Tenth Anniversary Giving Report
Dear Friend,

Nearly ten years ago, I visited Fred Kress and Barbara Gerson in Rosedale, Queens. They were cleaning up a small triangular park wedged between high-speed streets full of cars on their way to JFK airport. The thousands of travelers shuttling by likely never noticed the park, or the small stone plaque in it that honors Vietnam veterans, but Fred and Barbara did. No one asked them to do it, or paid for their time. They did it because they believed that the veterans deserved it, that the neighborhood deserved it, and they knew that the City—despite their best intentions—probably wasn’t going to allocate additional funds for the tiny park’s maintenance. So they stepped up, leveraging their own social capital to raise $130 on ioby for plastic gloves, garbage bags, and plants, and they got to work.

In the ten years since, we’ve seen over 1,850 ioby leaders just like Fred and Barbara step up and lead positive change in their neighborhoods. They have built bike lanes, created spaces for neighbors to come together, painted murals, made our streets safer, fought for labor rights, taken down Confederate statues, started cooperative banks, and so much more. They’ve transformed our communities for the better. And they did all this in spite of the stories we tell ourselves: that our small part doesn’t matter, that we alone can’t possibly make change amidst forces like racism, poverty, and climate change. All of these people—these leaders—have stepped into civic leadership to show with their actions that there is another way. They are nothing short of heroic.

We’re not alone in this belief. President and Mrs. Obama see these 1,850+ ioby leaders as a part of the movement for civic innovation and democracy that they’re building at the Obama Foundation. I’m so proud that ioby is able to serve as a bridge for this recognition through my Fellowship at the Obama Foundation. It affirms what my co-founders and I set out to do ten years ago, and it affirms our deep belief in everyday leaders and their enormous capacity for change.

This is the most important part of ioby’s story. ioby is a powerful resource and platform but the work of strengthening democracy is done by residents and civic leaders like Fred and Barbara. In this Tenth Anniversary Giving Report, we tell the stories of neighborhood leaders just like them and all they’ve been able to accomplish with a bit of funding, a bit of support, and a bit of trust. As much as this report is about ioby, it’s also about bearing witness to the transformative acts our communities are capable of.

In this report, I invite you to reflect on the incredible journey we’ve been on for the past ten years, look forward to our next phase of growth, and join us in celebrating our community of extraordinary neighborhood changemakers. Our world is a tumultuous one; luckily, we know some leaders who are up for a challenge.

See you around the neighborhood,

Erin Barnes
Co-Founder and CEO
“Our inaugural class of Fellows has been an inspiring example of leaders building transformational change throughout the world. The 2018 Obama Fellows continue to expand our views on what is possible when individuals deeply invest in their communities. We are thrilled that Erin is a part of this inaugural class.”

—DAVID SIMAS, CHIEF EXECUTIVE OFFICER, THE OBAMA FOUNDATION
10 years of ioby

ioby—in our backyards—is the positive opposite of NIMBY—Not In My Backyard—because to truly contribute to the long term health and vibrancy of a community, we need to work together toward positive change.

ioby was founded on the belief that people living in communities are best positioned to make positive local change, but that they often lack resources and support to bring their good ideas to life.

ioby has come a long way since our co-founders scribbled “ioby” on a paper napkin back in 2008.

When our website went live in 2009 with 41 projects, after months of walking around New York City with a paper form to collect initial ideas, our New York City pilot was officially launched. We were one of the first online microphilanthropy platforms, way before the term “crowdfunding” was in popular use. After our first three projects finished crowdfunding in two days, we knew we had a strong model.

Just a few years later, in 2012, we expanded nationally and began supporting projects across the nation with the services that had made our New York pilot so successful, like fundraising coaching, tailored resources, and fiscal sponsorship.

For ten years, ioby has worked alongside residents to increase civic engagement and build community power. We’ve seen that resident-led projects, no matter how small, have a powerful ripple effect. They help catalyze change on our block, convince our neighbors and leaders to get on board, and soon enough, a movement is built. That’s what ioby is about: growing a movement of local changemakers to make positive change in communities across the country.

