

Innovation In Our Backyards

Parks Without Borders Summit 2016

Crowdfunding



Resource Organizing



Crowd Resourcing



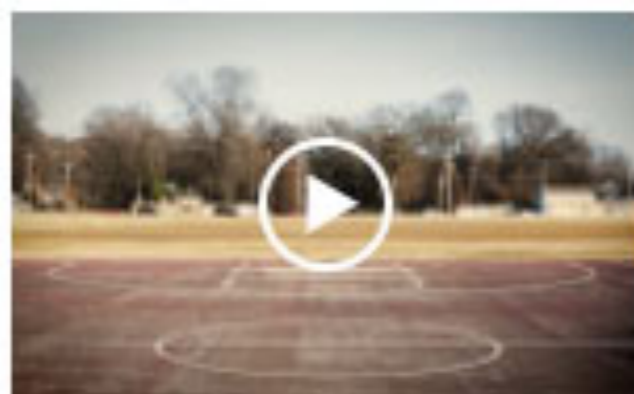
Hoops in the Heights

Our community desires to have a shared green space that brings people together. Treadwell has a rich history of basketball and this project will reignite that legacy and create a healthy park for families and neighbors.

SHARE THIS PROJECT



Your donation to this project will help build a greener Memphis! The first \$150 of your gift to this campaign will be matched dollar-for-dollar until its match allocation runs out.

[See other Green Up Memphis projects!](#)
[OVERVIEW](#) [BUDGET](#) [UPDATES](#) [DONORS](#) [NEARBY PROJECTS](#)


project leader

vic.nob

location

920 N. Highland
(The Heights)

latest update

Over halfway there!!!!

PROJECT DEADLINE:
May 22, 2016

18

Days Left

TOTAL FUNDING NEEDED: \$13,425

**\$8,030**

RAISED SO FAR

\$5,395

STILL NEEDED

the project

The Heights community has a deep history of basketball. Legends like Hank McDowell, Elliot Perry, and Penny Hardaway came out of Treadwell High School. When this high school closed its doors in 2009, the community suffered a loss of identity. There were no more Friday night games for the community to rally around. Now, there is a Middle School and Elementary School on the Treadwell campus. These schools and the campus are a central point to our community both geographically and sociologically. This project will re-ignite the rich history of basketball in our



[Donate to this project](#)



citizen led
citizen designed
citizen funded
citizen implemented

Project example: Astoria Park Shore Fest







Support Car-Free Programming at the Astoria Park Shore Fest!

The Astoria Park Alliance is programming a car-free Shore Blvd on August 7, 14 & 21. Help us open the streets with free programming and events for all ages.

SHARE THIS PROJECT [Twitter](#) [Facebook](#) [LinkedIn](#) [+](#)

OVERVIEW

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project leader

project leader

location

Shore Boulevard
Queens (Astoria)

latest update

No updates yet.

TOTAL FUNDING NEEDED: \$2,160

\$2,165

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

The Astoria Park Alliance has been working with the DOT to plan three consecutive Sundays (August 7, 14, 21) of street closures on Shore Blvd in Astoria. Shore Blvd is the lone street between Astoria Park and the East River waterfront. The Astoria Park Shore Fest shall highlight Shore Blvd's potential as a grand connection between the neighborhood's signature park and the fabulous waterfront views. Cars typically monopolize the street, speed down the road and create dangerous crossing conditions for pedestrians, hampering what Shore Blvd is naturally, which is a waterfront promenade for the neighborhood.

the steps

The Astoria Park Alliance will program Shore Blvd for the first three Sundays in August by presenting the Astoria Park Shore Fest. This includes extensive coordination with Astoria Music and Arts, Green Shores NYC and Partnerships for Parks. It will include educational activities, live music, fitness programs and food-tastings with various neighborhood restaurants. Additional support is coming from the NYC Dept of Parks & Recreation, Build It Green! NYC, and the NYC Dept of Transportation. A team of volunteer programming experts are working on the events of the day, but some essential equipment and supplies are needed to solidify an active and fun event for all.

why we're doing it

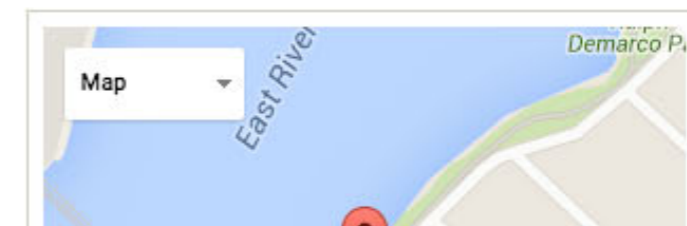
volunteers needed!

This project's leader is looking for volunteers to help out:

Please let us know how you would like to get involved!

[Inquire About Volunteering >](#)

where it's at



Astoria Park Shore Fest - Year 4

Reimagining public urban space for people.

SHARE THIS PROJECT [Twitter](#) [Google+](#) [Facebook](#) [+](#)

OVERVIEW

BUDGET

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DONORS

NEARBY PROJECTS



project leader

Martha Lopez Gilpin

location

19th Street and 24th Avenue
Queens (Astoria)

latest update

No updates yet.

TOTAL FUNDING NEEDED: \$4,567

\$4,640

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

This project will close Shore Blvd down to all traffic on August 5th, 12th and 19th and open the street up to pedestrians and non-vehicular modes of transportation. By doing this, we are improving air quality and reducing carbon emissions on the street as well as allowing and encouraging all park goers to move free and safely while enjoy this magnificent stretch of urban landscape. It is a project we are undertaking in hopes of enhancing park use, improving air quality, promoting environmental education and encouraging additional active recreation spaces to address childhood and adult obesity. Volunteers from the Astoria Park Alliance and Green Shores NYC will provide the majority of the planning, and facilitation of the event. Since the community has expressed so much support in past years, we are cultivating volunteer involvement from many community members. We hope that children and adults alike will participate in the many interactive program pieces we provide, or create their own unique, passive shoreline experience.

the steps

Because we have an event template to work from, we will utilize our past experience to create a work calendar. We will then create committees who will work on specific pieces of the event, such as Volunteer Recruitment, Food Donations for Volunteers, Programming, Publicity, etc. We will set up a regular meeting time to report progress on assignments and trouble shoot.

