



ioby

2017 GIVING REPORT

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. **ioby is built on that principle.**”

– HARRIET TREGONING,
ioby Board of Directors



A Movement of Changemakers

ioby is a nationwide community of neighbors who are mobilized to lead positive, lasting change in their own neighborhoods.

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



What Our Leaders Gain





“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





Growing the Pool of Philanthropy

Joby 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

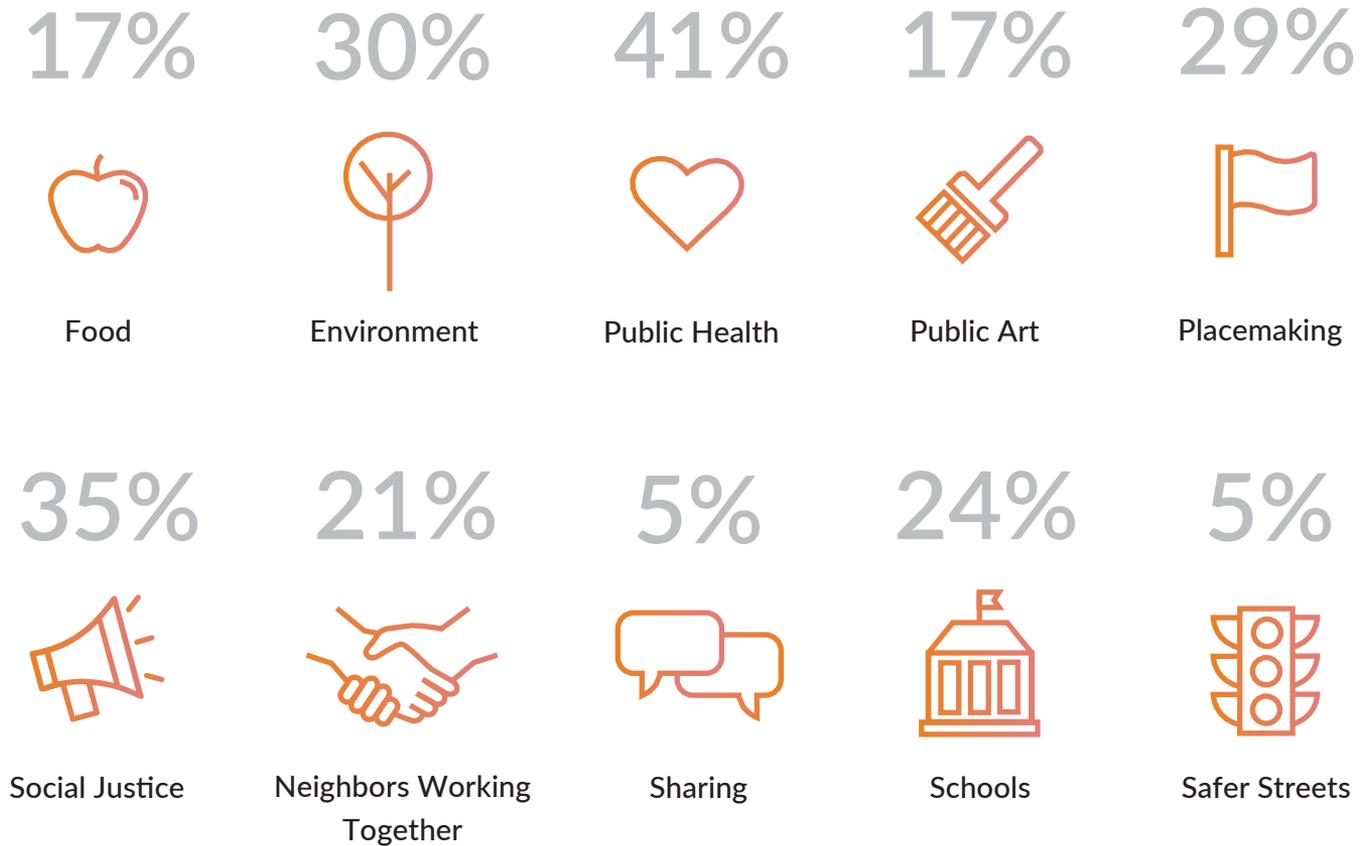
3,557

Residents trained





2017 by Project Type*



*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 than 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