First civic crowdfunding project ever

Joseph Pulitzer crowdfunds to build the pedestal of the Statue of Liberty.

The U.S. Forest Service publishes the first ever inventory of every grassroots group in NYC that cares for public green spaces, and finds that most are volunteer led and operate with less than $1,000 a year. This group of 3,000 grassroots groups becomes the inspiration for ioby.
ioby is officially founded

We’re founded as the positive opposite of NIMBY, to support neighbors with great ideas as they get good done in our backyards.

ioby hosts our first public program

at the Neighborhood Preservation Center featuring Lourdes Rodriguez and Hike the Heights.

ioby wins the designNYC award

we launch our new logo.

100th project is funded

Neighbors in Brooklyn crowdfund over $2,000 to build a welcoming patio space to invite the neighborhood into their community garden.

ioby website launches with a New York City Pilot

ioby is one of the first nonprofit “microphilanthropy” platforms, before the term “crowdfunding” is in popular use. Our first three projects—Eagle Scout Environmental Awareness Day, the Astoria CSA, and the Veterans Square Cleanup—are funded in our first two days.

First ioby board meeting

May 2010

ioby launches our first Green Infrastructure match

using funds from National Pollutant Discharge Elimination System settlements in NYC.

ioby goes national!

Our first projects outside New York City include Philadelphia’s Mill Creek Urban Farm, an educational urban farm in West Philadelphia, and Adventures for Kids on the LA River, helping transform public perceptions of the LA river.
ioby partners with the National Parks Conservation Association to crowdfund for National Parks, kicking off the second crowdfunding campaign for projects in National Parks ever (after Joseph Pulitzer in 1889).

Awarded the Jane Jacobs Medal
ioby co-founders receive the medal from the Rockefeller Foundation, who were inspired by ioby to create a New Technology and Innovation category.

ioby’s Miami office opens and closes
This is a powerful learning experience that helps inform our “Phase 0” research process that now prepares us to invest more intentionally in our cities of focus.

$1 million is raised
in total citizen philanthropy for local projects. Neighbors across the country give a total of $1 million in small donations to support resident-led change.

500th project
Residents in Memphis crowdfund $2,770 to purchase supplies for Sew Much Love, a shelter-based creative employment program for women experiencing homelessness.

Memphis office opens
In partnership with BLDG Memphis and with support from the Mayor's Innovation Delivery Team and later from the Hyde Family Foundation, The Kresge Foundation, and the Assisi Foundation of Memphis, ioby begins on-the-ground work with residents in Memphis.

Arapahoe St. bike lane
The first crowdfunded protected bike lane is funded through ioby, raising $35,000 in Denver.
ioby is officially founded

We’re founded as the positive opposite of NIMBY, to support neighbors with great ideas as they get good done in our backyards.
Critical support to help ioby grow

The JPB Foundation, the Ford Foundation, Knight Foundation, Summit Foundation, and Overbrook Foundation commit to supporting ioby’s growth after our successful New York City pilot and national expansion.

Los Angeles Great Streets match
ioby hosts our first match program with a Mayoral Office. We work with the Mayor’s Great Streets team to support eight groups raising over $70,000, and accessing over $150,000 in City matching funds to create livable and accessible public spaces.

$2 million is raised
in total citizen philanthropy for local projects. Neighbors across the country give a total of $2 million in small donations to support resident-led change.

Detroit and Cleveland offices open
With support from the Ford Foundation and The Kresge Foundation in Detroit and from the Saint Luke’s Foundation, and later the George Gund Foundation and The Cleveland Foundation, in Cleveland, ioby expands our City Action Strategist model to support residents in these cities.

ioby joins the Civic Collaboratory
a program of Citizen University. Co-Founder and COO Brandon Whitney is ioby’s delegate.

Grassroots Grantmakers Conference
With support from the Robert Wood Johnson Foundation, we host a conference in Brooklyn with Grassroots Grantmakers to explore how small-scale projects can spur democracy and build power in low-income communities and communities of color, build equity and resilience, and more.

