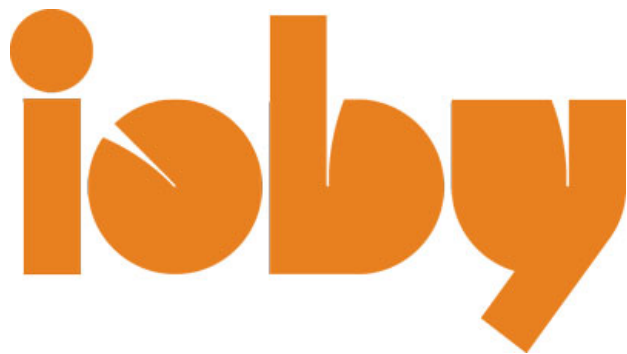


An Introduction to Civic Crowdfunding with ioby



ATLANTA REGIONAL COMMISSION



PLAN FOR TODAY

- Crowdfunding Overview
- About ioby
- Case studies and examples
- Q&A



What is Crowdfunding?

- Lots of small donations
- Single Project
- Online



Federico Garcia Lorca "Sleepless City" Mural Project

We are celebrating the neighborhood's multiculturalism by depicting Federico Garcia Lorca's "Sleepless City" poem in a 4-part mural series.

SHARE THIS PROJECT [p](#) [G](#) [f](#) [+](#)

[OVERVIEW](#)
[BUDGET](#)
[UPDATES](#)
[DONORS](#)
[NEARBY PROJECTS](#)

TOTAL FUNDING NEEDED: \$1,861



project leader

Klwelbanks

location

Knickerbocker Ave and Himrod St
Brooklyn (Bushwick)

latest update

No updates yet.

\$2,290

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

As part of a street beautification project by [Artmakers, Inc.](#) and under the direction of NY Artist Camille Perrottet, we are celebrating Bushwick's unique multicultural character by showcasing Federico Garcia Lorca's poem "Sleepless City". Established in 1984, [Artmakers, Inc.](#) collaborates with community organizations to create high quality public art relevant to lives and concerns of neighborhood residents.

about the project leader

As part of a street beautification project, we are a group of artists creating a 4-part mural series in Bushwick. [See full profile.](#)



ioby



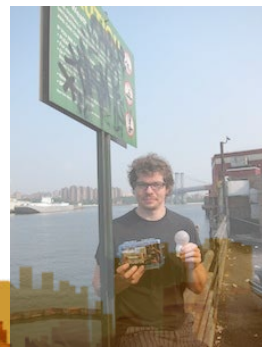
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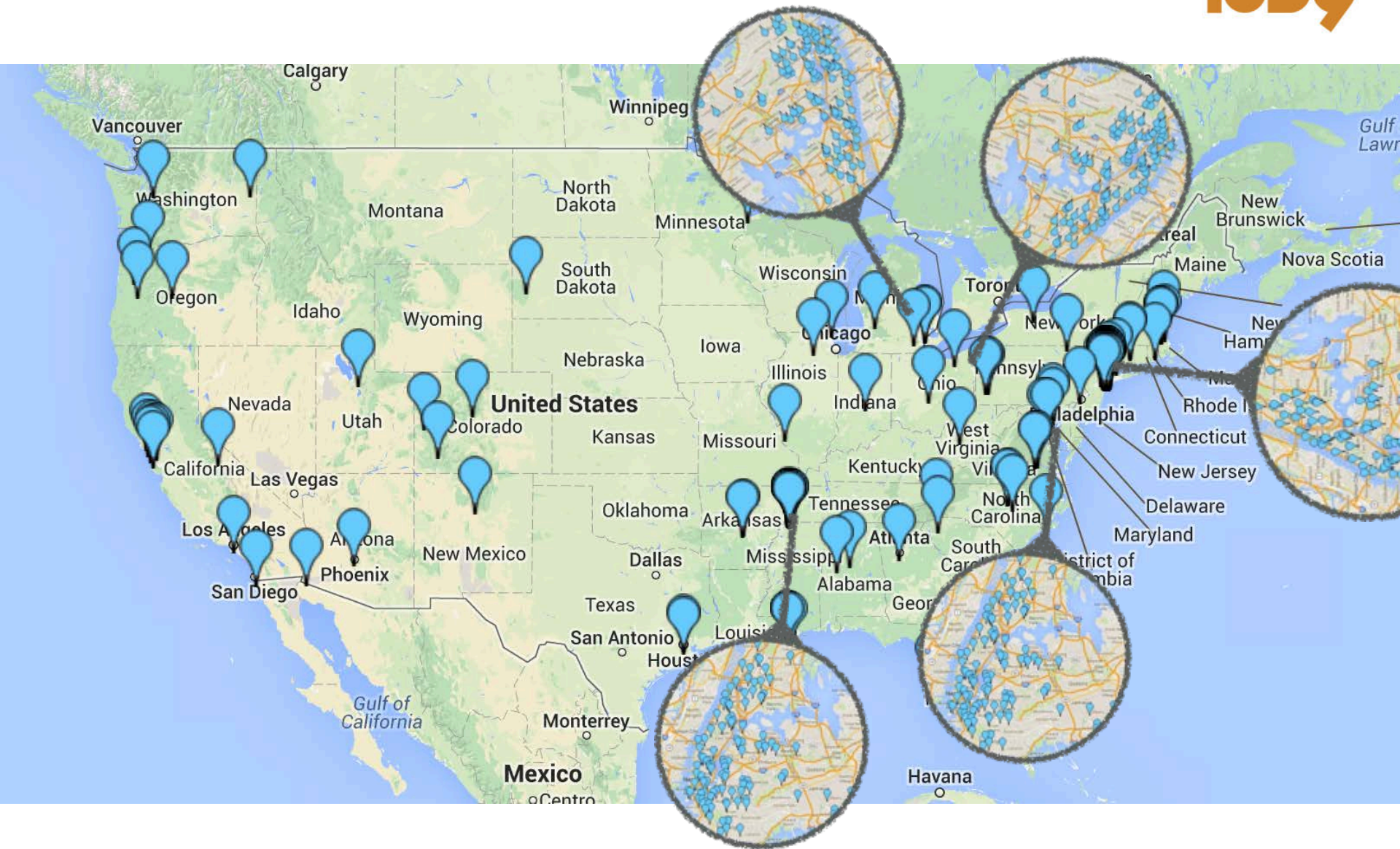
opposite of NIMBY





ioby





SHORT TERM

Deliver resources directly to the grassroots for immediate results

LONG TERM

**Build fundraising capacity,
connect neighbors,
support long-term change**



“It was the fundraising campaign that began the community engagement.”

