



MEMPHIS

IMPACT

REPORT



BRINGING
NEIGHBORHOOD
PROJECTS TO LIFE,
BLOCK BY BLOCK



I feel philanthropy is a part of everyone's responsibility as a human, so these projects have helped me to fulfill that mission. We were all put here to serve each other.

– KENDALL MUNSON



If you feel like you're part of a project, you're more likely to go out and use it. ioby has really allowed Memphians to take ownership of how their donations are spent, and has gotten them involved in making projects.

– TOMMY PACELLO



WHAT HAVE WE BUILT TOGETHER?

Since we began our on-the-ground work in Memphis, ioby has supported more than 200 resident leaders to plan, fund, and build positive change in neighborhoods across the city. Together, these leaders have raised more than \$610,000 in small donations to make Memphis neighborhoods greener, safer, more livable, and more full of opportunity for all residents.

ioby began as a pilot in New York City, before launching nationwide in 2012. Although residents from across the country could use ioby's online platform at this point, we soon realized that these leaders benefited more from our support and training services than from the platform alone. Unlike other crowdfunding platforms, we knew that for our work to have the greatest impact, we needed an on-the-ground presence. This kind of work is based on relationships of trust, between neighbors, colleagues, and friends. We needed to seek out those with great ideas for positive change, and build trust to support them in their growth as neighborhood leaders. And that has been my job for the last three years.

This is an exciting moment for Memphis. As individual, small actions begin to reach a critical mass and add up to a true groundswell of resident-led activity, decisionmakers have taken notice. I have the privilege of working with these incredible ioby leaders every day and have seen firsthand the confidence, connectedness, and sense of opportunity that residents gain through this experience. It's the sense that our voices are being heard, that our knowledge, experiences and opinions about our own communities can shape our shared future.