Healthy Neighborhoods Challenge
ioby partners with the New York State Health Foundation (NYSHealth) to provide matching funds to projects that build healthier neighborhoods in targeted communities in New York State. In 2018, we partner with NYSHealth again and adapt the model with the Kansas Health Foundation to support healthy communities in Kansas.
ioby is officially founded
We’re founded as the positive opposite of NIMBY, to support neighbors with great ideas as they get good done in our backyards.

Firefly Trail
Community leaders crowdfund over $60,000 to build the first mile of a 39-mile multi-purpose trail in Northeast Georgia. Their crowdfunding helps prompt the state to invest $16 million to complete the project.

2% for Racial Justice
ioby commits to becoming an organization guided by equity, justice, and dismantling structural oppression.

$3 million is raised in total citizen philanthropy for local projects. Neighbors across the country give a total of $3 million in small donations to support resident-led change.

Pittsburgh office opens
With support from the the Henry L. Hillman Foundation, ioby adds a City Action Strategist to support residents in Pittsburgh. This is ioby’s biggest year yet as we expand across new focus cities.

Eastern Market Corporation match partnership is launched, our first partnership to support for-profit businesses that provide a public benefit.

New Economic Model & Strategic Plan
With support from the Robert Wood Johnson Foundation, ioby completes work with business consultancy Room40 Group to revise our economic model and create a plan to scale the organization to increase our impact across the country.
April 2018

Racial Justice Toolkit

With support from The Cleveland Foundation, we launch a Racial Justice Toolkit, featuring ioby leaders as experts on how to fight for justice wherever you live.

Lessons from Cleveland leaders who are breaking barriers, building bridges, and healing communities.
1,000th Project is Completed

Parents, teachers, and community members in New York crowdfunding to rebuild their school’s community garden after it was removed following school construction. They raise nearly $3,000 with support from a match grant funded by Grow to Learn.

Take ’em Down 901
Memphians crowdfunding to remove Confederate monuments from public spaces in Memphis. Two statues are removed in December 2017.

President & Mrs. Obama recognize ioby
Co-founder Erin Barnes is among the inaugural class of Obama Foundation Fellows, celebrating ioby’s grassroots civic leaders.

$5.5 million is raised
in total citizen philanthropy for local projects. Neighbors across the country give a total of $5.5 million in small donations to support resident-led change.

$4 million is raised
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18,000th resident trained
Trainings occur nationally and provide residents with the skills needed to successfully crowdfunding and implement their community projects.

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Project Types

ioby projects run the gamut from community gardens to doula cooperatives. No two projects are the same—just like no two communities are the same—but many grow from similar ideas and challenges. Here’s a snapshot of the types of projects that ioby has supported over the last 10 years.

Projects by type

<table>
<thead>
<tr>
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<th>Percentage</th>
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<tr>
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<tr>
<td>Safer Streets</td>
<td>35%</td>
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<td>Neighbors Working Together</td>
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<tr>
<td>Schools</td>
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<tr>
<td>Environment</td>
<td>38%</td>
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<tr>
<td>Sharing</td>
<td>14%</td>
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</tbody>
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*Since many ioby projects fit into more than one type, these designations are not mutually exclusive.*
By the numbers

Here’s what ten years of civic change looks like.

**All time**

$5,528,383 Citizen Philanthropy

1,862 Projects Supported | $30 Median Donation Size

18,862 Residents Trained | 33,877 Project Donors

2018

$1,375,583 Citizen Philanthropy

450 Projects Supported | 6,745 Project Donors

3,682 Residents Trained
“Something President Obama said at a recent gathering of Fellows struck me as particularly salient to the work of ioby. He said, ‘These folks don't need inspiration; they just need money.’ The room of Fellows (myself included) couldn’t help but laugh at that moment of honesty. But the fundamental truth in what he said is the truth that guides our work. Often, outside leaders parachute into communities that have for years been neglected, denied social and financial investment—often intentionally—and brought grand ideas for innovation and change. Sometimes, that’s precisely what a community needs. But other times it simply misses the mark. It continues to sideline the powerful expertise that the community brings.

ioby believes deeply in the capacity and ability of neighbors, to make transformative change in their communities. Our work at ioby strives to support these nascent civic leaders so that they can take their rightful place as empowered agents of change in their communities.”

