ioby’s staff and board on a bike tour of ioby projects in Cleveland. Our June staff and board retreat also included a Groundwater Training by the Racial Equity Institute.
Dear friend,

Every day at ioby is filled with energy and action. We don’t just make sure projects get funded, we work with project leaders and learn from them along the way. We share in their heartaches and their victories at every turn. And so, stepping back to look at the entire year is a powerful reminder of what we have accomplished together in 2017. ioby has supported resident leaders to crowdfund over $4 million in citizen philanthropy—including over $1 million for over 430 projects in 2017—to make their neighborhoods healthier, greener, more sustainable, more just, more livable, and more fun.

For many, this year has been especially tough. It’s inspiring to see how ioby leaders have risen to the challenges in their communities. Detroiters launched small businesses and Clevelanders stood up for social justice. New Yorkers organized community running clubs for women and Angelenos made their streets safer for their kids. Residents are knowledgeable, connected, and motivated to lead positive change in their neighborhood, and what’s better, they’re taking action!

At ioby, we are honored to work with these residents every day and to provide training, resources, and other support to help their projects shine. By working with ioby, residents build civic strength and leadership, and communities build power.

We have seen what happens when neighbors come together to share their knowledge, which is why we have been working to build ioby into a peer-to-peer network. As part of this effort, we hosted a series of in-person events over the past year that brought together ioby leaders, local residents, and other changemakers in Memphis, Cleveland, Detroit, and Pittsburgh to connect, share, and learn from each other.

To maximize our impact and support even more resident-led change, we continued to build our organizational capacity in 2017. Most significantly, we worked with business consulting firm Room40 Group to revise our economic model and develop a new strategic plan to scale ioby over the next five years, so we can provide even better service and resources to even more resident leaders. We are now beginning to test our model and embark on our first phase of growth.

This past year has given us many opportunities to celebrate our neighbors’ success, but it has also provided many challenges. We have faced threats to our country’s democratic ideals, we’ve seen increasing acts of violence, and we’ve experienced multiple climate disasters. In these difficult times, I’ve never been so proud to be part of ioby’s community of neighbors working to build a better future, one block at a time.

I look forward to what we can accomplish together in our neighborhoods in the year to come.

Gratefully,

Erin Barnes
CEO & Co-Founder
"We need to figure out ways to foster interaction, to foster collective process, and to figure out a vision of a shared future. There is a real danger in a lack of connectivity to people who aren’t exactly like you. One of the best ways to build a dense network of relationships within a community is simply to work together. ioisy is built on that principle."

- HARRIET TREGONING,
ioby Board of Directors
So far, ioby has helped neighborhood leaders raise more than $4 million in small donations. And because this work takes more than just money, we also help leaders recruit volunteers, grow and strengthen support networks, connect with local decisionmakers, and start conversations around key issues in our communities that lead to long-term, broad-scale change. We believe local actions—starting something, building something, or donating to something—have a real impact on places and on people’s lives. These actions, when taken together, make up a powerful movement of neighbor-led positive change that inspires hope, benefits us all, and is critical to our democracy.
What We Provide

A leader has an idea

An idea becomes a campaign

Campaign launches

Project is funded!

LEADER IDENTIFICATION

- Introduction to crowdfunding for grassroots projects
- In our cities of focus, we engage residents through network organizing and help with ideation

PROJECT DEVELOPMENT

- Assistance with budgeting, project planning, and setting discrete, realistic funding goal
- Personalized case studies and precedents, coaching in creating online campaign page
- Audit and adjustment of campaign plan if needed
- Final review of campaign page and fundraising plan

FUNDRAISING AND ENGAGEMENT

- Weekly check-in and ongoing coaching on fundraising
- Tailored resources to help with marketing, fundraising events, and more
- Help adjusting strategy if needed
- Moral support and leadership development

IMPLEMENTATION AND AMPLIFICATION

- Promotion through ioby blog features, press outreach, and social media
- Tailored advice and resources for implementation
- Connection with network of successful grassroots leaders

What Our Leaders Gain

Increased technical and fundraising knowledge

Project planning experience

Increased leadership capacity

Ability to leverage additional funds

New relationships with government decisionmakers

Ability to act as a mentor to other grassroots leaders

Implement project as planned (87% finish)
Farming is all about the soil. You can be the best farmer in the world, but if your soil’s not good, your yield won’t be good. If you get your plants in the right soil, they’ll flourish. I think that about human beings, too. You put a human being in the right soil, and they’ll flourish as well. And that’s what I want to focus on: changing the soil.”

