

Building communities of support

For those unfamiliar (1)_____ the concept, crowdfunding is a way (2)_____ raising money (3)_____ a specific project using a time-limited internet campaign. The idea is (4)_____ encourage large numbers (5)_____ people (the 'crowd') (6)_____ each contribute a relatively small amount (7)_____ money. (8)_____ boost donations, campaigns can be rewards-based, (9)_____ contributors being offered a gift, or investment-based, where a share or small stake (10)_____ a business is offered. However, some campaigns simply request donations without offering any reward or financial return.

Crowdfunding isn't new: (11)_____ many years, war memorials, plaques and benches have been funded (12)_____ small donations (13)_____ communities. However, the advent (14)_____ the internet has provided the perfect conditions (15)_____ it (16)_____ flourish. The first dedicated crowdfunding platform, ArtistShare, was launched (17)_____ 2001, inspired (18)_____ the rock band Marillion, who had turned (19)_____ fans (20)_____ 1997 (21)_____ help fund a reunion tour. Since then, crowdfunding has become a fast-growing industry which has enabled thousands _____ ordinary people _____ extraordinary things. Here are three crowdfunding success stories.

Songs for change

Having found inspiration (22)_____ music (23)_____ difficult times (24)_____ his life, 18-year-old Varun from Mumbai wanted (25)_____ pass (26)_____ the joy (27)_____ music (28)_____ less privileged children, so (29)_____ part (30)_____ a social service project he volunteered (31)_____ a state school where he hoped (32)_____ introduce music (33)_____ an escape (34)_____ the pressures the children faced. However, he soon discovered the school lacked the resources (35)_____ purchase musical instruments. Some days he had only a single keyboard and a guitar (36)_____ share among eight children. Determined (37)_____ improve the situation, he decided (38)_____ launch a crowdfunding campaign called 'Songs for Change' (39)_____ Ketto.org, an India-based crowdfunding platform which specializes (40)_____ social and charitable causes.