-Georgia Southworth
Jackson Heights Green Alliance
Queens, New York



ioby Projects Are:

**resident led
resident designed
resident funded
resident implemented**





ioby Eligibility

- 1. Not-for-profit**
- 2. Helps make your community stronger, safer, healthier, more sustainable, or more awesome**
- 3. Specific**



When you crowdfund with ioby, you can:

- a) Fundraise without losing a big cut in platform fees
- b) Receive 1-on-1 customized support and advice throughout your campaign
- c) Create suggested donation levels instead of offering cash-value incentives
- d) Seek new donors and new volunteers at the same time
- e) Always keep what you raise with our flexible finish policy
- f) Access all your donor contact info



Fiscal Sponsorship

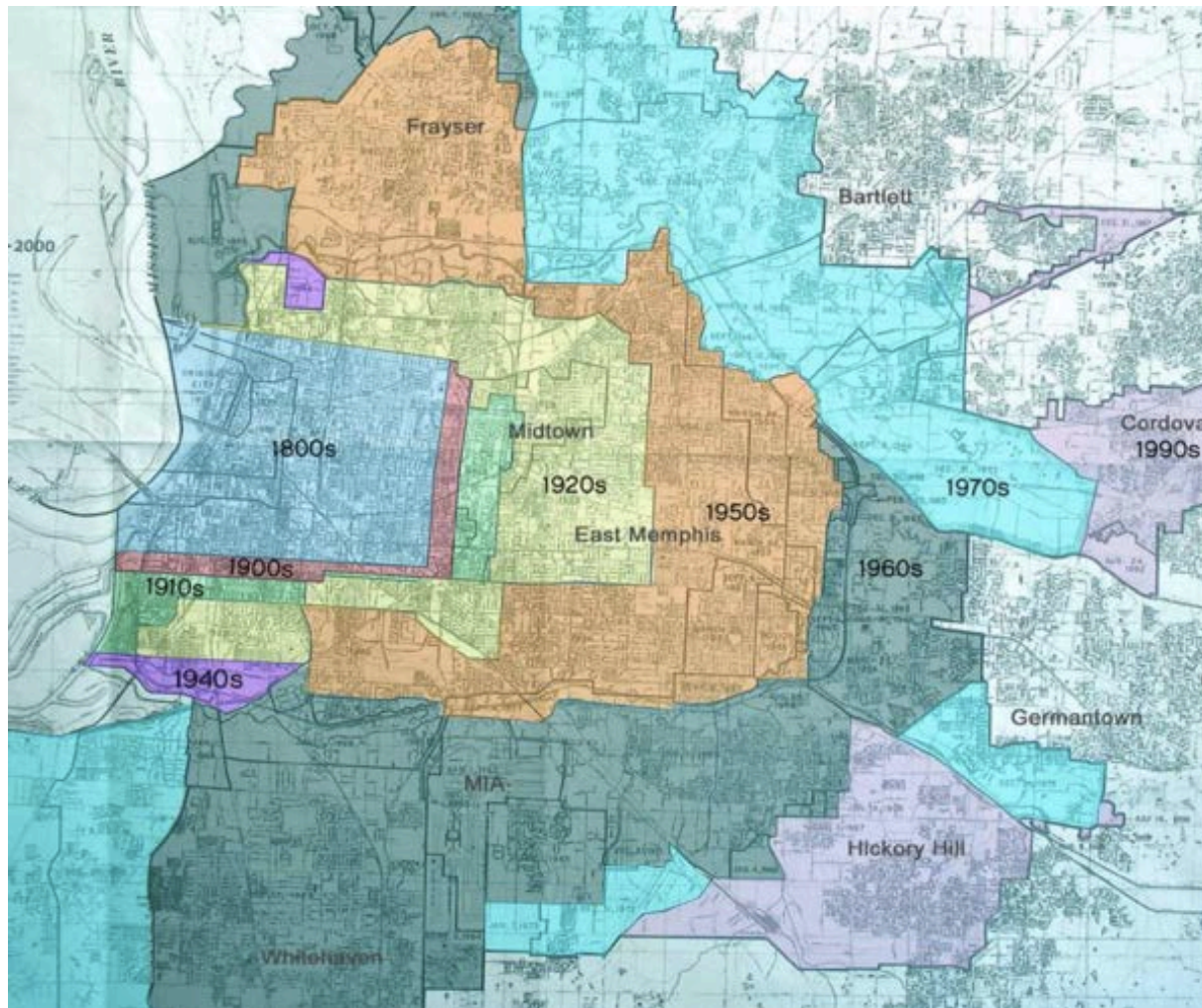
Not a nonprofit?
No worries!