MELVIN PARSON,
ioby Leader, We the People Growers Association
ioby grows the pool of philanthropy available to groups of all sizes, but over 75% of those we serve are people working at the “deep roots” or grassroots levels. These leaders include many loosely affiliated groups of neighbors working together as volunteers, who often lack capacity or legal incorporation to have access to traditional philanthropy.
Who We Serve

27%
THE DEEP ROOTS
Annual Budget < $25k
These groups rarely have paid staff, 501(c)3 status, or an existing donor base. Typically, they have no other sources of income, other than ioby, with the exception of small (<$5,000) block grants or community grants.

50%
TRADITIONALLY KNOWN AS “THE GRASSROOTS”
Annual Budget $25k–$2 million
Typically have paid staff, most have 501(c)3 status, and some have an existing donor base. Typically have sources of income other than their ioby campaigns.

23%
LARGE MISSION-DRIVEN ORGANIZATIONS
Annual Budget < $2 million
Typically these are regional or national organization, or coalitions of local organizations.
### By the Numbers

#### ALL TIME

- **$4,335,598**
  - Citizen Philanthropy
- **1,491**
  - Projects supported
- **$30**
  - Median donation size
- **15,890**
  - Residents trained
- **29,230**
  - Project donors

#### 2017

- **$1,196,973**
  - Citizen Philanthropy
- **437**
  - Projects supported
- **7,714**
  - Project donors
- **3,557**
  - Residents trained
2017 by Project Type*

17%  30%  41%  17%  29%

Food  Environment  Public Health  Public Art  Placemaking

35%  21%  5%  24%  5%

Social Justice  Neighbors Working Together  Sharing  Schools  Safer Streets

*Since many ioby projects fit into more than one type, these designations are not mutually exclusive.
“ioby has created opportunities for citizens to combine resources—enthusiasm, event space, endless phone calls, to raise funds to fill a need. The relationships I formed with people—whether they gave or not—through brainstorming, frantically counting down the days until the campaign ended, celebrating over beers, have had a more powerful impact on me then the actual capital project that was funded. I am proud of my work and the change that benefitted the city. ioby challenged me to take more seriously the personal change I can make in my city. I donate more locally, volunteer more and heck, may even run for mayor.”

- SARA STUDDARD,
  ioby Leader, Memphis, TN
More than 260 cities and towns across the US have at least one ioby project!
Levels of Impact

PROJECT LEVEL

With funds raised on ioby, resident leaders have brought public spaces to life, built green infrastructure, created bike lanes and trails, and improved access to healthy food. Each of the over 1,400 ioby projects nationwide represents a small, transformational moment that can have a lasting impact.

PERSONAL LEVEL

For ioby leaders, donors, and volunteers, the experience of leading neighbors in planning, funding, and implementing a block-level project can be transformative. Becoming an agent of positive change can give us a new understanding of our neighborhood, our city, and our own ability to make a difference.

NEIGHBORHOOD LEVEL

ioby projects may be small, but these small bright points show that neighbors are invested in a community’s improvement. In a neighborhood that has experienced decades of disinvestment, this visible change means hope, love, and collective pride of place.

CIVIC LEVEL

Resident leadership can have a powerful positive impact on decision making at the highest levels, as policymakers, elected leaders, and the philanthropic sector take note of the good ideas, momentum, and civic strength of neighborhood leaders. The result is a decision making process that is more responsive to, and more inclusive of, community voices.
The staff has been incredibly supportive and helpful. You all make it really easy to do this! It’s an easier lift because of your support, from the tech aspect to fundraising. And effective, too!"