Meetings and communication will become more frequent as the event draws near. Beginning in Mid-July, we are in full production mode until the end of the event. Then we collapse.

why we're doing it

The real core of this event is the desire for the community to take urban space and

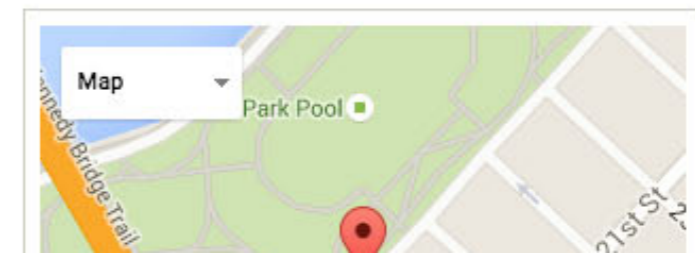
volunteers needed!

This project's leader is looking for volunteers to help out:

Volunteers will be asked to work in shifts to help with the children's play area (we prefer parents), man the volunteer tent, facilitate bike or tennis lessons, put up signs, chalk sidewalks, set up and break down tables and chairs. WE will email volunteers with assignments and tips one week prior to the first day of the event.

[Inquire About Volunteering >](#)

where it's at



Project example: Hike the Heights







Hike the Heights 2011

CLIMB hosts Hike the Heights in Northern Manhattan for hiking on the "Giraffe Path" and a community party with arts, games, healthy food, and active fun!

SHARE THIS PROJECT [T](#) [G](#) [F](#) [+](#)

OVERVIEW

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[UPDATES](#)
[DONORS](#)
[NEARBY PROJECTS](#)


project leader

project leader

location

Amsterdam Avenue and 173rd Street
Manhattan (Various locations in Northern Manhattan)

latest update

Hike the Heights 7 thanks you for food and relief!

TOTAL FUNDING NEEDED: \$1,502

\$1,502

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

Open spaces and parks in large urban areas are invaluable! The quality and vibrancy of these spaces is enhanced by regular use by all sorts of people (from toddlers to seniors, from joggers to strollers). Northern Manhattan has an extensive network of paved and unpaved trails that can take a hiker from 110th to 218th street through beautiful urban and natural vistas. Segments of the trail network would benefit from regular maintenance by volunteers, but most importantly, they would benefit from increased foot traffic (and bike, rollerblade, wheelchair, stroller traffic as well!). Unfortunately, many of these trails have been forgotten by locals who retreated from open spaces and parks during the height of the violence epidemic that plagued Northern Manhattan in the 1980s and early 1990s. The parks and nearby neighborhoods have come a long way and have been largely restored by the City Parks Department and volunteer groups. The task that remains is to invite neighbors and visitors to come out and learn about and fall in love with these trails. We have found that once people become engaged, they are more likely to be involved in stewardship and other volunteering activities. CLIMB partners lovingly refer to the network of trails as the "Giraffe Path."

the steps

- outreach to past and new community partners - hold planning meetings (plan hikes and community party) - outreach to past and new sites for giraffe making workshops - coordinate giraffe making trainings (date, time, location, number of people participating) - hold park clean up days for removing litter and maintaining trails - arrange community party logistics (food, tables, chairs, etc) -set-up Giraffe Path installation - have a great community day in the beautiful parks!

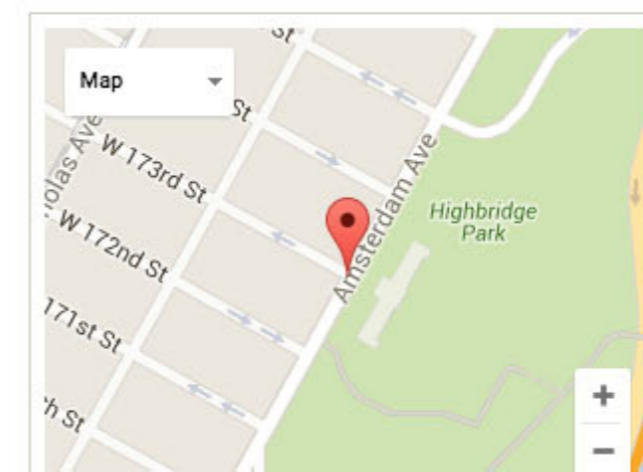
volunteers needed!

This project's leader is looking for volunteers to help out:

Please contact us!

[Inquire About Volunteering >](#)





where it's at





Hike The Heights

All of the activities of Hike the Heights are only possible with the generous support of people like you. So please, donate, volunteer, and join us for Hike the Heights 10!

SHARE THIS PROJECT    

OVERVIEW

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NEARBY PROJECTS



project leader

HikeTheHeights

location

167 and Edgecombe
Manhattan (Washington Heights)

latest update

No updates yet.

TOTAL FUNDING NEEDED: \$4,931

\$4,931

RAISED SO FAR

\$0

STILL NEEDED

funded!

This project has been fully funded and is no longer collecting donations.

the project

On June 7, 2014, CLIMB (City Life Is Moving Bodies) and its community partners will be celebrating the 10th Anniversary of Hike the Heights, and we want to make this our biggest and best party to date. Hike the Heights is an annual volunteer-planned and community run event that links 2,000+ local residents with their beautiful parks in Northern Manhattan, including "Giraffe Path," a trail that connects 7 parks and surrounding neighborhoods. The event brings together people of all ages for hiking and a community party with arts, games, healthy food, and active fun in their parks.

We connect people with the parks in their communities. Hike the Heights shows local residents the natural resources that exist in their own back yard to encourage them to engage with and use the parks, making them safer for everyone.

We build community through the arts. In preparation for the event, local children from Head Start groups, pediatric clinical facilities, and local schools work with CLIMB and our community partners to create giraffe statues from recycled materials. On the day of the event, these giraffes decorate the parks and line the hiking trails, lending a playful feel to the volunteer-led tours through parks previously marked by violence.

We promote environmental stewardship. Before Hike the Heights, CLIMB and its partners host park clean-up and trail maintenance days so local residents can give back to the parks that give them so much.