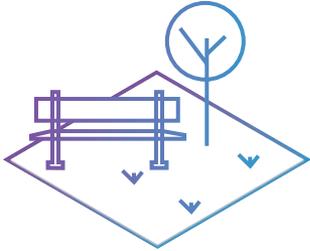
Where We Work

More than 260 cities and towns across the US have at least one ioby project!

- = city with at least one ioby project
- = ioby office

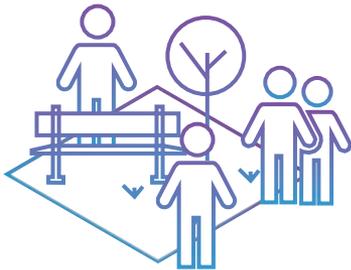


Levels of Impact



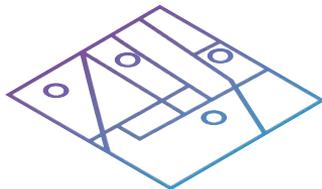
PROJECT LEVEL

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.



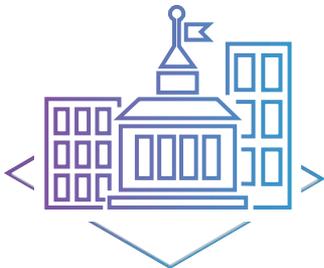
PERSONAL LEVEL

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



The Best of 2017

Just 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

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.



**2. ROCKAWAY
DUNE PLANTING**

Queens, NY
\$2,815

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.



3. BARRIER FREE

Memphis, TN
\$13,900

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.



4. COMPOST NOW

New Orleans, LA
\$1,513

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.



5. KELLY STREET GARDEN

Bronx, NY
\$4,777

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.



6. COOK. EAT. TALK.

Jersey City, NJ
\$4,026

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.



7. LIGHTS FOR LIFE

San Bernadino, CA
\$9,451

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.

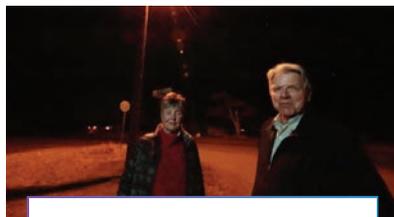


8. DILLA YOUTH DAY

Detroit, MI

\$2,485

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 thestudioArena 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."



9. DARK SKIES OVER TORREY

Torrey, UT

\$12,533

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.



10. ABC GARDEN

Harlem, NY

\$11,084

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.”

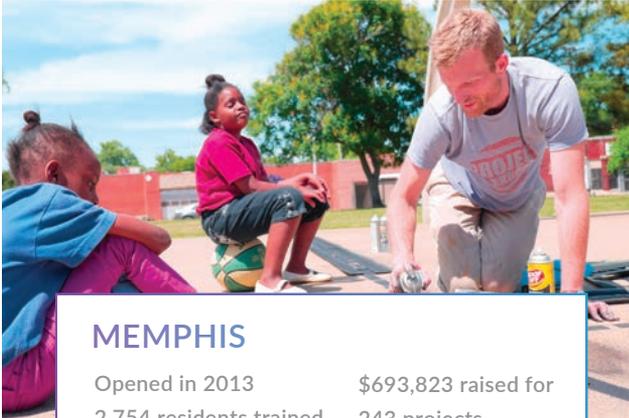
– DEANA WOJCIK,
ioby Leader, Detroit, MI





On the Ground in Our Cities of Focus

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.



MEMPHIS

Opened in 2013 \$693,823 raised for
2,754 residents trained 243 projects

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.



