96 CITIES & GROWING!

Here's our map showing where ioby supports neighbors working together to fund and start projects in food, transit, public health, public art, citizen science, tactical urbanism, placemaking, schools and sharing economies.

Ann Arbor, MI • Asheville, NC • Atlanta, GA • Baltimore, MD • Beaumont, TX • Birmingham, AL • Boston, MA • Bristol, AK • Bronx, NY • Brooklyn, NY • Cambridge, MA • Charlotte, NC • Chicago, IL • Cleveland, OH • Columbus, OH • Corvallis, OR • Davenport, FL • Denver, CO • Detroit, MI • East Valley, AZ • Eugene, OR • Evanston, IL • Flagstaff, AZ • Grand Rapids, MI • Grants Pass, OR • Hartford, CT • Houston, TX • Indianapolis, IN • Jersey City, NJ • Kansas City, KS • Lakewood, CO • Los Angeles, CA • Lynn, MA • Mandeville, LA • Mayflower, AK • Memphis, TN • Miami, FL • MidNorth, IN • New Bern, NC • New Iberia, LA • New Orleans, LA • New York, NY • Newark, NJ • Oakland, CA • Petaluma, CA • Philadelphia, PA • Phoenix, AZ • Pittsburgh, PA • Plymouth, MA • Portland, OR • Providence, RI • Queens, NY • Raleigh, NC • Rensselaer, IN • Salt Lake City, UT • San Diego, CA • San Francisco, CA • San Mateo, CA • San Rafael, CA • Santa Fe, NM • Seattle, WA • Sonoma County, CA • Staten Island, NY • Summit County, CO • Tampa, FL • Telluride, CO • Timnath, MD • Tuscaloosa, AL • Warren, OH • Washington, DC • West Haven, CT • West Sonoma County, CA • Winona, TX • Yosemite, CA
PRONUNCIATION
eye - OH - be

DEFINITION

ioby is a crowd-resourcing platform designed to build stronger, more sustainable urban neighborhoods

n. a person who loves his or her neighborhood

n. a citizen-led, neighbor-funded idea for positive change

v. to invent a simple, local solution to a complex social and environmental problem

v. to make a donation that supports civic engagement in your own community

With ioby’s crowd-resourcing platform, you have the ability to organize all types of capital – financial capital, social capital, volunteer labor, in kind donations – from the neighbors where the project is taking place.

CROWD - RESOURCING

crowdfunding
+ resource organizing

NEW YORK CITY

Since we made it here...

ioby launched in beta in April 2009, as a NYC pilot. Since then, we’ve seen more than 300 projects in NYC fully funded in the five boroughs. In 2013, through innovative partnerships with National Wildlife Federation, and just by doing what we do best, we were able to help direct more than $700,000 in citizen philanthropy to projects in NYC public schools. Since we started, we’ve supported the transition of more than 50 vacant lots into urban farms and productive community spaces. And we’ve had the privilege of working with some incredible local organizations.

We couldn’t be happier to be a platform for some incredible New Yorkers, like Jeanne DuPort who has dedicated years working in the Rockaways, Dan Hendrick, who is making the first ever full length feature documentary about Jamaica Bay, Stuart Pinta who wants to pilot a ferry from Manhattan to the Coney Island Creek.

We’ve also been proud to have been able to seed funding out the start of a few great organizations like Vele City, 596 Acres and NYC Prenatal Fitness.

DID YOU KNOW?
Mikel the Heights in Northern Manhattan has used ioby to raise funds for its annual event every year since 2009

Groups like the Cornucopia Society, Sustainable Flatbush, Vele City, 596 Acres, A Small Green Patch, Urban Patch, NYC Prenatal Fitness, Mikel the Heights, Going Green in Queens, have used ioby year after year, for more than three campaigns each.
SWAG GARDEN  
NEWARK, NEW JERSEY

These heroes believe that everyone has the right to healthy, nutritious food. In the Newark neighborhood of South Ward, this is not the case. Residents, predominantly African-American and Latino, are socioeconomically and racially isolated, and like many other communities, have health issues directly related to diet. They continued using the physical space of the South Ward Agricenter/Garden (or SWAG, as it’s called) to take advantage of food production and education center for the community to address issues of healthy food access and knowledge.

Their ioby campaign raised $4,000 and allowed them to cultivate a new 3,000-square foot lot through Newark’s Adopt-A-Lot program. The space allowed them to triple their farming capacity and produce more than 45,000 pounds of food. Like so many other ioby leaders, these heroes are using the goal of food justice to knit the community together. Hands on activities like farm design allow community members more opportunities to work together to steward public space in their own neighborhoods.

In order to address the ills of poverty and hunger, we must look beyond corporate and political intervention we must include those who are directly affected as part of the solution. ioby works with grassroots organizations that are on the ground helping communities become self-sufficient and self-reliant. They understand the importance of leadership within these communities as an essential part of addressing food and social issues.

— Karen Washington, ioby Board member

SLEEPLESS CITY  
BUSHWICK, BROOKLYN

In the aftermath of Hurricane Sandy, we decided to remove environmental outcomes from ioby project criteria.