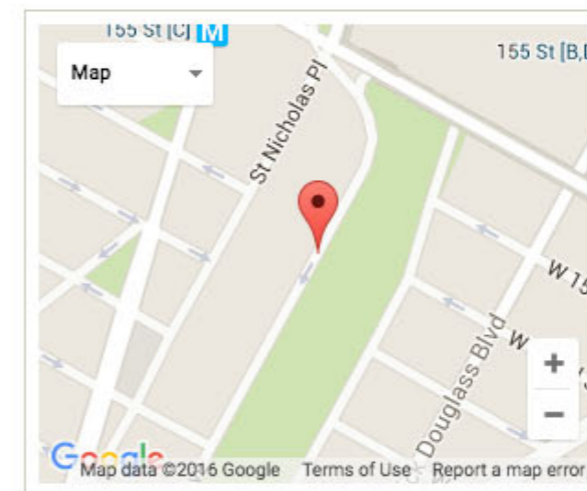
the steps

- Conduct outreach to past and new community partners
- Host collaborative event planning meetings to plan, arrange and hold the hikes and community parties in the parks
- Recruit past and new sites for children's giraffe making workshops, and coordinate these trainings
- Hold park clean-up days to remove litter and maintain trails
- Set-up the Giraffe Path installation
- Celebrate the vibrant Northern Manhattan communities and parks at our June 7st event!

about the project leader

On June 4, 2016, CLIMB (City Life Is Moving Bodies) and its community partners will be celebrating the 11th Anniversary of Hike the Heights, and we want to make [See full profile »](#)

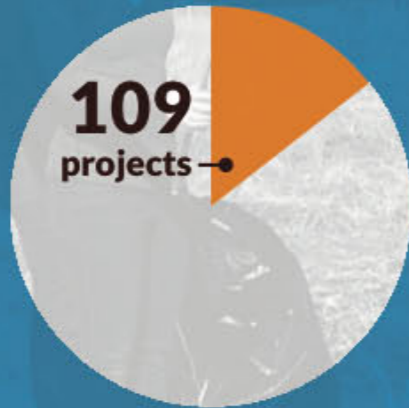
where it's at



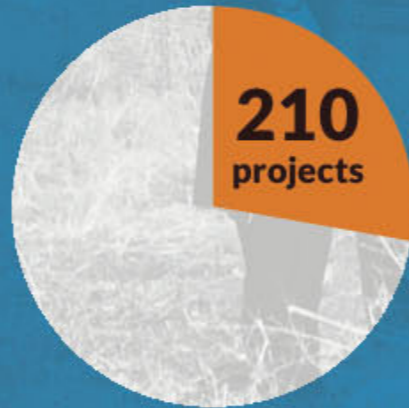
Since ioby's inception until September 1, 2015, we've supported 754 leaders whose campaigns have been fully funded or are currently raising funds. Here's what their projects have focused on. (Category designations for individual projects are not mutually exclusive.)



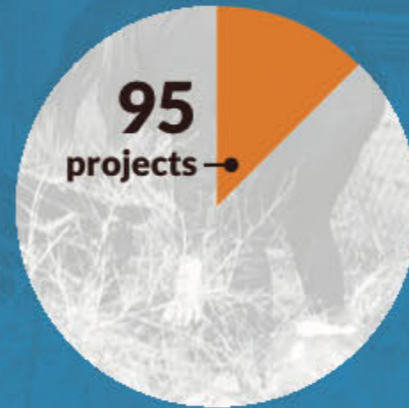
FOOD



SAFER
STREETS



PUBLIC
HEALTH



PUBLIC
ART



PLACEMAKING



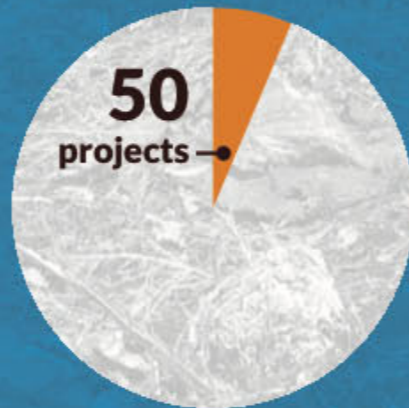
TACTICAL
URBANISM



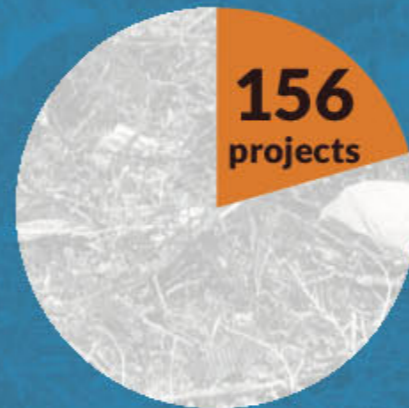
SOCIAL
JUSTICE



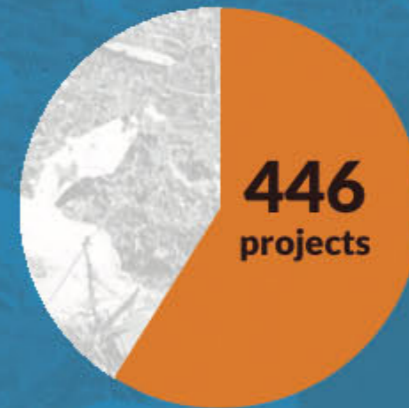
NEIGHBORS
WORKING
TOGETHER



SHARING



SCHOOLS



ENVIRONMENT



CITIZEN
SCIENCE

WHAT WE DO

ioby builds stronger neighborhoods and stronger leaders.



PROJECT
IMPLEMENTATION
(87% of projects)



Ability to act as a
mentor to other
grassroots leaders



New relationships
with government
decisionmakers



Ability to leverage
additional funds



Increased leadership
capacity



Project planning
experience



Increased technical
and fundraising
knowledge

WHAT
OUR
LEADERS
GAIN

Short Term





Long Term



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 (<\$5000) 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 thier ioby campaigns.