– ELLEN ROBERDS, IOBY MEMPHIS ACTION STRATEGIST

BY THE NUMBERS

\$610,000

Total dollars in citizen philanthropy raised by Memphians on ioby

12

Average # of donors per project

COMMUNITY
HEALTH

PLACEMAKING
SOCIAL JUSTICE
ENVIRONMENT
SCHOOLS

Most popular project types

203

Total # of Memphis projects to date

\$2,897

Average budget

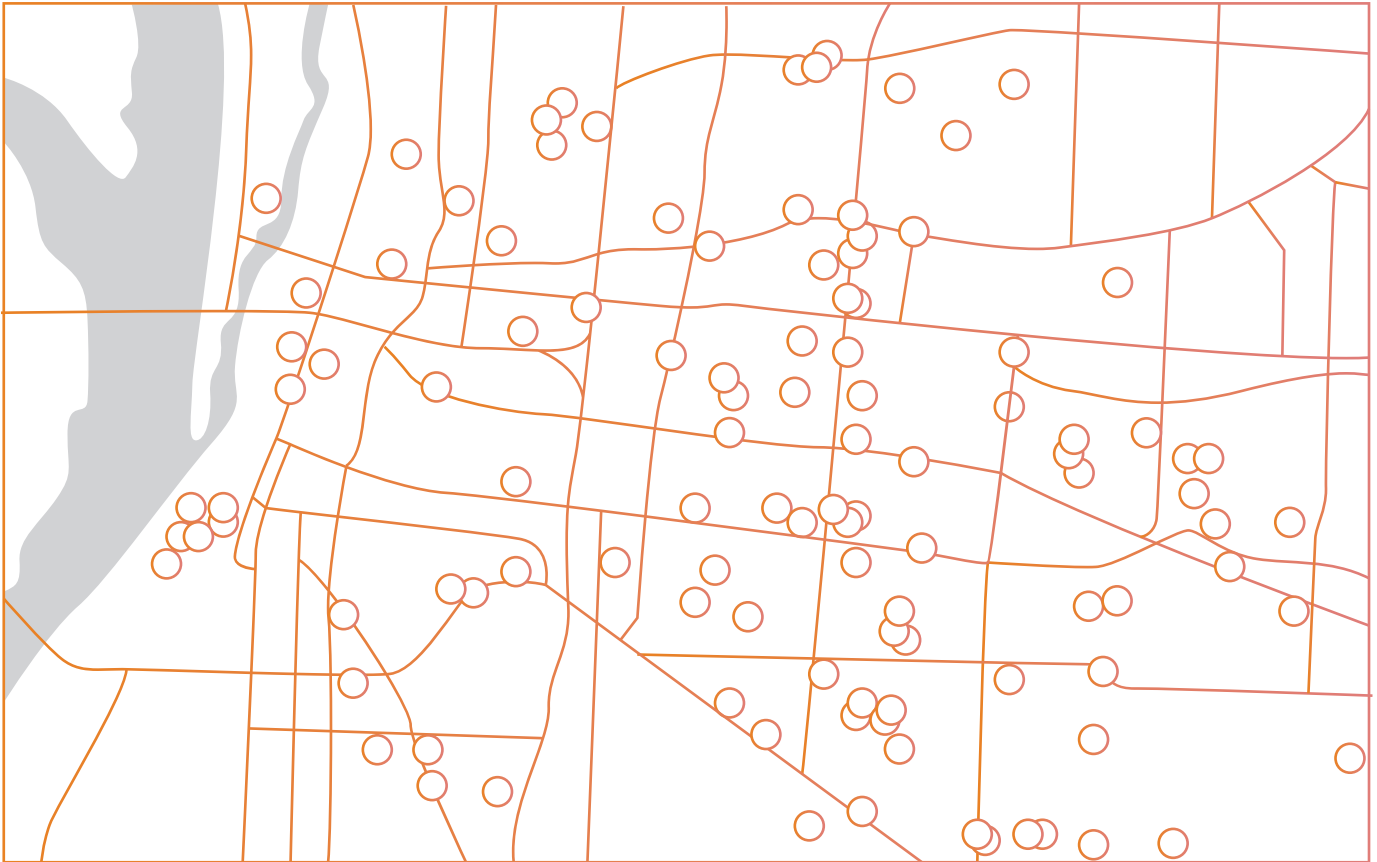
\$35

Average donation size

VECA
ORANGE MOUND
BINGHAMPTON

Neighborhoods with the most ioby projects

200 PROJECTS AND COUNTING

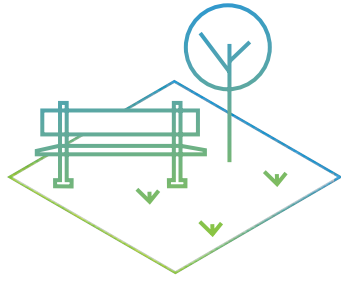


Across the city, Memphians have worked with ioby on a tremendously diverse range of projects. The very first ioby Memphis project was the Hampline, a community-driven hard-infrastructure bike lane project blending commercial revitalization, placemaking, cycling infrastructure and the arts in a community suffering from disinvestment. Although this project raised nearly \$70,000, a much more "typical" ioby project raises a few hundred to a few thousand dollars. ioby projects are temporary and permanent, large and small, physical and programmatic. Many are "proof of concept," small, quickly implemented first pieces of a larger, more long-term initiative.

To see all Memphis projects, visit ioby.org/memphis.

WHAT
CAN SMALL
DONATIONS
REALLY DO?





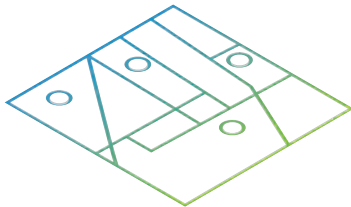
PROJECT LEVEL

The average budget for an ioby project in Memphis is less than \$3,000. When put in the hands of resident leaders, this funding can have a powerful effect, becoming the start of something much bigger. With funds raised on ioby, neighbors have brought new green spaces to life, renovated basketball courts, brightened dreary walls and sent youth on college tours. Each of the 200 individual ioby projects in Memphis represents a small, transformational moment that can have a lasting impact.



PERSONAL LEVEL

It's not always easy to step up and make a positive change in your community. 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, and our own ability to make a difference.



