



crowdjustice

The crowdfunding platform for legal action

jo@crowdjustice.com

What is CrowdJustice?

CrowdJustice is the crowdfunding platform built for legal advice and representation.

£10+ million
raised

200,000+
backers

5 Supreme
Court cases

100+ firms



Leigh Day



IRVINE
THANVI
NATAS



B BIRNBERG
P EIRCE

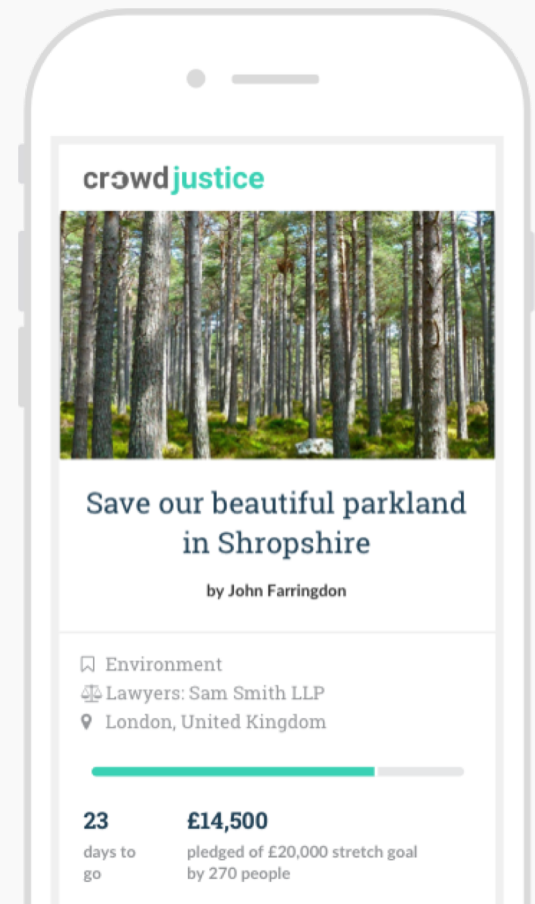
Raising funds for public law challenges


All legal costs

- ✓ Lawyers' fees (including with CFAs)
- ✓ Adverse costs risk
- ✓ Disbursements: barristers, experts and court fees

Fast and flexible

- ⇓ Cases can launch in 1-2 hours
- ⇓ Average time to hit initial target is 4 days
- ⇓ Raise funds for different stages of proceedings





Examples of how funds can be used

Adverse costs risk

- Costs Capping Order
- ATE premium
- Risk management: funds to cover some of the potential exposure

CFAs

- Pay for disbursements like expert reports and court fees
- Risk management: pay some of your fees now: i.e., “discounted CFA” rather than “pure CFA”
- Counsel’s fees

Lawyers’ fees

- Initial investigatory work: e.g. £2-5k for advice and letter or opinion from counsel
- Client can raise funds at all stages thereafter, whether to pay all fees, or supplement private funding

Community contribution

- If required by LAA to make a community contribution

We handle compliance issues



Funds go directly to lawyer's client account or NGO/charity's account.



Legal knowledge: targets, CCOs, adverse costs, pure funders.



Legal AML protection: sanctions and PEPs checks on donors.



Clear policy of what happens if there are unused funds.