23%

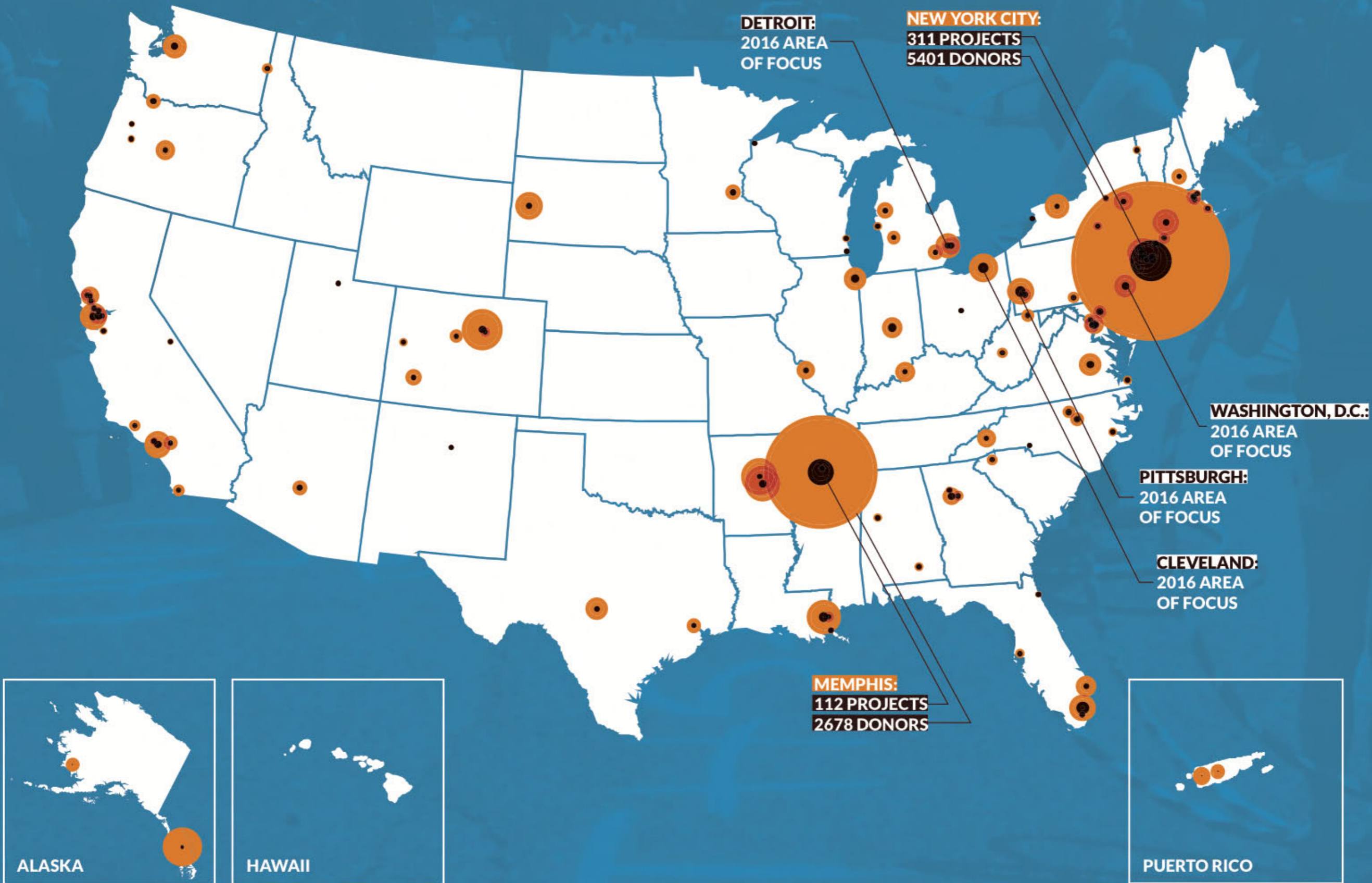
LARGE MISSION-DRIVEN ORGANIZATIONS

Annual Budget >\$2 Million

Typically these are regional or national organizations, or coalitions of local organizations.

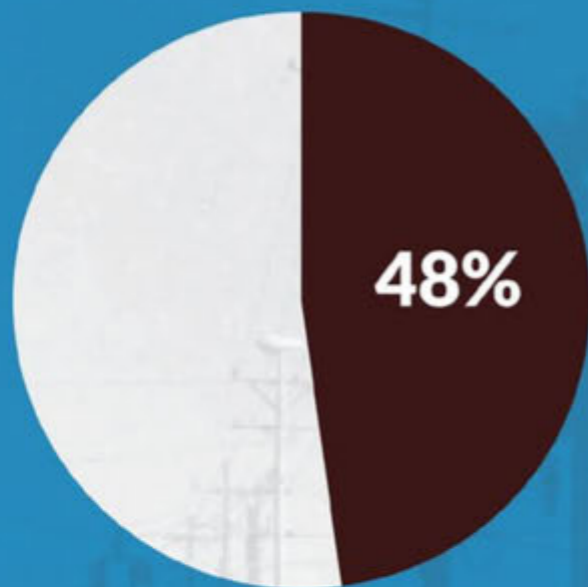


WHERE DOES ioby WORK?

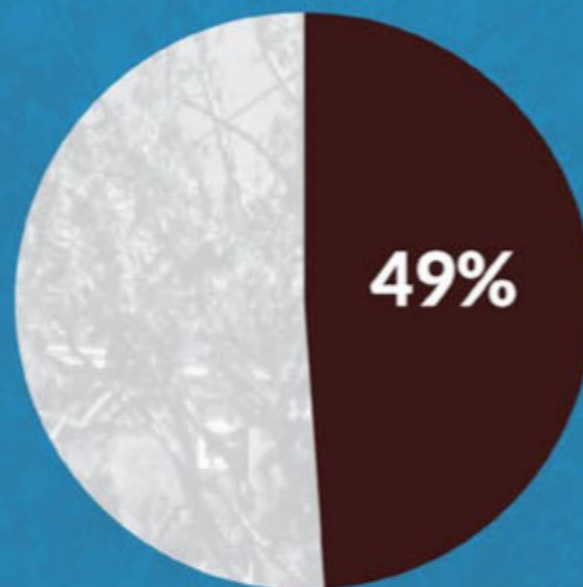


WE FOCUS WHERE WE'RE NEEDED

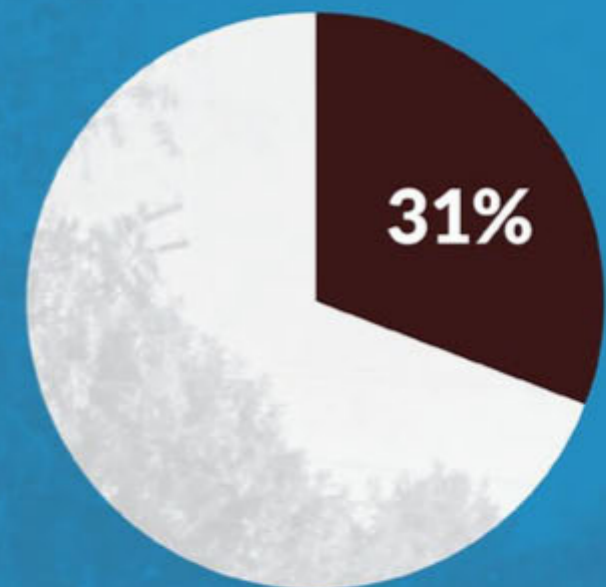
ioby PROJECTS IN **NEW YORK CITY** LOCATED IN CENSUS TRACTS WHERE:



UNEMPLOYMENT is greater than the city average (6.1%)