NEIGHBORHOOD LEVEL

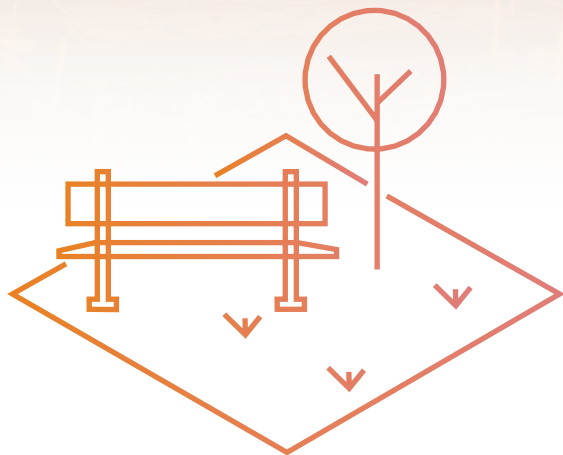
ioby projects may be small, but these individual bright points in a neighborhood add up! When there are visible signs that neighbors are invested in a community's improvement, the whole place can seem to shine with possibility. In a neighborhood that has experienced decades of disinvestment, this visible change means hope, love, and collective pride of place.



CIVIC LEVEL

What does it mean when neighbors come together to take ownership over positive change where they live? Resident leadership can have a powerful positive impact on decisionmaking at the highest levels, as policy makers, elected leaders, and the philanthropic sector take note of the good ideas, momentum, and civic strength of neighborhood leaders. The result is a decisionmaking process that is more equitable, more responsive to, and more inclusive of community voices.

PROJECT LEVEL



There's no such thing as a typical ioby project. ioby leaders have run campaigns ranging from \$500 to provide a new lawnmower for volunteer caretaker James Alsobrook at Carnes community garden, to \$70,000 to fill a funding gap for the Hampline, a new protected bike lane through Binghamton. Many projects are temporary pilots or demonstrations like pop-up events, designed to test an idea, while many others are permanent small fixes like murals and community gardens. And not all are physical—ioby also supports many programs that benefit youth, elders, and other residents. But these projects have one thing in common—the passion of the leaders who work hard to bring them to reality.




“This is the first-of-its-kind farmers market in our neighborhood, and we’re open year-round. Our efforts have made us Tennessee's 2016 Small Farmer Of The Year. We've established a website. We're venturing into hydroponics. The biggest + most important step now is that we’re able to accept purchases made with SNAP benefits. Folks on food stamps often don't have a well-balanced diet, so this helps them get more fresh fruit and vegetables into their daily lives.”

—MIKE MINNIS, NURTURING NUTRITIONAL NEEDS IN OUR NEIGHBORHOOD

RAISED: \$3,125

This urban farm and thriving farmer’s market in Orange Mound, Memphis has quickly become a beloved fixture in the neighborhood, bringing fresh vegetables, fruit, and honey to an area without much fresh food otherwise. This project will support the establishment of the farm’s first aquaponics installation, and will add fresh fish to the table for many Orange Mound neighbors.



“There was no plan by Shelby County Schools to spruce up the front of Central High School. It wasn’t on their radar. There are a lot of people in these historic neighborhoods that choose to send their kids to private schools or to public schools in the county instead, because there’s this perception that the inner city schools are not as good or not acceptable. The front needs to look like a welcoming place. It looked like a penitentiary.”

—KATY LEOPARD, CENTRAL HIGH SCHOOL

RAISED: \$11,328

Looks can be deceiving, and that’s exactly why Katy Leopard wanted to renovate the facade and the grounds of this award-winning historic public school in Memphis. With fellow parents and neighbors, she raised funds and recruited volunteers to create a more welcoming appearance that students and parents could be proud of.

KAREN GOLIGHTLY

Paint Memphis



"One of the things we're trying to do is to get the city and Memphians in general to see art differently. I want them to see graffiti is not a sign of blight, **it's a sign of uplifting the neighborhood.**"

RAISED: \$3,970

Karen Golightly led graffiti artists from Memphis and around the world to turn a bare, 1/3 mile floodwall on Memphis' North Side into a colorful community focal point. Karen hopes to make Paint Memphis - now in its second year - an annual event, bringing color and vibrancy to a different Memphis neighborhood each year.