Case Study

The Hampline

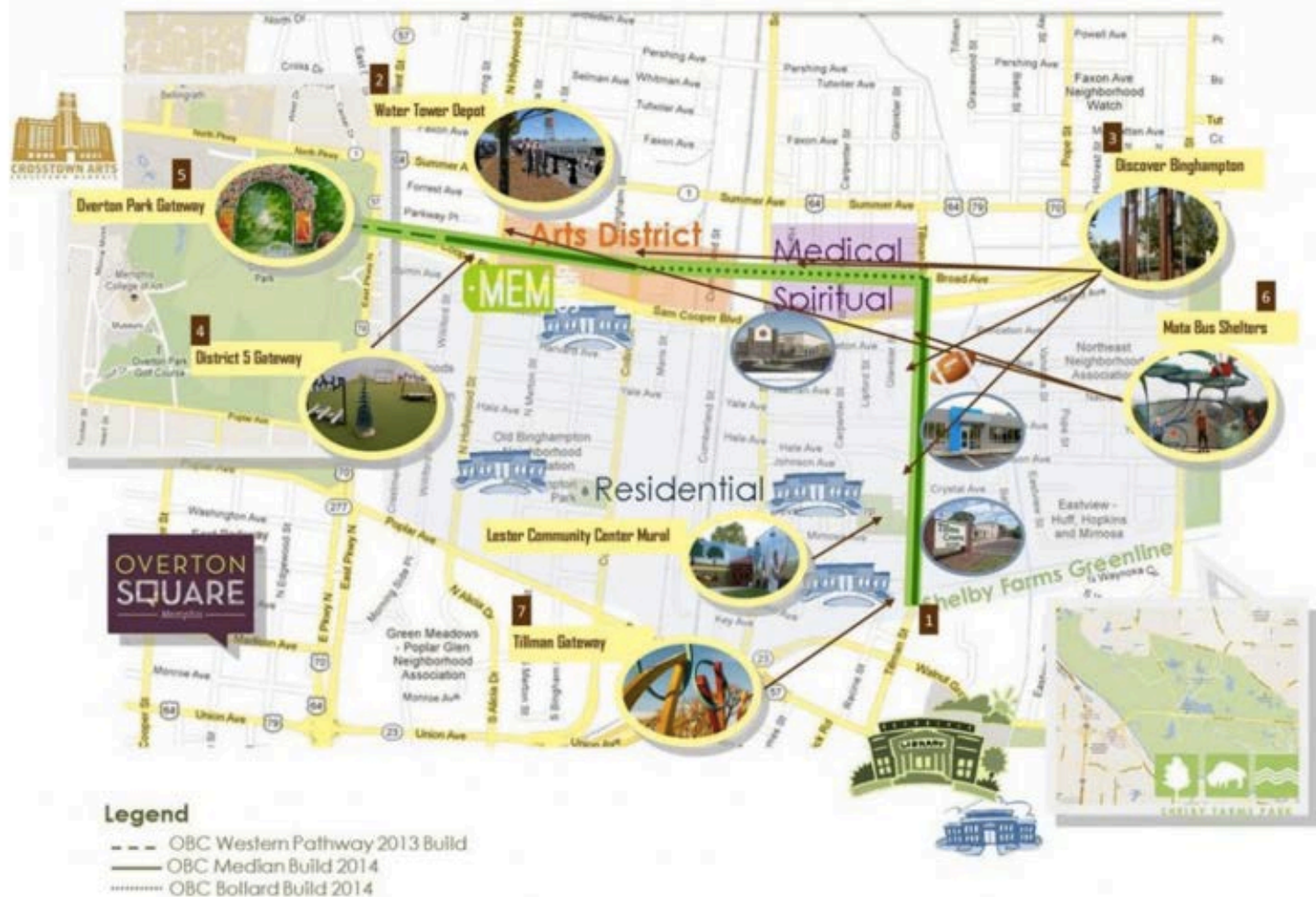






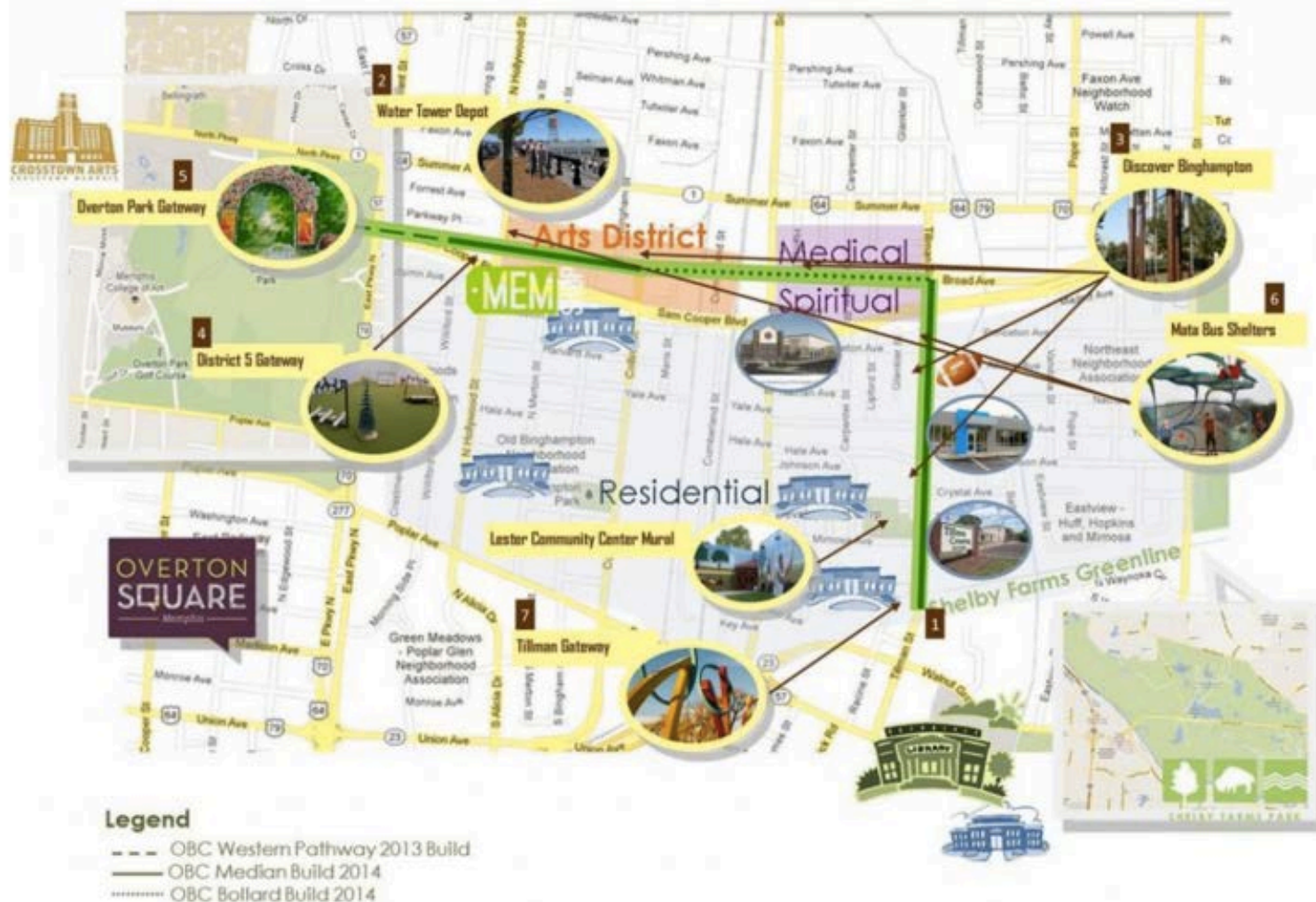


Overton Broad Connector - Bicycle, Pedestrian and Art Trail





Overton Broad Connector - Bicycle, Pedestrian and Art Trail



THE HAMPO LINE

CONNECT THE GREENLINE AND OVERTON PARK

LEGEND

- THE HAMPLINE
- THE SHELBY FARMS GREENLINE
- BENJAMIN L HOOKS LIBRARY
- SCHOOLS
- CHURCH
- WATER TOWER DEPOT / PERFORMANCE ART AMPITHEATER
- COMMUNITY CENTER
- MURALS
- SCULPTURE INSTALLATIONS
- HAMP FOOTBALL FIELD
- OVERTON PARK ARCH
- DISTRICT 5 GATEWAY
- OVERTON PARK
- MEMPHIS POLICE TILLMAN PRECINCT 428
- MATA BUS SHELTERS
- RAILROAD TRACKS



*Route includes works by artists Guillaume Alby, Greely Myatt, Danny Broadway, Davey Studios, and Binghampton children via the Carpenter Art Garden project

HAMPLINE.COM





STATUS: UNDERWAY