- ALICIA WILLIAMSON,
New York, NY
Pedestrian safety and walkability are pressing issues in Boyle Heights, which is surrounded by six freeways and serves as a gateway into downtown Los Angeles. In the Pico Aliso Neighborhood, the community group Proyecto Pastoral’s Comunidad en Movimiento (CEM) aims to improve walkability and street safety, especially for children, youth, seniors, and those who rely on public transit. Acting on years of data gathering, interviews, and community-led planning, Proyecto Pastoral is now focused on developing, testing, and implementing appropriate safety improvements where they’re most needed.

The Best of 2017

A few highlights from our incredible community of leaders. Make sure to visit ioby.org/2017 to watch videos of each of these projects!

1. **PICO ALISO NEIGHBORHOOD PROJECT**
   Los Angeles, CA
   $5,018
The Nature Conservancy’s Leaders in Environmental Action for the Future (LEAF) Ambassadors are a group of high school students helping NYC residents build healthy coastal ecosystems to protect against storms and rising sea levels. On Earth Day 2017, the LEAF Ambassadors partnered with the Rockaway Waterfront Alliance and local residents to restore a natural storm buffer on the Rockaway Beach sand dunes in commemoration of the 5-year anniversary of Superstorm Sandy. By planting native shrubs and grasses, the Ambassadors and volunteers helped create a more resilient NYC coastline while engaging the community about the importance of natural buffers and coastal resilience in the context of rising sea levels and a changing climate.

Barrier Free is a socially engaged art installation designed by artist Yancy Villa-Calvo for Latino Memphis about the impact of barriers. A direct response to the Border Wall proposal and other policies that threaten to divide Latino families and vulnerable families, this piece asks residents to participate by imagining that a loved one has gone missing, and by sharing their dreams for a barrier-free world.

Compost NOW is a free residential food waste collection project in New Orleans. Master Composter Lynne Serpe and her team of volunteers partner with the New Orleans Public Library to build on the community library model of reuse and resource sharing in a place that’s convenient to everyone, across all demographics and ages. Compost NOW raised more than $1,500 with ioby to expand to two additional sites, and help add a weekday and evening drop-off option. Their ultimate goal is to build a network of community composters in every neighborhood in New Orleans, collectively diverting tons of food waste from the landfill each month.
The Bicycle Hubitat at the San Bernardino Transit Center aims to fill in an important transit gap for commuters, especially economically disadvantaged individuals who may not have the means to acquire, repair, or maintain a bike on their own. The Hubitat, a program of Inland Empire Biking Alliance, is a do-it-yourself bicycle cooperative that provides access to tools, equipment, parts, and know-how so that cyclists can get their bikes back on the road. Lights for Life is an initiative of the Bicycle Hubitat that distributes bike lights for free to cyclists using the transit hub. For those who commute in early morning and evening hours, visibility while riding can be lifesaving.

Kelly Street Garden has been a hub of healthy food and growing community in the South Bronx for over 4 years. Despite being in the poorest national congressional district and lowest-ranked county by health in New York State, the garden, mostly run by volunteers, has grown and distributed hundreds of pounds of produce to neighbors—for free—through weekly summer Farm Stands, cooking workshops, and other events. Recently, Kelly Street Garden raised nearly $5,000 on ioby as part of the Healthy Neighborhoods Challenge, to launch a "Garden Ambassador Program," which provided opportunities for three youth garden ambassadors to build critical urban gardening skills, deepen knowledge of urban agriculture careers, and receive $1,000 to help maintain the 2,500-square-foot growing space over the summer.

Cook. Eat. Talk. is a program of Haven Adolescent Community Respite Center, a fledgling initiative in Jersey City, NJ, aimed at supporting adolescents and their families during times of domestic conflict. Led by a team of parents, community advocates, social workers, public safety professionals, educators, and public defenders, the center provides teens and families experiencing family conflict with community-based services when safe and appropriate and short-term voluntary residential stays when necessary as an alternative to homelessness and criminal justice involvement.
Dilla Youth Day is an annual event celebrating and sharing the legacy of one of Detroit’s most prolific music producers, J Dilla. Piper Carter of the Foundation of Women in Hip Hop, founder and organizer of the event for six years running, talks about using hip hop to educate, inspire, and nurture youth to be passionate creators in music, technology, the arts, science and more. This year Carter raised funds on ioby to launch the studioArena Mobile Maker Space, which combines the “genius traditions of hip hop’s powerful visual, musical, and performing art forms together with the genius hackers and makers with a vision inspired by the strong spirit of invention in Detroit.”