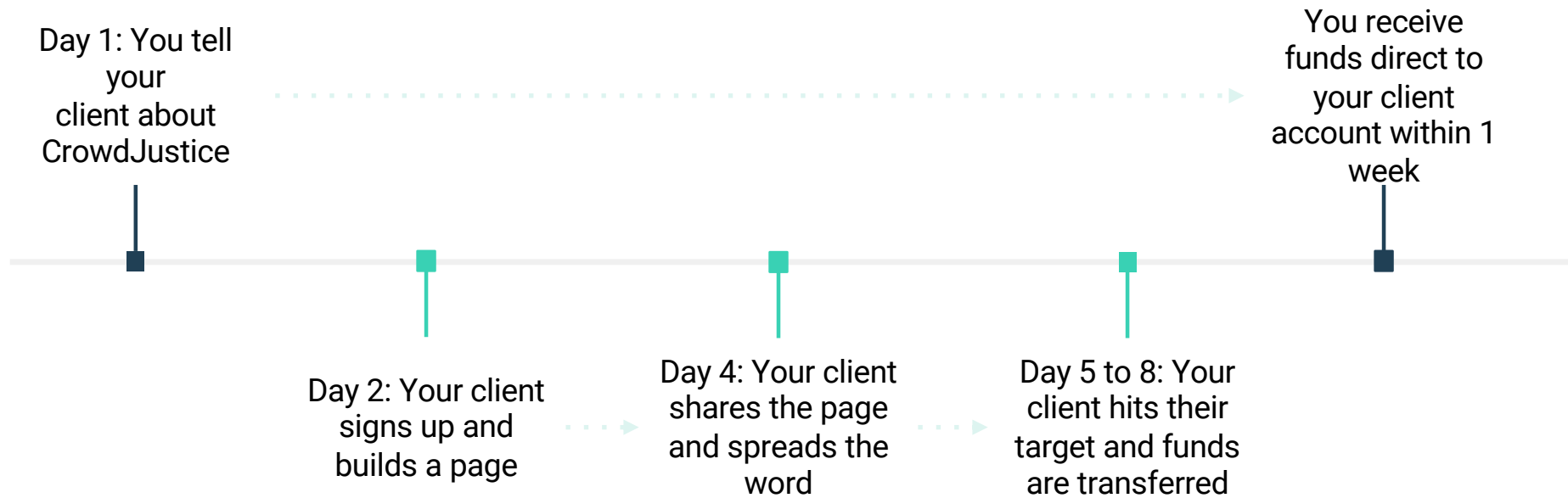


Doesn't affect your relationship with your client.



We verify your instruction before putting any case live.

Our simple process



The anatomy of a successful case

A motivated client

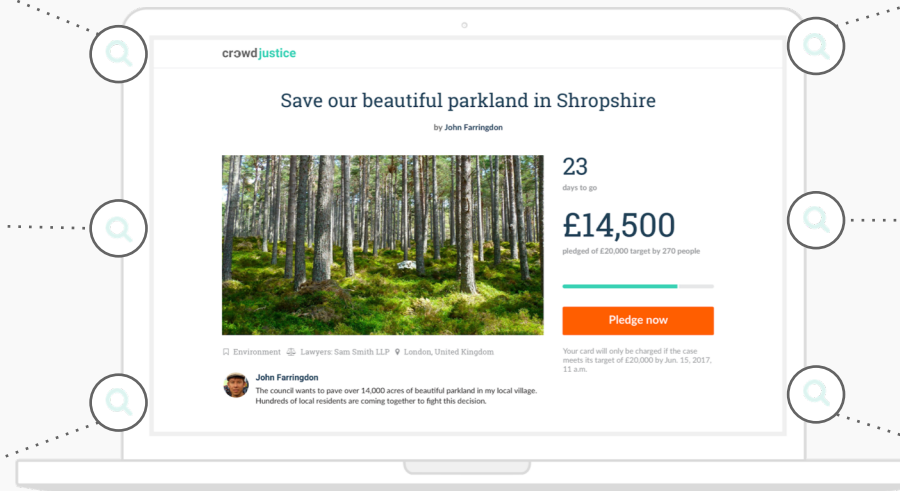
Having someone outside the legal team who's motivated to share their cause far and wide.

The first 48 hours are key

Early momentum is key so preparation before launch is important in achieving success.

We support your client

Your client will have a dedicated Customer Support Contact and will receive tailored advice from our Campaigns Team.



Social beats press

While having great press can be helpful, more than 70% of pledges come from Facebook and direct email appeals.

£35 average donation

The average donation on a CrowdJustice page is around £35. That means it's easy to estimate how many pledges are needed.

5% conversion rate on page

Around 5% of people who visit a page convert to a pledge. Crowdfunding is a numbers game!

Why do people give?

- They have a personal connection with the person raising the funds.
- They care about the issue and view donating as similar to voting: a way to express a view - e.g. Worboys judicial review
- They care about the outcome of the decision - e.g. NHS or pensions matters.
- Local community issues - e.g., saving green spaces.

Myths - people are not motivated by:

- Lawyers' rates and fee arrangements.
- Whether the lawyers would still proceed with the matter regardless of crowdfunding.
- Whether it is an important legal precedent or legally interesting issue.

Some example judicial reviews...



Harrison Grant

A group of doctors and late Prof Stephen Hawking are challenging the introduction of "Accountable Care Organisations" to the NHS.

£280,000 raised over 3 campaigns



Birnberg Peirce

Judicial review to challenge the Parole Board's decision to release John Worboys.

£63,000 raised in 10 days



Leigh Day

Judicial review to challenge Natural England's decision to issue a licence endangering Hen Harriers.

£26,000 raised in 5 days

Get in touch

To recap...

- » Does your client need funds for the matter?
- » Adverse costs risk?
- » CFA carries too much risk?
- » Need to pay disbursements?

Our team are here to help

We have a dedicated team of lawyers and campaigners who are here to answer any questions you or your client might have.

Please feel free to contact us with any questions on 0203 637 4462 or by email:

jo@crowdjustice.com
info@crowdjustice.com



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