The Hampline

Go Hampline! We reached our goal but every dollar more still goes directly to The Hampline. We're grateful for you to keep giving!

SHARE THIS PROJECT



This project was sponsored in part by the people of Memphis

OVERVIEW BUDGET UPDATES DONORS

TOTAL FUNDING NEEDED: \$68,643



\$68,928

\$0

RAISED SO FAR

STILL NEEDED

NEARBY PROJECTS

YOU MADE IT HAPPEN
Help us exceed our goal!



project leader
overtonbroad

location
175 Tillman
(Binghampton)

latest update 
Thank you to our donors!

funded!

This project has been fully funded and is no longer collecting donations.

about the project leader

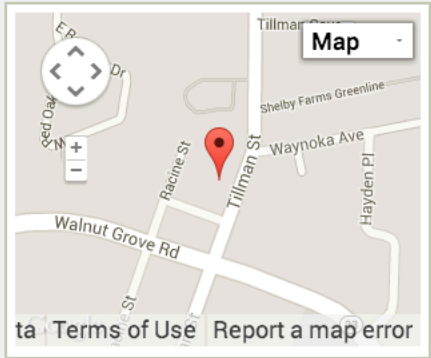
Livable Memphis, Broad Avenue Arts District & Binghampton Development Corp. [See full profile »](#)

the project

Help us exceed our goal by \$3500 and bring this to The Hampline!