SARAH NEWSTOK

Crosswalk Flags



"Memphis has high rates of pedestrian injuries and fatalities. Disregard for pedestrian safety leaves our most vulnerable populations at risk: children, the elderly, people with disabilities, transit users, and low-income neighbors without access to cars. The flags are not a perfect solution, but **I do think they help.** We did get a crosswalk and a crosswalk sign at our intersection after installing the flags, so that's progress!"

RAISED: \$543

Sarah and her team brought a deceptively simple tactical urbanism idea to a dangerous intersection near Overton Park, where there was no crosswalk. They fundraised for highly visible "Do-It-Ourselves" flags to make pedestrians more visible, and to put pressure on the city to install a crosswalk.

JENNIFER SHORTER

Healing Community Cathedral Park & Garden



"It's not hard to be engaged, it's not complicated. But people think, "This is so much—I couldn't possibly!" But **in reality, it's not that hard.** People's contributions can be very simple: even bringing snacks to an event where you can't physically work yourself. Your impact doesn't have to be direct; it could be indirect."


RAISED: \$2,900

The Healing Cathedral Christian Church is currently revitalizing a park and community garden to increase healthy food access, provide exercise and respite for the community, and create a place for neighbors to come together.

PERSONAL LEVEL



Planning, funding, and implementing, or even just donating to an ioby project can be a major learning experience for resident leaders. These leaders bring incredible passion, knowledge, and energy, but many have never done fundraising before, or may have never stepped up to take action on an idea. Even for experienced leaders, the process of working with ioby to build a fundraising plan, a timeline, a donor list, and a budget can be a meaningful opportunity to grow their own or their organization's capacity. Leaders learn about themselves, their communities, and the ways their neighborhoods are shaped, and this knowledge adds up to power.




“Being an ioby Leader empowered me. I felt like I could do anything after that campaign! ioby connects with what I have in my heart and with my motivation. I feel so motivated by what ioby's doing. I've been involved in a lot of community projects, and most of the time, they're set up for whoever's putting it on to win, and for everybody else to do the hard work! But ioby has been totally different from that. I am in the heart of the neighborhood here and I have a passion for these people.”

—JACQUELINE SHOTWELL, COMING TOGETHER, A STEP CLOSER

RAISED: \$2,567

The Street Farm, a new community garden in College Park, provides an opportunity for the community to gather, learn, and have fun. This project funded physical improvements and activities such as classes in gardening, equipment maintenance, canning, and other entrepreneurial skills.



“Working more closely with other people in the community has given me a greater understanding of my motives—I feel I understand people better. I’ve gotten outside my comfort zone and learned how to find common ground when things are going wrong. I’m used to doing things on my own, but I’ve seen why that’s not always such a good idea. I’ve learned to consider all the factors and to be flexible.”

—KHARA WOODS, HEADSHOTS MURAL

RAISED: \$1,115

Khara, a graphic designer, learned about ioby through another new ioby-funded mural on Lamar Avenue. She’d never fundraised before, but decided to team up with her mother NJ Woods, also an artist, to raise funds and design a colorful mural celebrating the diversity of their neighborhood.

JESSICA THURMAN

Music in the Park



"I have enjoyed this process and appreciate all the help. Being a first time fundraiser, **I've learned so much** and gotten a lot of feedback from some neighborhood leaders that are working alongside me. It has been overwhelming at times but so rewarding! I love the positivity and drive we have to make our underserved areas thriving areas."

RAISED: \$700

Jessica and other volunteers are turning an abandoned lot in New Chicago into a safe, fun, green space for children of all ages and backgrounds to explore a selection of musical instruments "installed" in the new park. Jessica's campaign page calls it "a project to change the mentality of the city and invest in who we have, which are very talented people."

BETSY ROBINSON

Cooper-Higbee Underpass Mural and Central Ave Underpass Mural



"It was just a big ugly set of underpass walls, under the railroad. I'd always said to my kids and thought to myself how ugly it is, that somebody should paint a mural there. **I honestly never thought I would do anything like this, ever.** But when Ellen led me towards the people who could help, I realized it was actually possible. There's a lot of things I didn't know I was capable of."

RAISED: \$3,860

Betsy Robinson, a Nurse Practitioner, had never fundraised before she took on this project to enliven a dark and dreary underpass in her Midtown neighborhood. She recruited volunteers and artists with the Memphis College of Art to design and paint the mural, and then went on to plan, fund, and implement a second mural project building on the success of the first.