—ERIN BARNES, CO-FOUNDER & CEO, ioby
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.
Dominique Williams
Leadership Success Strategist

"Maui Goodbeer and Christine Nicodemou are kind of perfect examples of the people I serve every day. They run a small nonprofit in Southern Florida called StreetWaves, and they’re pretty much entirely volunteer run. They’ve got a big idea, but not a ton of resources. For some time, they were using surfing as a way to provide access to mentoring and other enrichment for kids in their community. It was a novel idea: swimming isn’t always accessible in low income communities of color, and neither is mentorship. They wanted to put the two together to help kids learn something new, but also provide a safe and nurturing environment for them.

But they needed money for a cargo van to transport their gear to the beach and to store their equipment safely. They had a big budget and were a bit apprehensive, but committed to crowdfunding. I told them that it was doable, and that I’d help them get there. I coached them on crafting a compelling story about StreetWaves, helped them strategize about who and how to ask for money, and put together a communications plan that helped them really get the word out. In the end, they got there, and raised over $10,000 to get the van."

From idea to change
ioby works nationwide; anyone with a great idea for their community can work with ioby. Our Leader Success Strategists use our crowdfunding tool as a platform to guide leaders one-on-one through the process of rallying their neighbors around a cause; growing trust within their community to allow them to raise social and financial capital; and navigating the world of governments and nonprofits as they implement their projects.

Dominique Williams
Leadership Success Strategist
Cities of focus

While ioby is national in scope, we also have certain cities of focus, currently: Memphis, Cleveland, Detroit, and Pittsburgh. We have honed in on these cities because there is tremendous power in the work that their residents are doing, but also because our work is informed by the history of disinvestment within certain neighborhoods. These communities speak powerfully to the truth that often our neighbors have a deep well of expertise, but they simply lack the resources to implement their ideas. Our City Action Strategists are community organizers who provide on-the-ground support to residents in our focus cities, and allow us to boost leaders as they work to make positive change.

“I remember supporting a neighborhood leader, Samoy Smith, as she tried to get a park built in her neighborhood. For some reason, she couldn’t get in touch with her District Manager for a letter of support. So I went myself to wait the District Manager out and get that letter, but couldn’t even get it then. So I called my colleague, Joe Rashid who is also an ioby City Action Strategist, and we worked our network to see if we could resolve it, to no avail. Finally, we thought ‘Aha,’ as a last resort, Samoy could reach out to her council person for the letter. It worked.

That resilient work, standing up for resident-leaders, is what I’m so proud of. My work really is to be a connector and a coach. How often do most people really know what it takes to get approval, and get a project done in their community? My role is to make sure they have what they need to be successful before they even post their campaign, whether that’s talking with neighbors or navigating city government.”

Rhiannon Chester
Detroit Action Strategist
How the ioby way is different

ioby uses a high-touch, high impact model that provides grassroots leaders with the tools they need to successfully raise the right amount of funding for their projects. In our work, we find that decision makers often lack trust in grassroots leaders as experts and project managers. Our model hinges on trusting neighborhood changemakers to know what's best for the community and to lead the way to make positive change where they live.

What we provide

A LEADER HAS AN IDEA
Leader identification
· Introduction to crowdfunding for grassroots projects
· In our cities of focus, we engage residents through network organizing and help with ideation

AN IDEA BECOMES A CAMPAIGN
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

CAMPAIGN LAUNCHES
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

PROJECT IS FUNDED
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
- Project implementation (87% of projects)
In a large city with many needs, it’s tough for government to make small scale investments that matter in every neighborhood. ioby unlocks government’s ability to say “yes,” and couples it with our citizens’ great ideas and their ability to make it happen in ways that make our city better every day.”

—DOUG MCGOWEN, CHIEF OPERATING OFFICER, CITY OF MEMPHIS

Levels of impact

Over the past ten years, we’ve seen our model produce tremendous impact where neighbors need it most.