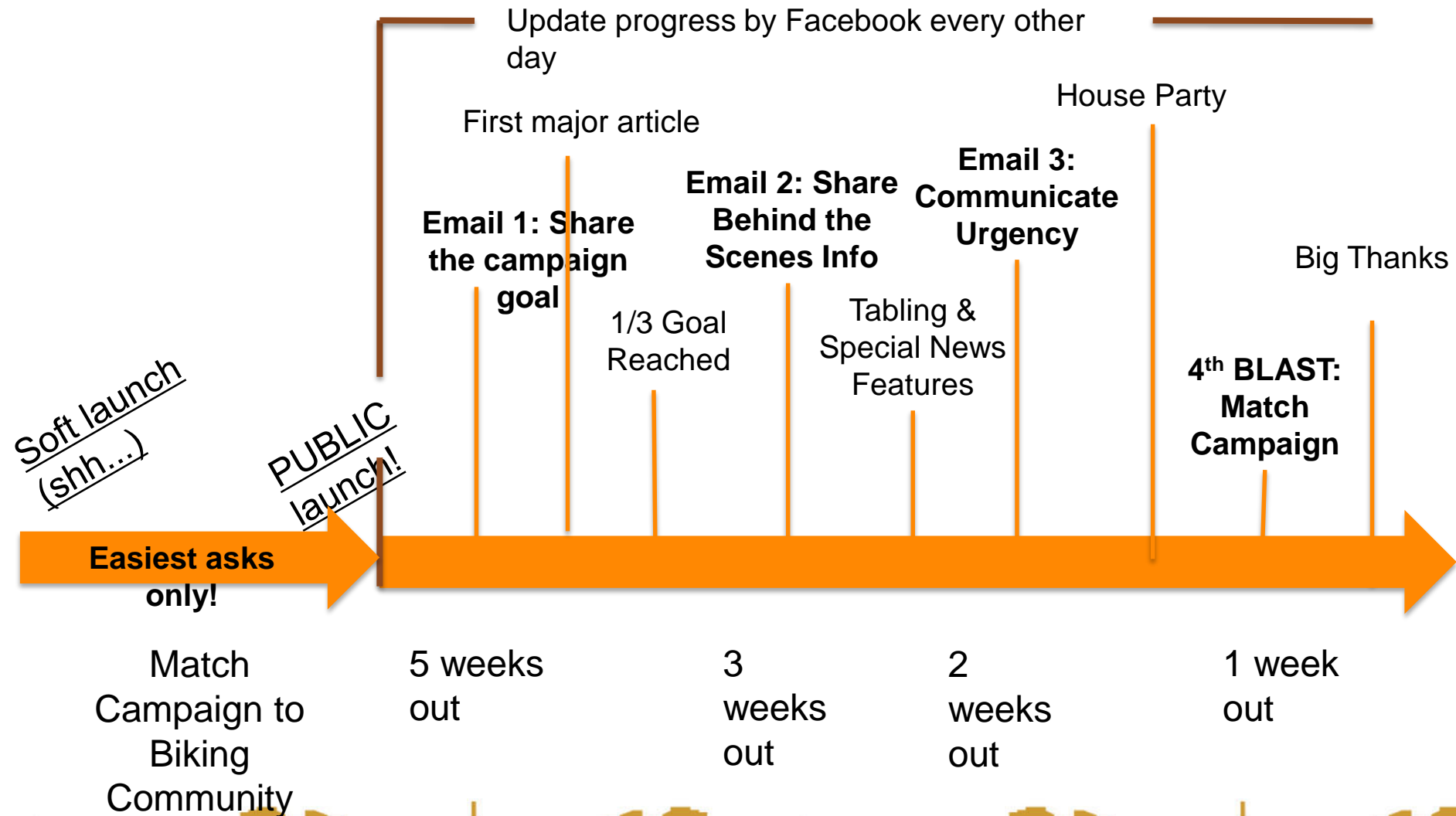


where it's at



Let's bring more awesome to The Hampline.

“Hampline” Campaign Plan



Hampline



Hampline faces deadline for crowd-source donors

BY: Thomas Bailey Jr.
POSTED: 2:10 PM, Nov 20, 2013
UPDATED: 2:21 PM, Nov 20, 2013
TAG: metered | business news

The Hampline: Memphis's protected bike lane to crowd-source last \$75,000

By Thomas Bailey Jr.
Posted October 14, 2013 at 3 a.m.

Discuss Print A A A f t +1



+SHOW CAPTION

A A A

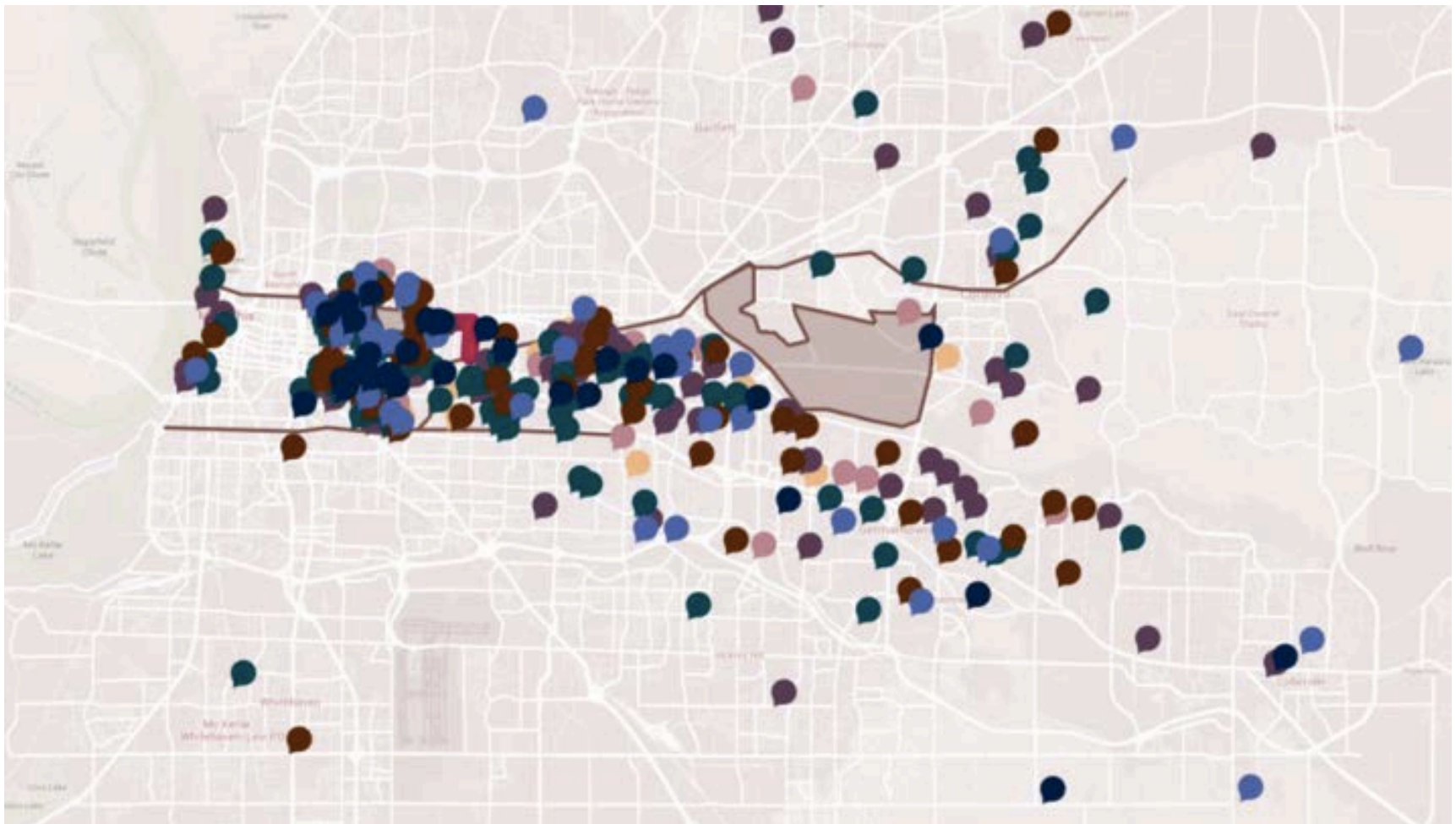
SHARE ARTICLE



Next week is a deadline for the goal to raise \$75,000 through crowd-sourcing for the cutting-edge Hampline bike/pedestrian path.