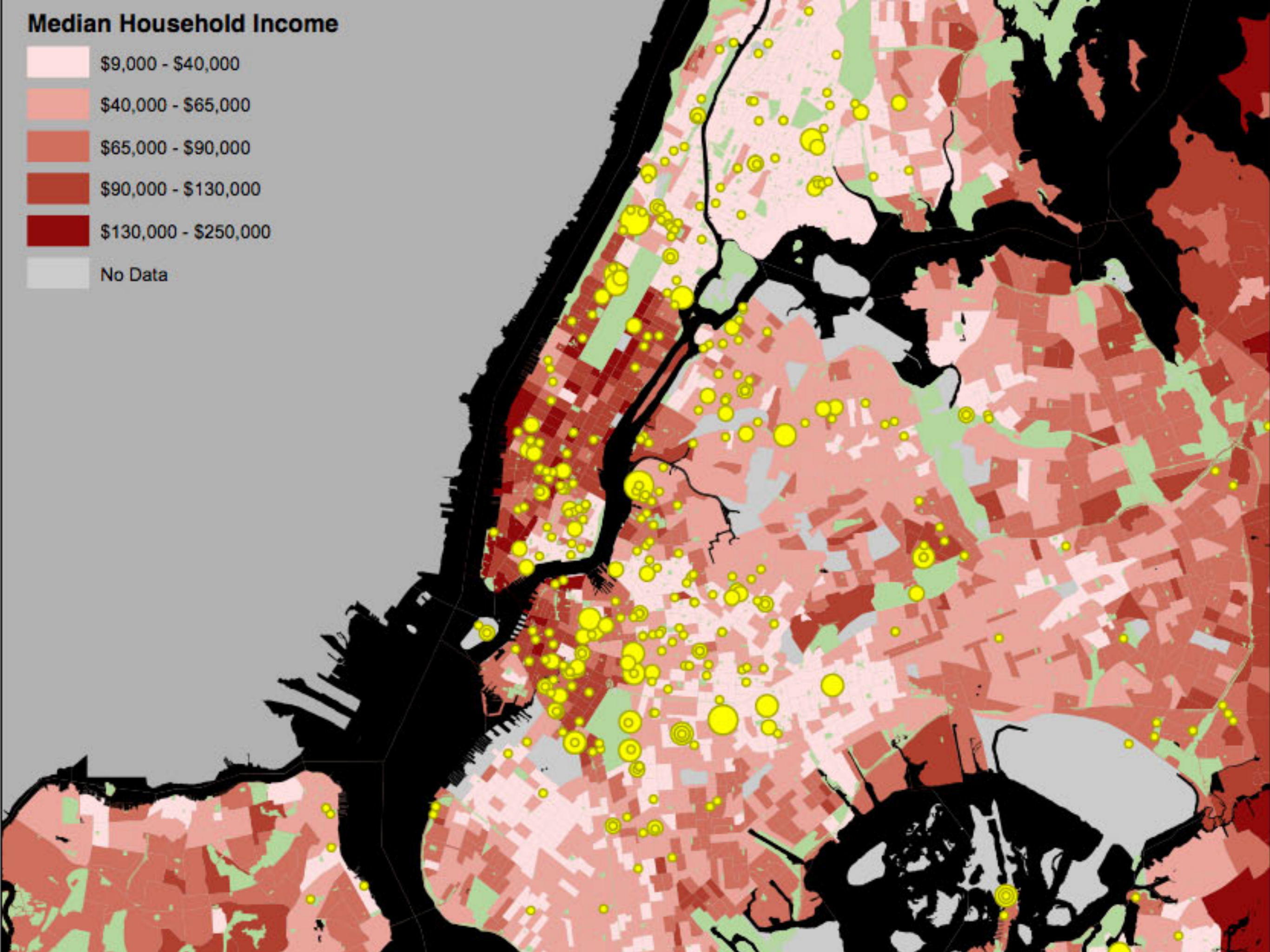
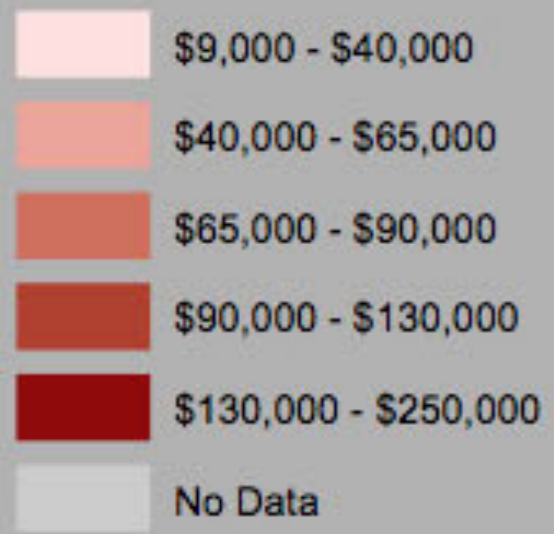


MEDIAN HOUSEHOLD INCOME is less than the city median (\$52,259 per year)



POPULATION LIVING BELOW THE POVERTY LINE is larger than the city average (20.3%)