SYLVIA CRUM

Revolution Bicycle Ambassadors, Peabody Elementary School

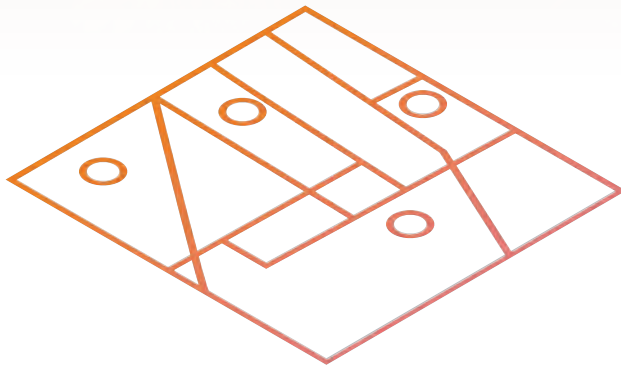


"The thing I love about it is when we're on our bicycles **I feel much more connected to the community.** I feel like we can wave and speak to people."


RAISED: \$3,945

Through the Bicycle Ambassadors Sylvia and other members of Revolutions Bicycle Co-op trained 16 youth to encourage their fellow students and community to try riding to school. The Ambassadors received recycled bicycles and helmets, and learned the rules of the road and bike safety to help them become lifelong cyclists.

NEIGHBORHOOD LEVEL



When a small group of neighbors comes together to do something positive where they live, the immediate change to the neighborhood might seem small on the surface. But the true impact ripples out from that first change. The community takes notice that something is incrementally brighter than it was before. Relationships between neighbors are strengthened. Other neighbors may feel empowered to speak up. And eventually, the place itself becomes full of possibilities.



“I love this neighborhood more than anywhere I've ever lived, so I want to stay involved, even though I've moved. This project was a good case study in identifying and addressing problems as a group. I learned that if you have a good idea and share it with other people, they will support you. And if you give them the opportunity, they will help. Memphis is one of the most unusual places I've lived, in that there's an expectation there that people will take care of what's around them.”

—ROBYN MACE, EVERGREEN RAIN GARDEN

RAISED: \$2,542

Robyn and her neighbors created a high-visibility pilot rain garden and stormwater management system to help alleviate storm sewer flooding into Royster Bayou stream. The project, on a former vacant lot, also raised awareness of the other benefits of raingardens, including beautification, native plant propagation, & species diversity.

“The ioby project in our community has created an opportunity for shared investment by people living in our neighborhood and those who are drawn to the passion behind our project. Crowdfunding is very new to me but I am amazed by how effective it is when the story is told the right way and when it is delivered to the right people.”

—JARED MYERS, HOOPS IN THE HEIGHTS

RAISED: \$12,090

The re-establishment of the basketball courts at Treadwell High School is the first phase of a comprehensive park improvement plan that is designed to create a centerpiece for community gathering. The Heights Coalition, which consists of neighbors, schools, businesses, churches, and stakeholders of the community, is designing, funding, and implementing this project piece by piece.



MARY BAKER

Carnes Garden



"Without ioby there would be no Carnes Garden. **I would not have met so many of the awesome volunteers** who have helped us build the garden. Probably most important, I would have never become friends with James Alsobrook, our neighbor who keeps Carnes Garden neat and tidy. Thanks to all who have donated to Carnes Garden through ioby and to all of our volunteers."

RAISED: \$2,170

A formerly unused lot across from Carnes Elementary School in the Medical District, Carnes Garden has become a beautiful focal point of the neighborhood, as well as a valuable outdoor science classroom for Carnes students. A second ioby campaign, "We want to buy James a lawnmower," helped ensure next-door neighbor James Alsobrook, the garden's volunteer caretaker, could continue his stewardship role.

PAT BROWN

The Hampline



"To me **the greatest value from the ioby campaign was the public awareness building** and support, which will pay longer term dividends well beyond the money that we raised."

RAISED: \$68,928

The Hampline was one of the first ioby Memphis projects, and continues to be one of the largest projects funded on ioby. A protected bike lane connecting Overton Park with Binghampton, the Hampline is a true community collaboration, blending commercial revitalization, placemaking, cycling infrastructure and the arts.