As of midday Wednesday, \$59,694 had been raised at ioby.org/project/hampline via the nonprofit IOBY (In Our Back Yard).

Illustration depicts how the Hampline — named for the Binghamton neighborhood it crosses — might look on Broad Avenue. The two-way track will be protected from traffic as it connects the Shelby Farms Greenline to Overton Park.





Project Examples



Cooper/Higbee Underpass Mural

Along with Memphis College of Art artists, volunteer community members will paint a colorful mural on both walls of the underpass on Cooper Street at Peabody Park.

SHARE THIS PROJECT

[OVERVIEW](#)
[BUDGET](#)
[UPDATES](#)
[DONORS](#)
[NEARBY PROJECTS](#)

TOTAL FUNDING NEEDED: **\$1,655**



project leader

betsyrobinson

location

South Cooper Street and Higbee
(Midtown, Idlewild Historic District)

latest update

Thank you to our donors!

\$1,655

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

Along with Memphis College of Art artists, volunteers will paint a mural on the underpass on Cooper Street at Peabody Park to enhance the aesthetics and esteem of the community.

the steps

By June 1: Pressure washing and clean up.

volunteers needed!





This project's leader is looking for volunteers to help out:

[Inquire About Volunteering >](#)



Station Hope 2015

A block-party with a purpose, an arts event for the people, a celebration of hope.

SHARE THIS PROJECT    

OVERVIEW

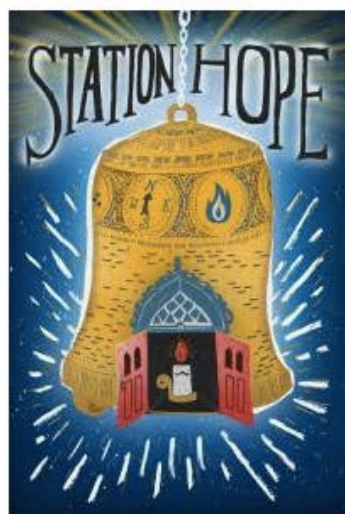
BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$3,951



project leader

Raymond Bobgan

location

2600 Church Street
(Hingetown in Ohio City)

latest update

Big thanks from Councilman Cimperman!

\$3,951

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project







about the project leader

Cleveland Public Theatre's mission is to raise consciousness and nurture compassion through groundbreaking performances and life-changing educational programs. [See full profile »](#)



Fix this Public Space! 4th Ave/9th St Transit Hub

"Pop-up" Civic Design: How paper, props, imagination, and YOU can fix Brooklyn's ugliest subway station at 4th Ave/9th St hub -- Think light, color, storefronts, art, amenities, street theater, fun!

SHARE THIS PROJECT    

TOTAL FUNDING NEEDED: \$2,937

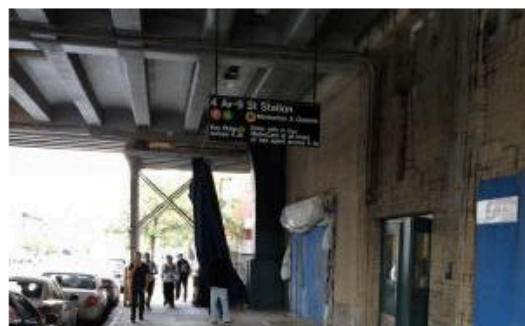
OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS



project leader

GraceRFreedman

location

4th Avenue and 9th Street
Brooklyn (Park Slope/Gowanus)

latest update

Progress Updates!

\$3,226

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

We will host a "pop-up" event to reignite neighborhood imagination about rider amenities and street-level improvements at the 4th Ave/9th St Station transit hub. In a one-day action in November, we'll set up a fantasy shadow station, using props - temporary lighting, wayfinding signage, discussion boards, big visuals, and pretend "street furniture" - to play with and capture improvement ideas.





about the project leader

Forth on Fourth Ave (FOFA), committee of Park



Bus Stop Love

Our goal is to fund and build a bus shelter that embraces the musical and performing arts legacy in the Soulsville neighborhood.

SHARE THIS PROJECT    

OVERVIEW

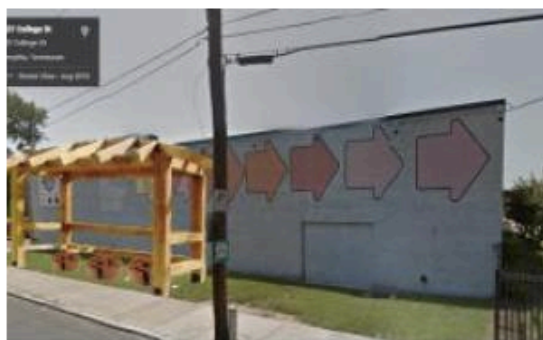
BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$8,155



project leader

leni@communityl...

location

College and McLemore
(Soulsville, USA)

latest update

It's time for a Soulsville Bus Stop Shelter Update!

\$8,155

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

At the busy intersection of McLemore and College Street, community members gather in harsh climates to wait for the bus without a place to sit and without protection from the extreme weather often encountered in Memphis.

about the project leader

Leni Stoeva is a Creative Placemaker for Soulsville.