WE BELIEVE THE ACT OF WORKING TOGETHER AS NEIGHBORS TO ANY END strengthens social fabric and makes American cities more resilient to disasters of any kind.

In this project, residents of Bushwick, Brooklyn, under the direction of New York artist Camille Parent, are the marshals. The act-making is the first part of the community leadership process, a celebration of the multicultural neighborhood and birthplace of the hip-hop culture.

SYMBOLS of the Bushwick neighborhood, like flags from immigrant home countries, connect neighbors together. Two ioby campaigns, totaling $5,900, allowed Artsmakers to buy the paint, pay the painters, and share their work with the town.

THE HAMPLINE  
MEMPHIS, TENNESSEE

In Memphis, Tennessee, several neighborhood groups have banded together to become more connected. Binghamton and Overton Park are very different neighborhoods. Resources, cultural institutions and parks are available to the residents of one and not the other. But both have access to green space significant filled with multi-use trails. But between is a two mile gap that very few people cross on foot or by car.

The Hampline, a two-way, signalized, protected bike lane, would connect these two neighborhoods and have networks through a cultural arts district and an emerging one. This infrastructure has a total price tag of $4.5 million, but together, the neighbors of these communities chipped in $77,000 and the Hampline has taken off. The project will be operating for less than $35,000 and the annual maintenance is expected to be less than $1,000.

"To me the greatest value from the ioby campaign was the public awareness building and support. It will pay longer term dividends beyond the $75k + that we raised." — Pat Brown, ioby Leader, The Hampline

MORE THAN 10% of ioby projects made it easier for people to use public transit, by making streets safer for pedestrians and cyclists and making transit hubs more vibrant places.
MIA MI

We are very grateful to the Funders’ Network for Smart Growth and Livable Communities who granted us the Local Sustainability Matching Fund award, matched by the Health Foundation of South Florida that has allowed our partnership with the USDN member Miami-Dade County Office of Sustainability to grow and flourish this year. As an implementation partner of GreenPrint, the County’s five-year sustainability plan, we’re excited about the opportunities for civic leadership, entrepreneurship and investment in building more resilient communities in Miami-Dade. Stay in touch with ioby projects in Miami at ioby.org/miami.

MEMPHIS

We are very excited to announce our latest government partnership with the City of Memphis Office of the Mayor and local partner Livable Memphis. Like Detroit, Memphis has experienced a flat population growth but a quadrupling of land mass, creating a serious disinvestment in the city core. With about 58,000 vacant lots, Memphians are searching for ways to reuse their city’s open space creatively and productively. ioby is proud to support community-led, asset-based crowd-resourcing campaigns in Memphis that work to clean, activate and sustain critical Memphis neighborhoods. Already, campaigns to support projects like the Hampline, a two-lane protected bikeway, Roots Memphis, a farmer academy training program, and Memphis Civic Solar, a large-scale municipal solar project that aims to position Memphis as a national leader in sustainability.
We are thrilled that we had the opportunity to work with incredibly innovative partners during our first full year operating nationally.

NATIONAL PARKS CONSERVATION ASSOCIATION

The National Parks Conservation Association (NPCA) partnered with Ioby to support three projects in urban national parks led by local organizations in Miami, Baltimore, and Los Angeles. This partnership raised more than $2,000 for the local organizations’ projects using the Ioby platform. Stay tuned... NPCA plans to launch phase II of the partnership with Ioby in early 2014.

‘National parks are not just travel destinations in America. They also provide critical green space for millions of people living in urban communities across the country. Working with Ioby, provided NPCA a unique opportunity to not just highlight our national parks in urban areas but to also support local individuals and groups that dedicate time and energy to connect people with these treasured places and help parks thrive.’

— April Mims, Northeast Senior Program Manager, NPCA

THE CENTER FOR A NEW AMERICAN DREAM

‘Local sharing economies are the answer to a question many of us have been asking for years: do we need to own things in order to get utility out of them? We believe that people shouldn’t waste both their natural and financial resources to own things they don’t need to keep all the time, and instead build community by sharing these items. Whether it’s resources like seed libraries and tool libraries or simply sharing with neighbors, local sharing economies are reweaving our ideas about community and ownership.’

— Wendy Phelps, Executive Director, Center for a New American Dream

The Center for a New American Dream is once again on the cutting edge of progressive change. In creating an incubator program for new local sharing economies, Winners of the GetGatherNeighborhood Challenge were given the opportunity to raise startup capital on Ioby, with matching funds from New Dream. These eight seed, book, tool, and time-sharing economies raised a grand total of $91,000 in just six weeks.

NATIONAL WILDLIFE FEDERATION

‘The environmental, economic, and social challenges of our time will not be solved in board rooms or behind closed doors by the privileged few. These challenges are being met by the creativity and ingenuity of everyday citizens coming together, peer to peer, to share, collaborate, and build community. Ioby is the vanguard of this shift. The future belongs to facilitators like Ioby, who are tapping into community wisdom and sourcing much needed resilience.’