Median Household Income



How Government
Agencies Have
Responded
to
ioby Projects

G

Increasingly Citizen-Focused

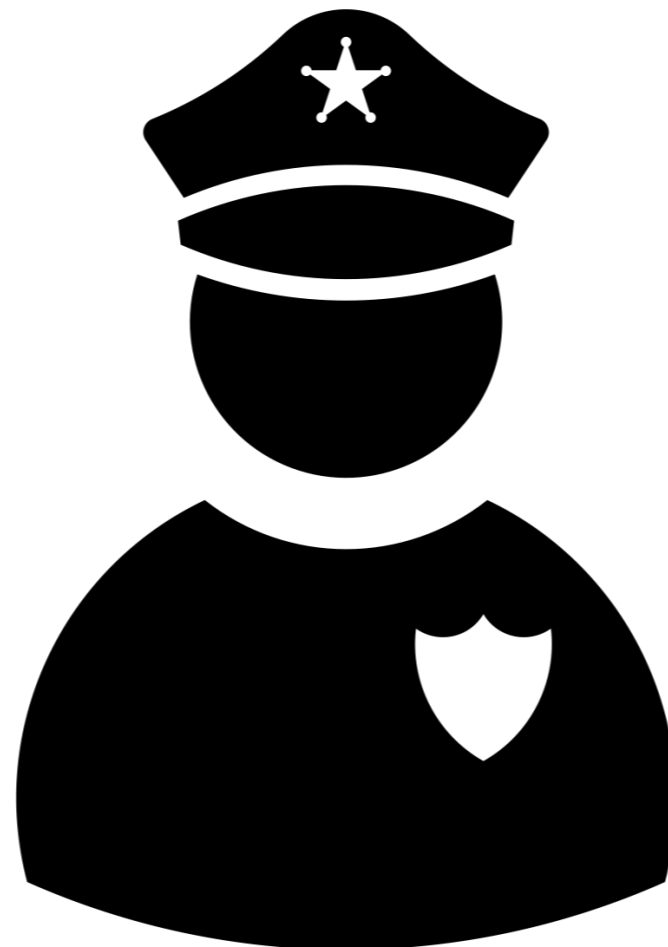
Ban

Stall

Wait
& See

Remove,
Reinstall
& Take
Credit

Encourage,
Listen, and Learn



G

Increasingly Citizen-Focused

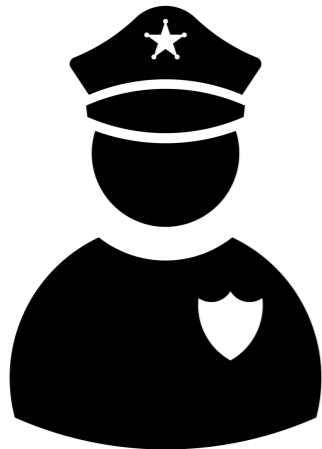
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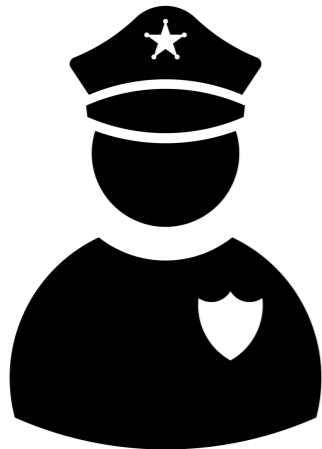
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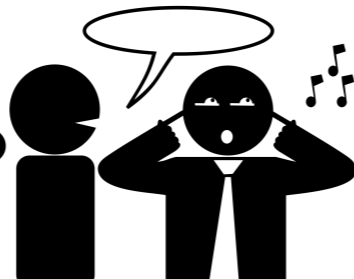
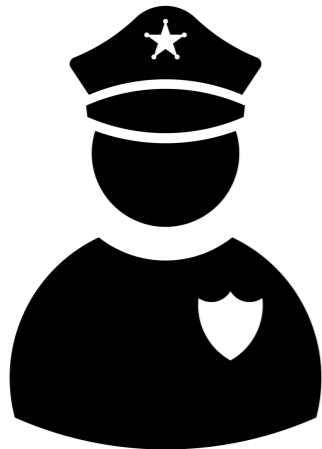
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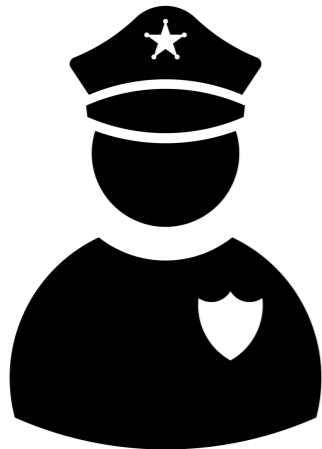
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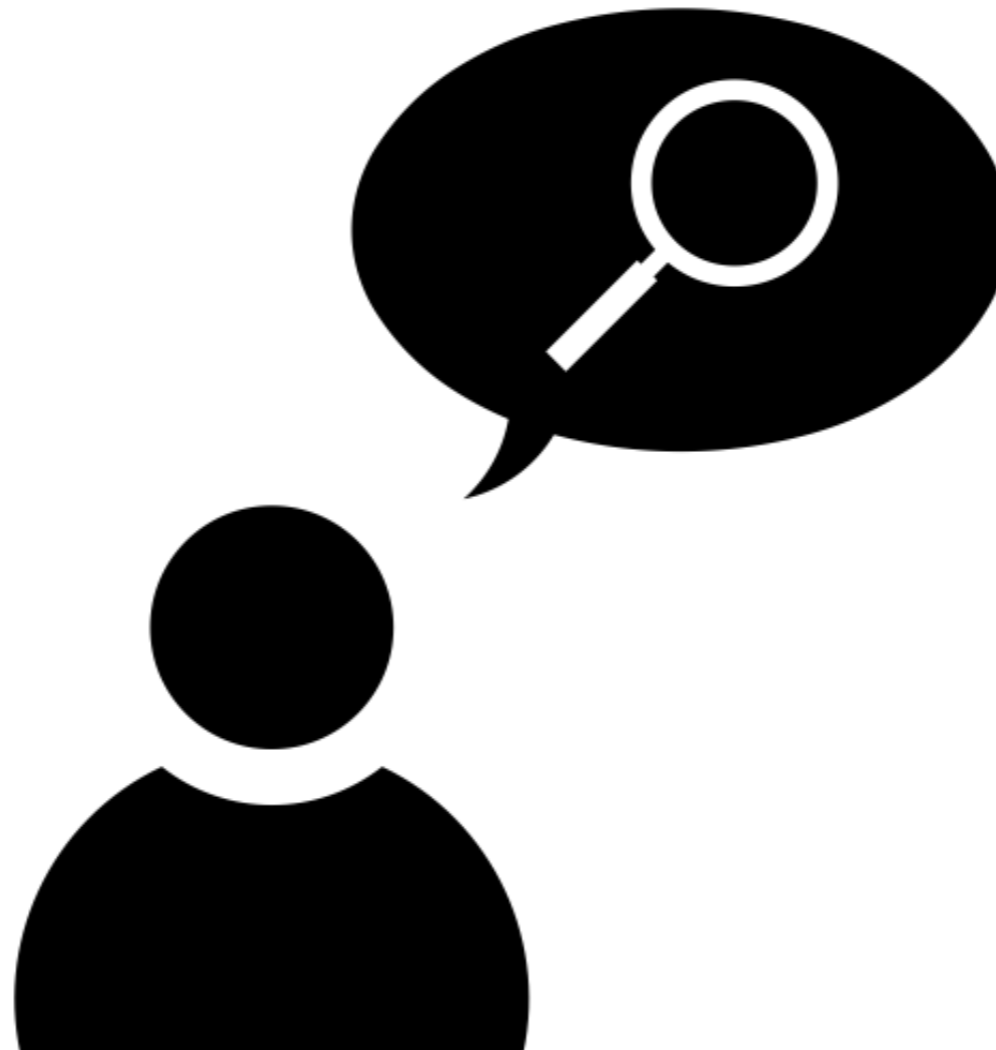
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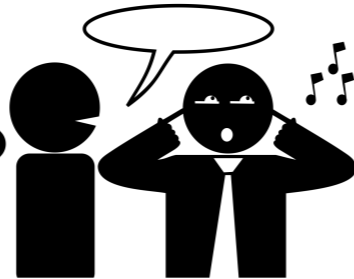
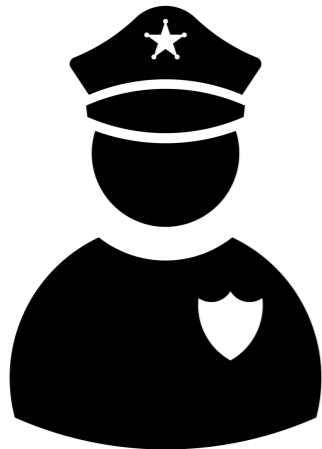
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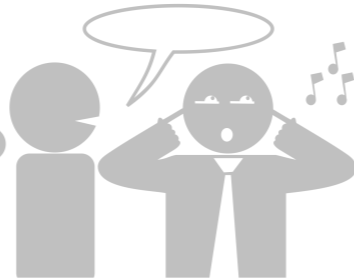
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Encourage,
Listen, and Learn