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 1,850 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.
Resources for Changemakers

The communities that ioby serves often don’t need new ideas; they just need someone to trust their expertise and support them while they implement projects that strengthen their community. That’s what ioby does. We help changemakers access the resources they need to put shovels in the ground and get good done wherever they are. We do that through tools like guides, opportunities to learn from other project leaders, toolkits, our Action Corps—a network of experts in the field that advise project leaders—and other resources to support leaders’ work.

Racial Justice Toolkit

Cleveland’s racial justice activism is deeply rooted in its history, and is very much alive today in a new generation of leaders. We turned to ioby’s Cleveland Action Strategist and five Clevelanders who resourced their movements through ioby to help create a toolkit to share their tips on breaking barriers, building bridges, and healing communities. With essential support from The Cleveland Foundation, our Racial Justice Toolkit contains case studies and key advice to illustrate the moments and tools that our model organizers identified as uniquely powerful. It serves as a living blueprint for other citizen-activists to use in their own projects.

Webinars

ioby brings powerful stories to life through webinars, where ioby project leaders who have done the work of organizing their community, crowdfunding through ioby, and implementing their projects share what they’ve learned. “It’s such a joy to connect hundreds of people across the country each year through our learning webinars in a way that might have been challenging to do in person. It helps new leaders get a deep dive in getting their projects started, and allows them to ask questions and connect with seasoned ioby leaders. Far beyond simply providing information, our webinars help attendees build connections for ongoing support as they make change in their own communities,” Dana J. Schneider, ioby Community and Growth Manager.

Peer-to-peer learning

Projects range from needing a few hundred dollars for tool purchases, to tens of thousands of dollars for infrastructure funding. Connecting veteran project leaders with budding ones is a powerful way to transfer hard won knowledge gained through the practice of doing and to support new civic leaders. By connecting leaders, we ease the project implementation process and help ensure best practices are shared across our community.
Supporting resident-led change with match funds

Our first ever match fund opportunity for resident leaders was in partnership with Green Guerrillas in 2011. Since then, ioby has partnered with foundations, corporations, nonprofit organizations, and government agencies to increase the impact of their funding in their communities of focus with match funds.

Match funds incentivize ioby leaders and local donors to step up by providing projects with a $1 match for every $1 that is crowdfunded on ioby. This builds community-led solutions around a certain geography—like a neighborhood or city—or a particular project type—like healthy communities or green infrastructure projects. With match funds, we often see a return on investment of over 100%!

As we continue to deepen the reach and scope of our match programs, we have demonstrated an efficient and effective model for getting funding closer to the ground, and building local capacity in a completely new way.

2018 Match Fund Highlights

**Kansas**
The Healthy Communities Challenge launched to support resident projects that improve community health in eighteen communities across the state in partnership with the Kansas Health Foundation.

**Detroit**
The Eastern Market Growing Communities match program, in partnership with the Eastern Market Corporation, supported the capacity and growth of local small businesses.

**Cleveland**
The Cleveland Climate Action Fund Crowdfunding Challenge supported ioby projects that reduced and mitigated the effects of climate change, while the Common Ground Crowdfunding Match supported projects coming out of community conversations in partnership with The Cleveland Foundation.

**Pittsburgh**
Resident-led change in greater-Pittsburgh was supported in partnership with the Buhl Foundation (One Northside Crowdfunding Challenge), the Jefferson Regional Foundation (Jefferson Region Match Fund), and PNC Foundation (Allegheny County Community Development Challenge).

**New York**
The Power Up Neighborhood Match in partnership with Con Edison supported resident-led environment, greenspace, and arts and culture projects, while the Healthy Neighborhoods Challenge in partnership with the New York State Health Foundation supported local projects to make nine New York communities healthier.
Tenth anniversary stories

For the past ten years we’ve worked alongside more than 1,850 passionate, committed community leaders and have watched as small projects have turned into larger initiatives and collaborations have become movements. We want to take a look back at the past ten years and tell some of our favorite stories of positive neighborhood change. We want to know: what kind of things can start with a conversation, a neighborhood meeting, a few dollars raised? The stories that follow are a snapshot of the impact that leaders working with ioby have made across the country.