Dark Skies Over Torrey is a resident-led project to help the small community of Torrey, Utah to become the state’s first dark sky community. The first stage, funded on ioby, replaced all of Torrey’s public streetlights with fully shielded, dark-sky friendly, LED lights. Subsequent phases of the project will help Torrey residents replace privately owned lights that are out of compliance with Torrey’s Dark Sky ordinance, and will launch an education program for local businesses, residents, and tourists about the benefits of dark sky lighting.

Working with local residents, volunteers, and youth leaders, the Association to Benefit Children has created a “paradise in East Harlem.” Their community garden programs give children and families an opportunity to grow their own food and enjoy relaxing, volunteering, learning, and doing yoga in the garden. Finding a healthy meal and a shady tree is not easy in East Harlem, a historically marginalized community. Access to nutritious food and safe green spaces is limited in this neighborhood, where the rates of chronic diseases like diabetes and heart disease are among the highest in New York City. Part of ioby and the New York State Health Foundation’s Healthy Neighborhoods Challenge, ABC crowdfunded more than $11,000 to make the garden grow in the 2017 season.
We're grateful for all of the donations we received and especially for all of your assistance and support. Thank you for the work you do empowering people to put projects into action. We are so pleased to have learned about ioby and will definitely look to support future campaigns.”

- DEANA WOJCIK, ioby Leader, Detroit, MI
ioby is available to help neighbors grow and implement great ideas everywhere in the U.S. In addition, our City Action Strategists work on the ground with residents in Memphis, Detroit, Cleveland, and Pittsburgh to support them in making positive change happen where they live. In 2017 we hosted a series of in-person convenings of ioby leaders, decision-makers, and other residents to learn, connect, and discuss the powerful role of residents in the future of each of our focus cities.
Over the past year ioby collaborated with Memphis 3.0 to leverage the ioby community in Memphis to both inform this city-wide planning process and to support residents with great ideas coming out of the process.

In 2017 ioby partnered with the Eastern Market Corporation on a match campaign to support sixteen Detroit small businesses raise a total of almost $60,000 to strengthen the impact they have on their community.

During the past year ioby teamed up with the Cleveland Climate Action Fund and Resilient Cleveland on a match fund campaign to support community sustainability projects that reduce local emissions or make neighborhoods more resilient to the impacts of climate change.

In 2017 ioby continued our partnership with The Sprout Fund and One Northside to provide training, one-on-one support, and match funds for One Northside grant recipients to crowdfund additional support for projects like the Youth Collaboration to Prevent Violence.
I’ve done three projects with ioby, and they’ve taught me how to ask for money. I’d never done it before, and I had no idea that raising money could be relatively easy!”

- LINDA WALLEN,
ioby Leader, Pittsburgh, PA
Leveraging Match Funds

ioby’s match fund partnerships allow philanthropy, nonprofit organizations, and government agencies to increase the impact of their funding on the communities they care about. Match funds incentivize ioby leaders and donors by providing projects with a $1 match for every $1 that is crowdfunded on ioby.

In 2017, ioby successfully leveraged match funds to increase support for a variety of resident-led projects. This included both campaigns focused on a certain project types—like those to improve green spaces, support local entrepreneurs to scale their small businesses, and encourage creative placemaking—and those focused on all ioby projects in particular cities or neighborhoods.

In our Healthy Neighborhoods Challenge partnership with New York State Health Foundation (NYSHealth), which completed its first year in 2017, ioby proved to be an efficient and effective partner to help get grant funding closer to the ground and build local capacity in a completely different way. ioby leveraged $100,000 in match funds from NYSHealth to support more than 120 resident leaders in eight communities in New York to successfully crowdfund an additional $128,500, resulting in a total of $228,500 for 44 projects in just 12 months. That’s a 128% return on investment and a real win for community health in these neighborhoods.

To learn more visit www.ioby.org/reports/healthyneighborhoods
More Than a Website: A Human Connection

ioby’s model of resident-led change is grounded in trust and personal connection.

