodaeth.

Ethex a Crowdfunder yw dau o'r llwyfannau mwyaf cyffredin y mae Cymdeithasau Budd Cymunedol yn eu defnyddio i gefnogi'u cynnig o gyfranddaliadau. Fodd bynnag, nid oes rhaid i grwpiau ddefnyddio llwyfan, a gallant weinyddu'r cynnig o gyfranddaliadau eu hunain. Er enghraifft, gellir gwneud taliadau gan ddefnyddio sicciau neu daliadau BACS, a gellir mewnbynnu manylion buddsoddwyr mewn cronfa ddata ddiogel. Yn amlwg, nid oes unrhyw oblygiad ariannol i'r dull hwn, ond gall fod yn llafurddwys gan ddibynnu ar lefel y cynnig o gyfranddaliadau yr ymgwymerir ag ef.

*Roedd y ffigurau hyn yn gywir adeg ysgrifennu (Ionawr 2021) ond gallent gael eu newid.

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Ysgrifennwyd gan Hannah Morris, Cyngorydd Busnes Prosiect Cadernid Cyfranddaliadau Cymunedol Cymru

About us

Ariennir Prosiect Cadernid Cyfranddaliadau Cymunedol Cymru gan Gronfa Gymunedol y Loteri Genedlaethol Cymru ac mae'n cael ei ddarparu gan Ganolfan Cydweithredol Cymru. Rydym yn helpu cymunedau i gael buddsoddiad i ddiogelu a chryfhau'r pethau sydd o bwys iddyn nhw.

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