LENI STOEVA

Bus Stop Love



"I think this kind of work valorizes places that are perceived as not valuable. **It changes people's perceptions,** of something they might take for granted: a bus stop, a sign. It draws attention. Anything that pulls you out of the doldrums of your everyday routine is great, **it's the greatest feeling** to see something that doable. You'll feel that."


RAISED: \$8,155

At the busy intersection of McLemore and College Street, community members are building a bus shelter that will not only offer a place to sit and respite from the harsh sunlight, but will embrace the musical and performing arts legacy in the Soulsville neighborhood.

CIVIC LEVEL



What does this all add up to? A lot. ioby projects have grown into incorporated nonprofits with nationwide objectives, they have created models for others to replicate, they have reversed city policy, and they have made decision makers think twice about how to engage with residents. The big impact of resident leadership is nothing less than a shift in the power structure at the highest level. By working together to pool resources and act on local knowledge and energy, residents are asserting ownership over the way neighborhoods are shaped. And it can all start with a few small donations.




“The biggest benefit—outside of having the lines on the courts!—is that these projects have set a tone where now the Parks department has gone ahead and put lines on all the new courts they've done in the past few years. The ioby project set the precedent; they set the baseline. Hopefully now, there won't need to be a "me" down the road to get this done! The projects have shown people the importance of it.”

—DANIEL PETERSON, STRIPE MEMPHIS BASKETBALL COURTS

RAISED: \$6,131

Daniel's organization Project Backboard raised funds to re-stripe and paint city basketball courts, clean up vandalism, and install new backboards decorated with colorful art. Recognizing that the courts are often the center of a neighborhood's social life, particularly for youth, Daniel worked with local residents to renovate courts into places of neighborhood pride.



“Thanks to ioby, we were able to start Sister Supply about a year ago. Since then we've raised over \$12,000 and taken in countless pounds of tampons. We've been contacted by people in four other cities who are interested in starting a Sister Supply in their area. Creating a model that can be easily replicated in other cities is our next big goal. I really never imagined this would take off in such a lovely way and get so much support from our community.”

—NIKII RICHEY, SISTER SUPPLY

RAISED: \$5,288

Since Sister Supply was founded by Nikii Richey and Eli Cloud, the team has fundraised over \$12k towards bringing feminine products to homeless women and girls in Memphis. Nikii and Eli founded Sister Supply when they began to realize the toll that lack of feminine products was having on the city's homeless, including one woman who voluntarily spent the night in jail in order to have access to a shower.

SUSANNAH BARTON

Safe Crossing,
Overton Park



“Our organization can't change this entire roadway. **It allowed us to make some kind of impact** while we wait (and hope) for bigger change. It was an interim step that gave people hope. The ioby project allowed us to chip away at a piece of it that we could effect immediately by restriping and repainting with high visibility paint. For our supporters, this gave them something tangible. The larger alterations of this infrastructure can be hard for people to get their heads around, but this is something immediate, real, and easy to grasp.”

RAISED: \$4,670

This project, part of the Trick Out My Trip matching-funds campaign for transportation improvements, created a high-visibility crosswalks at the intersection of Poplar and Tucker. The new crossings will improve safety for transit riders, pedestrians and cyclists at this busy intersection and will encourage various modes of transportation.

NATASHA STRONG

Vollintine Evergreen
National Historic
Signage Campaign



“Having a good working relationship with the city, and building more trust as we went along, allowed us to go through with this project. **It was the first project of its kind in our city** – we didn't realize we were the first, and it took a while because of that. So hopefully other people will now have an easier time doing similar projects going forward.”

RAISED: \$3,345

Vollintine Evergreen is a historic neighborhood with nearly 2,500 homes and structures listed on the National Register of Historic Places. In cooperation with the City, the Vollintine Evergreen Community Association raised funds to fabricate and install National Historic Signage to remind residents and visitors of the neighborhood's unique identity and historic status.



THANK YOU!

ioby's work in Memphis would not be possible without the generous support of our partners, especially Community Development Council of Greater Memphis, Livable Memphis, and the Hyde Family Foundation.



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