Partnership Example:

Los Angeles Great Streets



Great Streets Challenge Grant

Mayor Eric Garcetti launched the Great Streets Initiative in October 2013 to help re-imagine neighborhood centers, one main street at a time. Our streets are the backbone of our neighborhoods – the places where we live, work, learn, and recreate on a daily basis. All of our great neighborhoods deserve Great Streets that are livable, accessible and engaging public spaces for the people who live and work around them. With this Community Challenge Grant, the Great Streets Initiative will partner with the community to showcase these Great Streets and their potential to serve as vibrant public spaces. Read more at lagreatstreets.tumblr.com and <https://twitter.com/LAGreatStreets>. Use the hashtag #LAGreatStreets!

All donations given to a Great Streets campaign will be matched dollar-for-dollar by the Great Streets Initiative. That means your \$150 donation to any of the projects below becomes \$300, and a \$35 gift means \$70 for the project, going twice as far to make Los Angeles' public spaces more livable, accessible and engaged.



Grid

Map

CONNECT THE DOTS | PHASE 1: REVEAL | COMMUNITY DESIGN WORKSHOP



ARIDLANDSINSTITUTE | BICYCLE TRANSPORT | PACOIMA BEAUTIFUL

Connect the Dots | Van Nuys

Connect the Dots | Van Nuys brings neighbors together with cyclists and designers to reimagine Van Nuys Boulevard at its fullest potential, solving our city's transit, public space, and water-supply needs.



YES (Youth Envisioned Streets) for a Healthier South LA

YES for a Healthier South LA is a youth-driven event on Central Avenue in South LA that will demonstrate how public space can be reimaged as safe, vibrant and active for all members of the community.

César Chávez Complete Street Demonstration Project
A Community-led Activation



FLTS From Lot To Spot
Empowering Neighborhoods One Block At a Time

MCM

CHLD YOUTHBUILD
YOUTH-LED COMMUNITY SCHOOL REPAIRS EAST L.A.

Nuestra Avenida: Cesar Chavez Reimagined

A day-long activation of the entire corridor that focuses on pedestrian, cyclist, and public space enhancements.





Fig Jam

FIG JAM is a free event on North Figueroa by creating vibrant connections by drawing on its past, present & future.

NEEDS: \$0 of 10,000 + VOLUNTEERS



Make It Mar Vista

Make It Mar Vista is a one-day festival, taking place Saturday, November 28, 2015. It will be a day of true community engagement along our Great Street of Venice Boulevard.

NEEDS: \$0 of 10,237 + VOLUNTEERS



REvisit REseda Blvd

REvisit Reseda Blvd will use custom Flex Furniture pieces as performance/display spaces to draw people into the streetscape and help them rediscover the iconic Northridge business corridor.

NEEDS: \$0 of 5,911



Street Beats Fundraising Campaign

Engage local community members in the process of developing context-sensitive street solutions; host a vibrant event and educate community members.

