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**Green Pastures University launches student crowdfunding platform**

Green Pastures University has launched its own crowdfunding platform, empowering students to raise money for projects from family, friends and alumni.

The “OpenPastures” platform, which opened on 1 January, has already raised over £7,000. Students create their own projects online, raising funds for their studies, clubs, community outreach and more. They can then promote their cause using social media and encourage donations by offering rewards.

“We want to help our students raise money for the things they care about,” said Judy Ferrante, Development Manager at GPU. “It’s going to be really valuable to the university community and the people involved. It helps students develop marketing and project management skills.”

Many causes have already proven successful. A project to send the university women’s rugby team to a Dublin tournament raised £1,000 in the first week, and the university has pledged to match all money raised from its annual fund. Meanwhile, a student production of classic musical *Oklahoma!* has generated a wave of interest.

“It’s been astonishing!” said play director Katie Wen. “We put up a video of the cast singing, and we’ve had an overwhelming response. We expected support from our friends and families, but we’re now getting donations from all over!”

The platform was created by Hubbub, a London-based technology company specialising in digital fundraising. “We’re excited to help GPU’s students harness the power of crowdfunding,” said Jonathan May, Hubbub’s CEO. “Crowdfunding increases donations, improves student experience and takes a bit of pressure off the university fund.”

Projects can be shared widely through social media, and the Development Office is keen to help promote them. “It helps keep our alumni up-to-date with what’s going on,” Ferrante explains. “A number of them have said that they wish OpenPastures had been around when they were students!”

**ENDS**

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**Notes for editors:**

1. The OpenPastures platform can be viewed at openpastures.hubbub.net.
2. Green Pastures University is a dynamic learning institution based outside of Oakenfield, Surrey. Founded in 2001, the university is recognised for its exceptional student satisfaction and employment success scores, as well as world-leading research.

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1. Hubbub (hubbub.net) is the UK’s leading provider of digital fundraising solutions for the education and non-profit sectors, helping organisations deliver mass engagement, participation and fundraising campaigns through mobile, web and social media.

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