Trick Out My Trip!

With funding support from [Transit Center](#), ioby was able to support a match opportunity for these awesome projects get the funding and resources they need to improve the commuting experience, like Walk This Way, LA and Play Denver.

You can now read the final [Trick Out My Trip](#) report!

[TransitCenter](#)

Grid

Map



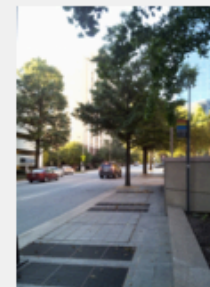
Walk This Way, LA

A signage system for walkers that will give travel times to local landmarks, show the distance between neighborhoods, and change the perception that Los Angeles is impossible to navigate on foot.



Fix this Public Space! 4th Ave/9th St Transit Hub

"Pop-up" Civic Design: How paper, props, imagination, and YOU can fix Brooklyn's ugliest subway station at 4th Ave/9th St hub -- Think light, color, storefronts, art, amenities, street theater, fun!



TimelyTrip

Step Up Your Bus Stop! Help us upgrade your bus stop with a timetable and access to real-time arrivals!



Make It Mar Vista

Make It Mar Vista is a one-day festival, taking place Saturday, November 28, 2015. It will be a day of true community engagement along our Great Street of Venice Boulevard.

SHARE THIS PROJECT

This project was sponsored in part by *LA Great Streets*

[See other LA Great Streets projects here!](#)

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

PROJECT DEADLINE:
August 21, 2015



project leader

MarVistaBiz

location

Venice Blvd between Inglewood and Beethoven (Mar Vista)

latest update



Thank to you all our Contributors so far!

TOTAL FUNDING NEEDED: \$10,237

\$10,909

RAISED SO FAR

\$0

STILL NEEDED



the project

Mar Vista Chamber's *Make It Mar Vista: Small Business Saturday Event* is taking place Saturday, November 28, 2015. We envision inviting people from our community and beyond to interact with local businesses, local artists and each other for a day of true community engagement along our Great

funded!

This project has been fully funded and is no longer collecting donations.



Street Beats Fundraising Campaign

Engage local community members in the process of developing context-sensitive street solutions; host a vibrant event and educate community members around traffic calming and complete streets safety.

SHARE THIS PROJECT [p](#) [G](#) [f](#) [+](#)

Your donation will help this community transform its LA Great Street into a more vibrant public space! Your donation will also have twice the impact. Every dollar that you donate to this project will be matched by the City of Los Angeles, up to \$10,000.

[See other LA Great Streets projects here!](#)

[OVERVIEW](#) [BUDGET](#) [UPDATES](#) [DONORS](#)

[NEARBY PROJECTS](#)

PROJECT DEADLINE:
August 21, 2015



[project leader](#)

Ade

[location](#)

Crenshaw Blvd / W Florence Ave

[latest update](#) 

No updates yet.

TOTAL FUNDING NEEDED: \$10,000

\$10,536

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

Street Beats is a project of Community Health Councils, Trust South LA, Ride On! Bike Co-Op, and Studio MMD to bring a showcase of music and community to the Hyde Park neighborhood of South Los Angeles.



Great Streets Challenge Grant

Mayor Eric Garcetti launched the Great Streets Initiative in October 2013 to help re-imagine neighborhood centers, one main street at a time. Our streets are the backbone of our neighborhoods – the places where we live, work, learn, and recreate on a daily basis. All of our great neighborhoods deserve Great Streets that are livable, accessible and engaging public spaces for the people who live and work around them. With this Community Challenge Grant, the Great Streets Initiative will partner with the community to showcase these Great Streets and their potential to serve as vibrant public spaces. Read more at lagreatstreets.tumblr.com and <https://twitter.com/LAGreatStreets>. Use the hashtag #LAGreatStreets!



All donations given to a Great Streets campaign will be matched dollar-for-dollar by the Great Streets Initiative. That means your \$150 donation to any of the projects below becomes \$300, and a \$35 gift means \$70 for the project, going twice as far to make Los Angeles' public spaces more livable, accessible and engaged.

Grid

Map

CONNECT THE DOTS | PHASE 1: REVEAL | COMMUNITY DESIGN WORKSHOP



ARIDLANDSINSTITUTE | | |

Connect the Dots | Van Nuys

Connect the Dots | Van Nuys brings neighbors together with cyclists and designers to reimagine Van Nuys Boulevard at its fullest potential, solving our city's transit, public space, and water-supply needs.

NEEDS: \$0 of 13,192



YES (Youth Envisioned Streets) for a Healthier South LA

YES for a Healthier South LA is a youth-driven event on Central Avenue in South LA that will demonstrate how public space can be reimaged as safe, vibrant and active for all members of the community.

NEEDS: \$0 of 10,000

César Chávez Complete Street Demonstration Project
A Community-led Activation



From Lot To Spot
Empowering neighborhoods
the smart way to drive

Nuestra Avenida: Cesar Chavez Reimagined

A day-long activation of the entire corridor that focuses on pedestrian, cyclist, and public space enhancements.

NEEDS: \$0 of 4,279



Shade Structure as Public Art Installation for Pedestrian Plaza

Putnam Triangle Installation will provide much-needed shade and lights for all the old and new users of the Putnam Triangle Plaza.

SHARE THIS PROJECT [p](#) [G](#) [f](#) [+](#)

A WePlaza Campaign!

[Check out all other WePlaza campaigns here.](#)

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$5,185



project leader

PrattSIDE

location

Putnam Ave 22
Brooklyn (Clinton Hill)

latest update

No updates yet.

\$5,215

RAISED SO FAR



\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project





Shade Structure as Public Art Installation for Pedestrian ...  

where it's at



Third Thursdays in Bliss Plaza

Introducing arts programming to Sunnyside's Bliss Plaza - a new public space right under the elevated 7 train.