From idea to implementation, we support and train leaders whether they are working on a $500, $5,000, or $50,000 project. Project leaders don’t just put up a page, they work directly with our staff to build the campaign page, fundraising plan, timeline, and budget that’s right for them.

What’s the key to this model? Our ioby Success Strategists, experts in grassroots fundraising who work one-on-one with each leader throughout their campaign. They provide training, tailored resources, troubleshooting, and confidence boosting. If a leader has a particularly ambitious fundraising goal—as was the case with the Firefly Trail, a rails-to-trails project in rural Georgia—a Success Strategist works closely with the fundraising team for months at a time.

OUR LEADER SUCCESS STRATEGISTS:

Lauren Patti  Christina Webb  Jennifer Allen  Dominique Williams
ioby also believes in building connections in person.

We link ioby project leaders to experts in urban planning, community organizing, and more for implementation help through our Action Corps program. We recently added thirteen new experts in Green Infrastructure to this group. And we provide a forum for leaders to connect with and learn from their peers in their city and beyond through our in-person convenings and national learning webinars.
ioby’s work in 2017 to support resident-led change would not have been possible without the generous support of foundations, individuals, businesses, and organizations who believe in a future in which our neighborhoods are shaped by the powerful good ideas of our own neighbors.

Thank you!
ioby is grateful and proud to have received support from the following foundations in 2017:

The Assisi Foundation of Memphis  
Cleveland Foundation  
Ford Foundation  
Fund for Shared Insight  
The Grable Foundation  
The George Gund Foundation  
Henry L. Hillman Foundation  
Hyde Family Foundations  
The JPB Foundation  
Knight Foundation  
The Kresge Foundation  
The New York Community Trust  
New York State Health Foundation  
The Overbrook Foundation  
Robert Wood Johnson Foundation  
Saint Luke's Foundation  
The Summit Foundation

We are grateful to the following businesses and organizations that provided monetary or in-kind support in 2017:

Breuckelen Distilling  
Brooklyn Creative League  
Eastern Market  
Grow to Learn  
LINK Strategic Partners  
Meetup.com  
National Main Streets Center  
Neighborhood Connections  
Neighborhood Preservation Center  
One Omaha  
Partnerships for Parks  
Pratt Institute  
Purpose  
The Nature Conservancy  
TransitCenter, Inc.  
Salesforce  
Schwab Charitable  
Wölffer Estate Vineyards
ioby depends on individuals to support hard-to-fund parts of our work, so we would like to extend a very special thank you to our individual donors in 2017:

Marcel Acosta
Michael Akin
Jorge Alday
Lee Altman
Caroline Altman Smith
Alia Anderson
Emily Apple
Melissa Appleton
Alyssa Arcaya
Regina Asborno
Emily Atwood Pott
Kathleen Avers
Michael Avers
Paul Bader
Terry Baker
Ron Banaszek
Erin Barnes
Heather Barnhart
Charlie Bateman
Rebecca Bateman
Story Bellows
Jamie Bennett
Linda Bermas
Charlene Bethel
Bethany Bingham
Bill Bingham
Karen Bingham
William Bingham
Loren Blackford
Jerry Blitefield
Andrea Bodnar
Chris Boudreau
Cal Bowie
Wendy Brawer
Lori Brewer Collins
Thaddeus Briner
Bill Browning
Constance Bruce
Louise Bruce
Holly Buechel
Evelyn Burnett
Sarah Calderon
Gerald Campbell
Lindsay Campbell
Shirley Campbell
Lewis Canfield
Howard Caretto
Ryan Carey
Dan Carroll
Sarah Cassidy
Yvonne Chan
Laine CIDlowski
Jose Claros
Kevin Clayton
Patti Clayton
Kevin Clinton
Greg Cohen
Chris Collins
Elisa Colombani
Pat Culpepper
Sean Cunningham
Christine Curella
Mai-Trang Dang
Jess Dannhauser
Jonathan Darche
Samantha Darche
Michael Davies
Bob Delano Celli
Laura Delano Celli
Naomi Doerner
Neil Donnelly
Andrew Doran
Robert Doran
Susannah Drake
John Drozjock
Helena Durst
Robert Dussault
Projjal Dutta
LB Edwards
Jennifer Elam
Lisa Boland Elliott
Elizabeth Essner
Stephen Facey
Phyllis Facterman
Jeffrey Feng
Scott Ferebee
Arlisa Ferrara
Priscilla Ferrell
Susan Fine
Chad Fitzgerald
Emmett Fitzgerald
Cassie Flynn
Adam Forman
Adam Freed
Dara Freed
Charisse Freeman
Lisa Freeman
Steven Frillmann
Melissa Garcia
Jennifer Gardner
Lisa Garrison
Chris Garvin
Kyle Gebhart
Elizabeth Gilmore
Adam Gitlin
Holly Goldstein
Armand Graham
James Graham
Carrie Grassi
Tamara Greenfield
Stuart Gruskin
Sarah Guidi
Dan Guilbeault
Daphna Gutman
Shannon Hales
Jamie Hall
Christina Halpern
Ginny Hand
Jamie Hand
John Hand
Terry Hand
Jordan Handler
Laura Hansen
Dan Hardcastle
Damian Harris-Hernandez
Jennifer Harris-Hernandez
Jeb Hart
Emily Hawkins
Steven Hayhurst
David Hazan
Darcy Hector
Beth Herz
Fay D Hill
Kristin Hodgson
Kristen Howard
Michelle Huang
Jennifer Hughes
Norman Hurt
Susan Hurt
Ted Hynes
Eric Ng, Chair  
Senior Advisor and Marketing Consultant