DETROIT

Opened March 2016 \$163,939 raised for
903 residents trained 71 projects

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.



CLEVELAND

Opened March 2016 \$165,192 raised for
1,058 residents trained 114 projects

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.



PITTSBURGH

Opened October 2016 \$117,130 raised for
1,400 residents trained 83 projects

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](http://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.



Pittsburgh Convening



Philanthropic Support

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

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

Breuckelen Distilling	National Main Streets Center	Purpose
Brooklyn Creative League	Neighborhood Connections	The Nature Conservancy
Eastern Market	Neighborhood Preservation Center	TransitCenter, Inc.
Grow to Learn	One Omaha	Salesforce
LINK Strategic Partners	Partnerships for Parks	Schwab Charitable
Meetup.com	Pratt Institute	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	Thaddeus Briner	Neil Donnelly	Holly Goldstein
Michael Akin	Bill Browning	Andrew Doran	Armand Graham
Jorge Alday	Constance Bruce	Robert Doran	James Graham
Lee Altman	Louise Bruce	Susannah Drake	Carrie Grassi
Caroline Altman Smith	Holly Buechel	John Drozjock	Tamara Greenfield
Alia Anderson	Evelyn Burnett	Helena Durst	Stuart Gruskin
Emily Apple	Sarah Calderon	Robert Dussault	Sarah Guidi
Melissa Appleton	Gerald Campbell	Projjal Dutta	Dan Guilbeault
Alyssa Arcaya	Lindsay Campbell	LB Edwards	Daphna Gutman
Regina Asborno	Shirley Campbell	Jennifer Elam	Shannon Hales
Emily Atwood Pott	Lewis Canfield	Lisa Boland Elliott	Jamie Hall
Kathleen Avers	Howard Caretto	Elizabeth Essner	Christina Halpern
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Story Bellows	Kevin Clinton	Emmett Fitzgerald	Jennifer Harris-Hernandez
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Charlene Bethel	Elisa Colombani	Adam Freed	Steven Hayhurst
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Bill Bingham	Sean Cunningham	Charisse Freeman	Darcy Hector
Karen Bingham	Christine Curella	Lisa Freeman	Beth Herz
William Bingham	Mai-Trang Dang	Steven Frillmann	Fay D Hill
Loren Blackford	Jess Dannhauser	Melissa Garcia	Kristin Hodgson
Jerry Blitefield	Jonathan Darche	Jennifer Gardner	Kristen Howard
Andrea Bodnar	Samantha Darche	Lisa Garrison	Michelle Huang
Chris Boudreau	Michael Davies	Chris Garvin	Jennifer Hughes
Cal Bowie	Bob Delano Celli	Kyle Gebhart	Norman Hurt
Wendy Brawer	Laura Delano Celli	Elizabeth Gilmore	Susan Hurt
Lori Brewer Collins	Naomi Doerner	Adam Gitlin	Ted Hynes

Olukemi Ilesanmi	Jessica Loeser	Tommy Pacello	Trish Tchume
Julia Imbriaco	Stu Loeser	Katie Palacios	John Tilki
Robin-Eve Jasper	Katie Lorah	David Palmer	Tim Tompkins
Max Joel	Eric Love	Anthony Pappas	Catherine Townsend
Tami Johnson	Mike Lydon	Dale Pappas	Chris Treado
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Sandy Lee	Michael Ning	Ali Sutherland-Brown	BoHee Yoon
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Christine Lewis	Ellen O'Connor	Richard Szalkowski	Rachael Young
Eliza Licht	John Oakes	Dan Tainow	Carol Zammer
Sasha Linney	Alex Orfinger	Paul Tainsh	Jess Zimbabwe
Amanda Litman	Stacey Ornstein	Rachel Tardiff	
Heather Loebner	Nadia Owusu	Aaron Taylor	



Board of Directors

Joby'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.



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Senior Advisor and Marketing Consultant



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



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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!

ioby

ioby.org/2017giving