SHARE THIS PROJECT    

A WePlaza Campaign!

[Check out all other WePlaza campaigns here.](#)

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$2,095



project leader

sunnysideshines

location

46th Street and Queens Boulevard
Queens (Sunnyside, Queens)

latest update

Thank You!

\$2,099

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

"Third Thursdays in Bliss Plaza" is a new monthly performance series scheduled from June - October in the new public space in the heart of Sunnyside: Bliss Plaza. Located under the elevated 7 train at Queens Boulevard and 46th Street, Bliss Plaza features tables, chairs, and colorful planters. The Third

volunteers needed!

This project is looking for volunteers to help.



Got an idea to crowdfund?

Post a project anytime at:

[**ioby.org/idea**](https://ioby.org/idea)

Ethany Uttech

ethany@ioby.org

917-464-4515



Case Study 1

Cooper Higbee

Mural







Cooper/Higbee Underpass Mural

Along with Memphis College of Art artists, volunteer community members will paint a colorful mural on both walls of the underpass on Cooper Street at Peabody Park.

SHARE THIS PROJECT [p](#) [G](#) [f](#) [+](#)

[OVERVIEW](#)
[BUDGET](#)
[UPDATES](#)
[DONORS](#)
[NEARBY PROJECTS](#)

TOTAL FUNDING NEEDED: **\$1,655**



project leader

betsyrobinson

location

South Cooper Street and Higbee
(Midtown, Idlewild Historic District)

latest update

Thank you to our donors!

\$1,655

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

Along with Memphis College of Art artists, volunteers will paint a mural on the underpass on Cooper Street at Peabody Park to enhance the aesthetics and esteem of the community.

the steps

By June 1: Pressure washing and clean up.

volunteers needed!

This project's leader is looking for volunteers to help out:

[Inquire About Volunteering >](#)

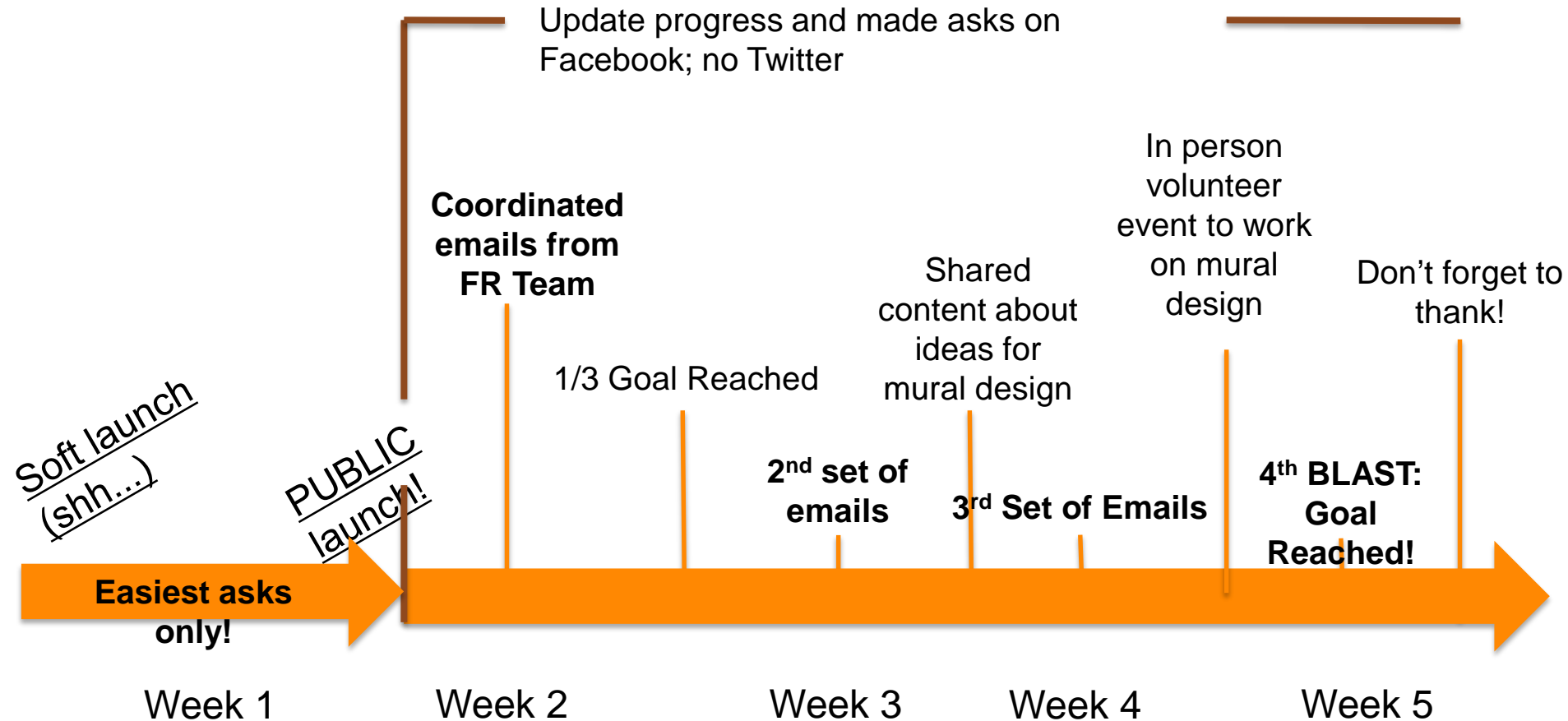








Cooper Higbee Campaign Plan



Dear Donors and Volunteers,

Thank you so much for either donating your money or your time to this little idea of mine! I am so surprised at the outpouring of excitement for the mural!

Something that started as a side thought is actually coming to fruition. I am so proud to be able to show my kids that small ideas can turn big and successful with just a bit of effort.

Hope to meet everyone soon and start painting in 100° heat!

-Betsey Robinson