Explore more at ioby.org/10yastories
Tamir Rice Afrocentric Center

When faced with the tragic killing of her son Tamir, Samaria Rice resolved to keep his memory alive. With some help from Clevelanders like artist-activist and ioby leader Amanda King, Samaria raised over $30,000 through ioby to help build the Tamir Rice Afrocentric Center to provide a range of support and programming for young people, and encourage them to understand their power in our democracy. On becoming an activist, Samaria said, "I didn't know about all this until my son was murdered. I had to learn the hard way. I'm not going to deny another child."
In a city like New York, if you want new park space you need to get creative. That’s what Donovan Finn and his co-conspirators did when they realized their community had outgrown their small park. Since buying land was prohibitively expensive, they turned to tactical urbanism to take over the street adjacent to their park and extend the play space, creating a temporary plaza. It was a huge success, making them the first community organization in the city to be given authority to run a plaza, but they were also just a group of neighbors—they didn’t have the funds to outfit the plaza with durable equipment. So they turned to ioby to raise $2,500 and roughly doubled the amount of space for the community to enjoy the outdoors together.
Soulardarity

It would probably be a shock to have your utility company repossess all of your neighborhood’s street lights, but that’s what happened in Highland Park, Michigan. When they realized the lights had been turned out on their street, and every other street in the city, Jackson Koeppel and his neighbors founded Soulardarity, a community-owned co-operative that raised $20,000 through ioby to build solar-powered streetlights, and transform their community along the way.
Reverend Eleanor Williams loves her neighborhood in the Northside of Pittsburgh, but she and her coalition partners knew that their neighbors had to leave it and travel all across the city to obtain basic services they needed, like job training and healthcare. So they raised $8,000 to help obtain a shuttered school to bring those resources under one roof in their own backyard.
Firefly Trail

When Ivette Bledsoe and her fellow board members started to raise money to build the first mile of the Firefly Trail, a mixed use trail in Athens-Clarke County Georgia, some people disagreed. “People would say, ‘You should never use crowdfunding to try to raise money for things that should be paid for by taxes—it’s wrong!’” But she knew that crowdfunding was not a long term fix, but a way of saying “this matters to me.” So they got to work and raised over $60,000 for the first mile of a 39-mile trail, a huge feat. Recognizing how important the trail was to the community, voters approved $16 million that very fall to complete the first portion of the trail, demonstrating the power of crowdfunding to take the first step and inspire a community to make positive change.
Hike the Heights

For 14 years CLIMB (City Life Is Moving Bodies), a coalition of neighbors and community organizations, has organized Hike the Heights. This annual community celebration—a day of hiking, art, activities, food, and fun in the parks of northern Manhattan—has morphed into a movement, and CLIMB has sought to address the root causes of ill health in their northern Manhattan neighborhoods through activity and community. Seeking to remain a coalition of neighbors and organizations, CLIMB leaned on ioby for fiscal sponsorship to receive tax-deductible donations and grants, and relied on ioby’s support to crowdfund for events that activated public spaces and encouraged the neighborhood to get active.
Roundhouse Revival

The Mid-South Coliseum, shuttered for over a decade now, was at one point planned for demolition. But if you ask any Memphian, there’s a good chance they still have fond memories of the building. So the Coliseum Coalition brought Memphians together to “pre-vitalize” the building and prove there were still more memories to be made. They crowdfunded with ioby to access timely funds and put on a series of events that proved there was still support to reopen it. Subsequent polls have shown that up to 85% of residents don’t want the coliseum demolished, and the city has stopped plans to demolish the building.
Georgia’s First “AgriHOOD”

Danny Glover, who leads One South Community Development Corporation in South Macon, Georgia, remembers his neighborhood as a lush community always ready to share the produce from their gardens, not as the food desert it is now. The problem is that the community is aging—and emptying—dramatically. You can walk past vacant lots and see exactly where gardens used to be. So Danny and his neighbors raised $3,600 to start clearing unused land for Georgia’s first “agrihood,” transforming unused land into large-scale community agriculture in the heart of Southside Macon, and helping reshape their neighborhood’s future along the way.
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**We Run Brownsville**

