

**IN SHORT**

**'More than just crowdfunding. Community-led positive change.'**<sup>1</sup>

'Ioby connects people working on neighborhood-level projects with community members who can physically and financially support them.'<sup>3</sup>

Ioby mobilizes neighbours who have good ideas to become powerful citizen leaders who plan, fund and make positive change in their own neighborhoods.

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**Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.**

MARGARET MEAD, AMERICAN ANTHROPOLOGIST

**STORY**



'At ioby (stands for In Our Back Yards), a nonprofit crowdfunding platform for neighborhood projects, they work with community groups and neighbors around the country to plan, fund, and implement positive change on a local level. They've helped raise money in small donations for projects that make neighborhoods healthier, more vibrant and more full of opportunity. And every day they coach community leaders -- from established nonprofits to community-minded individuals - - on how to raise the money they need, while building their networks, strengthening their neighborhoods, and growing their capacity as leaders.'<sup>2</sup>

'Ioby is for those who want to start their own project but need some inspiration. Past ioby Leaders succeeded in bringing more fresh food, active transport, green spaces, and other healthy improvements to their neighborhoods. If someone wants to contribute to their community, he can start or pick a project.'<sup>1</sup>

'Through setting up an account with ioby, an individual or organization can generate funds and locate volunteers. The projects are interesting and varied, ranging from small gardens to bike jewelry to composting toilets. Donors can read project descriptions, view maps of their locations, and receive follow-up information once the projects have been carried out.'<sup>4</sup>

'Ioby serves as a tool for low-income communities, communities of color, and immigrant communities. While created for and largely focused on New York City, ioby has now gone national, supporting projects across the country.'<sup>4</sup>

**IN FOCUS**



○ OPPORTUNITIES & CHALLENGES

○ GENERATING IDEAS

○ DEVELOPING & TESTING

● IMPLEMENTING & FINANCING

○ GROWING & SCALING

○ CHANGING SYSTEMS

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1) <https://www.ioby.org/about>  
2) <https://www.strongtowns.org/journal/2017/5/3/why-you-should-consider-crowdfunding-your-neighborhood-project-instead-of-writing-a-grant>

3) <https://grist.org/article/2009-05-28-interview-ioby/>

4) <https://ecotrust.org/ioby-generates-civic-engagement-via-online-crowd-resourcing/>