— Millie Johnson, Ioby Board Member

National Wildlife Federation supports EcoSchools, an international program that creates a sustainability director in public schools. Pledging with NYC schools, NWF launched a partnership with Ioby that assisted teachers, school administrators, PTAs and principals in raising funds for sustainability projects that green facilities and educate students. With a generous match from the Johnson Cotton Charitable Foundation, they raised a grand total of $45,556.

‘When we surveyed our schools, both in 2012 and 2013, over 50% of teachers said that they lacked resources to implement green projects. We’re thrilled about our partnership with Ioby, because they’re providing teachers and parent volunteers with the knowledge and skills they need to become effective fundraisers.’

— Emily Fara, NYC Outreach Manager for Eco-Schools USA, National Wildlife Federation

COMING SOON!!

Photo credit: Marko Topcic

Coming soon! New partnerships from Public Laboratory to support organizations using the Public Lab toolkit; and Environmental to support friends of parks groups in the Greater Richmond, Virginia area stewarding. Richmond’s important green spaces. For more, visit Ioby.org/partners.
TOTAL GIVEN TO DATE
$732,011

TOTAL CITIES WITH PROJECTS
96

IN 2013 WE INVESTED IN
1,689 LEADERS

PERCENT OF PROJECTS THAT MAKE STREETS SAFER FOR CYCLISTS AND PEDESTRIANS
12%

PERCENT OF PROJECTS THAT INCREASE LOCAL, HEALTHY FOOD PRODUCTION, DISTRIBUTION, ACCESS AND EDUCATION
47%

PERCENT OF ioby LEADERS THAT ARE FEMALE
73%

A lot of people assume digital tools are just for kids, but at ioby we’ve noticed that leaders come in all ages

% OF TOTAL

BOOMERS 22.55%

GEN X 49.02%

MILLENNIALS 26.47%

GRAMPS 1.96%

thanks very much to the
12,098 DONORS that have given to ioby projects

THANKS TO OUR FUNDERS WHO HAVE BELIEVED IN US SINCE THE VERY BEGINNING
Anderson-Rogers Foundation
Brooklyn Community Foundation
Claremont Foundation
Deutsche Bank Americas Foundation
E.S. Moore Family Foundation
Frances Lear Foundation
Felding Fund
Geraldine R. Dodge Foundation
Greening Western Queens Fund
of the North Star Fund
Health Foundation of South Florida
Hudson River Foundation
Jolison Foundation
Johnson Chana Charitable Foundation
Kennedy Fund
Krege Foundation
Lily Auchincloss Foundation
May Family Foundation
Merica Glimmer Foundation
New York Community Trust
Nerickson Wildlife Foundation
Overbrook Foundation
Phipps Waterwheel Foundation
Rockefeller Foundation
Summit Foundation
Surdna Foundation
The Funders' Network for Smart Growth
and Livable Communities
The Miami Foundation

AND TO OUR CORPORATE PARTNERS AT
Google for Nonprofits
Whole Foods Market
Salesforce Foundation
Zipcar

YOU'RE AWESOME!
2013 WAS A BIG YEAR FOR IOBY WITH A LOT OF FIRSTS!

Jersey City's first ever green infrastructure rain garden was funded on ioby, with generous matching funds from the Geraldine R. Dodge Foundation.

The first ever Brooklyn Student Credit Union was funded on ioby.

We funded our first Miami project, our first Memphis project, and supported our first projects in 89 other cities!

The Hampline in Memphis, TN – the first civic infrastructure project ever to be crowdfunded since the Statue of Liberty in 1884 – raised $78,000 on ioby.

The first ever multi-modal pop-up park was created in Miami, as part of ioby’s partnership with The Miami Foundation’s Public Space Challenge.

When Inside Climate News and the Arkansas Times teamed up to launch an ioby campaign to fund two investigative journalists on the Exxon Mobil oil spill in Mayflower, Arkansas, there had only been 4 national news stories about it. By the time the project was finished, they had raised $26,000 and by the time their reporter finished their work, Rachel Maddow said they deserved a Pulitzer Prize, and the State of Arkansas had enough evidence to bring a lawsuit against Exxon Mobil.

An enthusiastic supporter biked naked across the U.S. to raise money for ioby projects.
The following three pages are the posters for the print version of ioby's Giving Report. They are 11" x 19" broad sheet that look really cool on the wall.

The first poster is connected to the Heroes page, the second poster is connected to the Spotlights page, and the third poster is connected to the Partnerships page.

If you'd like a paper copy, free of charge, we would be happy to put one in the mail for you, while supplies last.

Just send us an email at info@ioby.org or call 917-464-4515 and we'll send it off right away.

Thanks!
To address the ills of poverty and hunger, we must look beyond corporate & political intervention.

-Karen Washington, ioby Board Member
THE

ENVIRONMENTAL ECONOMIC & SOCIAL CHALLENGES OF OUR TIME WILL NOT BE SOLVED IN BOARDROOMS OR BEHIND CLOSED DOORS BY THE PRIVILEGED FEW

-Milicent Johnson, ioby Board Member