Lifelong friends Sheila Barksdale-Gordon and Dionne Grayman tapped into Brownsville’s strength and pride when they organized We Run Brownsville, a women’s running group to develop healthy habits—like going for group runs, and growing each other’s confidence to go to government meetings and advocate for their community. With support from ioby, they’ve raised the funds they need to lace up and hit the field, and grow their community’s agency.
Partnering with Latino Memphis and ioby, Yancy Villa-Calvo crowdfunded to create Barrier Free: A Socially Engaged Art Installation, where Memphians could come together to reflect on shared histories; laced with both great difficulty and tremendous triumph. Yancy turned to crowdfunding to quickly access funding and respond to the targeting of immigrant communities and proposals for a southern border wall. The installation invited Memphians to look at the art and see in it portraits of themselves, not so different from their own neighbors—whatever their identity. It has since toured the nation reminding people how bound our communities are to each and every individual.
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“Today, there are so many reasons to fall into hopelessness, to fear that change is impossible, to throw your hands up and give in. ioby is a bright light, reminding me that people all over the country are coming together with their neighbors to create real, tangible change. And, the organization’s commitment to equity makes that change even more powerful, ensuring that all voices are heard and that all people can be part of the change they want to see.”

—NADIA OWOSU, ioby BOARD MEMBER AND ASSOCIATE DIRECTOR FOR LEARNING AND EQUITY, LIVING CITIES
ioby’s movement of civic change is led by hundreds of resident-leaders across the country. Over 1,850 people who, over the course of a decade, have rallied over 33,000 neighbors and raised over $5.5 million to make lasting change across difference and strengthen our communities. We’re extremely grateful to them for sharing their great ideas with us and trusting ioby as a partner. Without their commitment to positive, community-led change, our work would not be possible.
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10 Years of Philanthropic Support

We are extremely grateful for the generous financial support from the foundations, individuals, businesses, and organizations listed on the following pages. ioby’s work with residents over the past ten years would not have been possible without their dedication to supporting resident-led positive change in communities across the country.

Foundations

“ioby is among the leaders of a new generation of philanthropy that operationalizes the too often aspirational goals of philanthropy: it is responsive, it is lean, it is innovative, it is risk loving, it is proximate to the communities it serves, it centers moral decisions and civic leadership over technocratic optimization of our neighborhoods.”

- CHRIS CARDONA, PROGRAM OFFICER, PHILANTHROPY, FORD FOUNDATION

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“Two things drew me to ioby: the idea and the people. Energy and hope combined with action... I continue to provide general support dollars to ioby because I know what it takes operationally to support sustained community-based work: it’s a long haul that requires many donors, large and small, who give regularly to the day-to-day stuff so that projects, people and communities can shine and thrive over time.”

—BETHANY WALL, ioby SUPPORTER

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In the last ten years,

ioby has gone from an idea written on a napkin to a New York City pilot, to a national organization supporting a community of new and existing civic leaders to make their communities stronger, more sustainable, healthier, more livable, and more fun.

We are looking forward to making 2019 our biggest year yet!

With your support we will:

Support more ioby project leaders with one-on-one coaching, training, and connection to additional resources—like toolkits, webinars, and match funds—so they can make positive change in their communities.

Complete the first phase of our strategic plan to scale the organization and grow ioby’s impact with residents in neighborhoods across the United States.

Improve our platform—ioby.org—and reach new resident leaders through national outreach and through targeted on-the-ground community organizers—ioby’s City Action Strategists—in Memphis, Detroit, Cleveland, Pittsburgh, and in new cities coming soon.

Conduct research in new cities and throughout the Southern United States to learn how we can best support grassroots work in these places.

With your support over the next ten years, ioby will grow to reach even more residents across the country. We will increase civic engagement and strengthen resident leadership, lift up the voices of resident experts, and work toward a future where our communities are shaped by the powerful good ideas of our neighbors.