Evelyn Burnett, Treasurer  
Vice President, Economic Opportunity,  
Neighborhood Progress

Lindsay Campbell, Secretary  
Research Social Scientist, USDA Forest Service,  
NYC Urban Field Station

Jason T. Schwartz, Governance Chair  
Executive Director, McEnroe Organic Farm

ioby’s Board of Directors has long been one of our greatest resources. It’s difficult to overstate how essential this incredible group of people has been to our success.
Adam Freed, Development Chair
Sustainability Practice, Bloomberg Associates

Naomi Doerner
Transportation Equity Program Manager, City of Seattle

Projjal Dutta
Director, Sustainability, Metropolitan Transportation Authority, New York

Cassie Flynn
Advisor to the Prime Minister of Fiji as COP 23 President & Global Climate Change Advisor at the United Nations

Jamie Hand
Director of Research Strategies, ArtPlace America

Michelle Huang
Director, Generation Investment Management

Justin Garrett Moore, AICP
Executive Director, New York City Design Commission, Adjunct Associate Professor, Columbia University GSAPP

Millicent Johnson
Manager, Community Impact at Women Donors Network

Charlotte Kaiser, Outgoing Treasurer
Deputy Managing Director, Product Development, NatureVest, The Nature Conservancy

Nadia Owusu
Associate Director for Learning and Equity, Living Cities

Harriet Tregoning
Immediate Past Principal Deputy Assistant, Secretary of the Office of Community Planning and Development at the U.S Department of Housing and Urban Development

Shin-pei Tsay
Executive Director, Gehl Institute

Bethany Wall
Nonprofit Development and Strategy Consultant
Together, we can support resident-led change and build local power to make incredible things happen in 2018—in our backyards and beyond!
With Your Support in 2018 We Will:

Launch the first phase of our five-year strategic plan to take ioby to scale, so that we can support thousands of residents to lead projects that make their neighborhoods more sustainable, healthier, greener, more just, more livable, and more fun.

Expand our match fund campaigns to encourage more projects that build healthy neighborhoods, increase green infrastructure, and improve neighborhood parks across the country, as well as to incentivize local project leaders and donors in neighborhoods in Cleveland, Detroit, Memphis, and Pittsburgh.

Strengthen leadership capacity and civic engagement of residents through training workshops, one-on-one coaching, and improved online resources, including a new toolkit to support leaders who want to implement racial and social justice projects.

Conduct “Phase 0” research and lay the groundwork for expanding our City Action Strategist model with long-term partnerships in additional cities.

Improve our digital platform and expand our in-person convenings to support our network of ioby leaders, donors, volunteers, and other changemakers to connect, share, and learn from each other.

Together, we can support resident-led change and build local power to make incredible things happen in 2018—in our backyards and beyond!