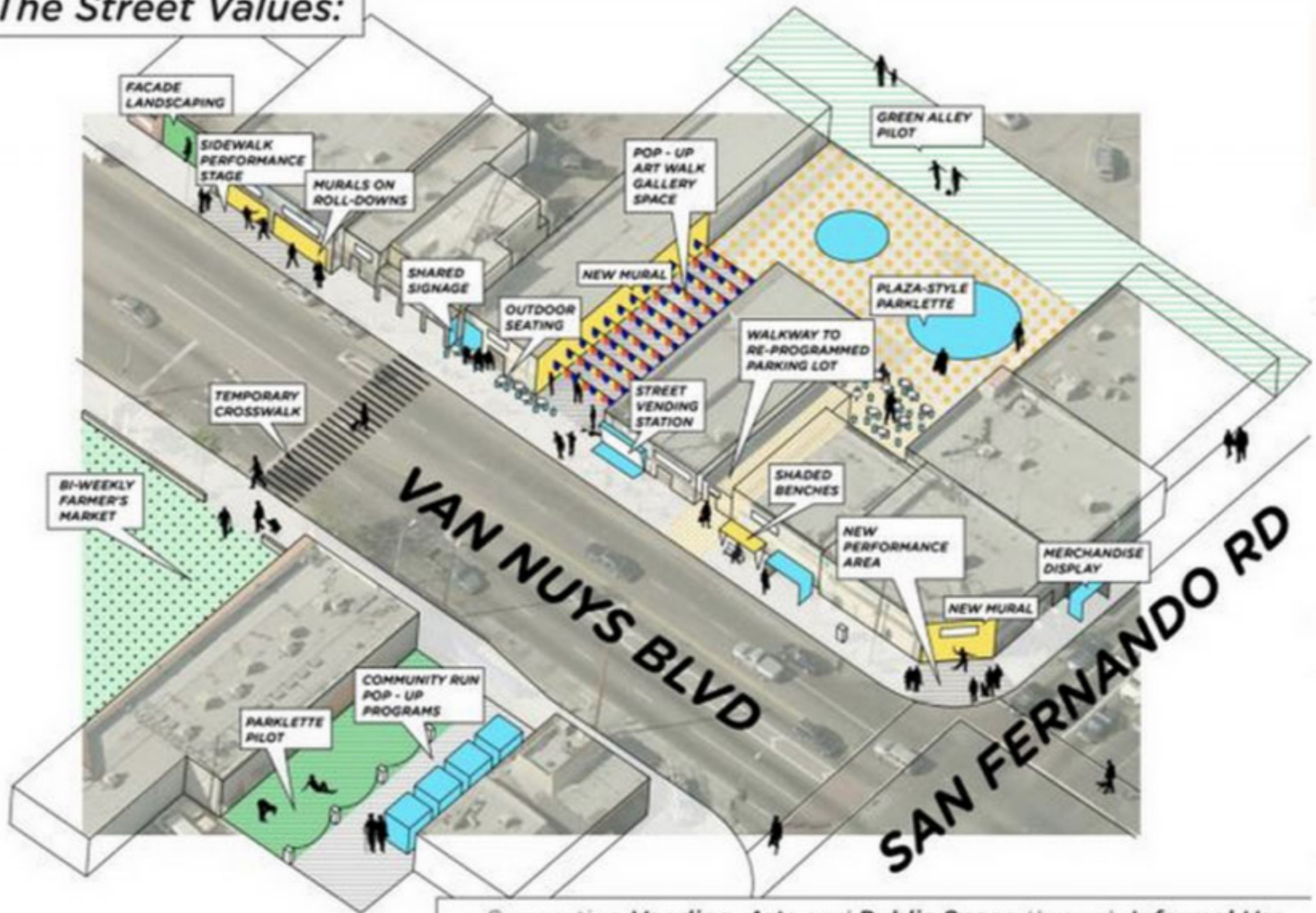


Pacoima Street Values

Pacoima Street Values: Supporting Vending, Arts and Public Space through Informal Use.



The Street Values:



.....Supporting Vending, Arts and Public Space through Informal Use.



PARTNERSHIP EXAMPLE:

NYC DOT's EI-Space Challenge

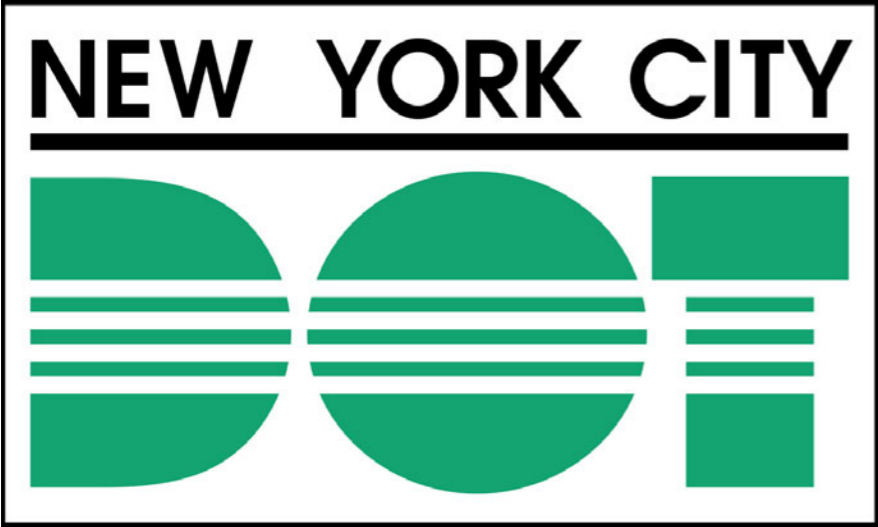


Partnership Example:

NYC DOT's El-Space Challenge



DESIGN TRUST FOR PUBLIC SPACE



Under the Elevated



**Reclaiming Space,
Connecting
Communities**

A project of the

**DESIGN TRUST
FOR PUBLIC SPACE**

in partnership with



NYC DOT's 2016 Livonia Avenue El-Space Challenge

NYC DOT and ioby invite you to apply to participate in the 2016 Livonia Ave El-Space Challenge!

The El-Space Challenge is a call for proposals, developed through a unique partnership between the City of New York and ioby, a New York City-based crowd-resourcing platform. The goal is to connect community leaders in Brownsville with the funding and support to reimagine the space beneath and adjacent to the elevated train structure ("el-space") along Livonia Avenue. The overall effort is designed to inspire innovative placemaking by and for those who live and work in Brownsville and explore ideas to transform the Livonia Avenue el-space into a vital, dynamic community asset.

These funds—raised through ioby and matched by DOT—will support creative, short-term projects that will explore ideas to transform underutilized public spaces into assets for the community. DOT will award matching funds based on the amount that eligible groups crowdfund on ioby's platform.

The El-Space Challenge is part of DOT's larger citywide effort to reconnect communities by improving and reclaiming space under and adjacent to New York City's elevated train lines, bridges, and highways. DOT is currently developing a set of tools for enhancing and activating this "el-space," including lighting, street furniture, public art, and green infrastructure. Temporary, innovative projects such as those of the El-Space Challenge are designed to inform and inspire future urban design and neighborhood revitalization efforts along the corridor.

We look forward to seeing your proposals!



the challenge

- NYC Department of Transportation will match funds at a 3-to-1 ratio
- First-time crowdfunders are encouraged to set fundraising goals of \$3,000 or less

Example:

- Group raises: \$1,500
- NYC DOT matches: \$4,500
- TOTAL BUDGET: \$6,000!

Eligibility

Projects should:

- Be located along Livonia Avenue between E 98th St & Van Sinderen Ave
- Include a robust strategy for community engagement
- Encourage the community to use sidewalk and street space in new and exciting ways
- Be temporary in nature, but transformative in concept, informing permanent projects that the city and community can pursue together after the El-Space Challenge





ioby brings neighborhood projects to life, block by block.

start a project

find a project »

NYC DOT's 2016 Livonia Avenue El-Space Challenge

Donations to El-Space Challenge participants will be matched 3:1! That means for every dollar you donate, DOT will give an additional \$3 to support the creative, short-term placemaking projects listed below! The fundraising deadline is June 3rd. Give today!

The El-Space Challenge is a call for proposals, developed through a unique partnership between the City of New York and ioby, a New York City-based crowd-resourcing platform. The goal is to connect community leaders in Brownsville with the funding and support to reimagine the space beneath and adjacent to the elevated train structure ("el-space") along Livonia Avenue.

DOT will procure services from selected community groups to implement creative, short-term placemaking projects that will help transform the Livonia Ave el-space into a vital, dynamic community asset. The total amount of funding available to implement the projects will be based upon the amount that eligible groups crowdfund on ioby's platform, which will be matched, through the funding of the procured services, by DOT at a 3-to-1 ratio.



Grid Map



Make Music Brownsville

From Sidewalk to Stage: Connecting residents to open space, healthy foods and music.

NEEDS: \$943 of 963 + VOLUNTEERS



Best of Brownsville Photo Project

Three photo display kiosks located under the elevated line on Livonia showcase images from the public curated by local youth over an 11 month installation to display the best qualities of Brownsville.

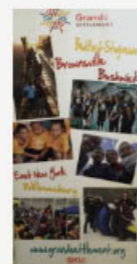
NEEDS: \$3,478 of 3,525 + VOLUNTEERS



Isabahlia Healthy Food Festival

The Isabahlia Healthy Food Festival is a day dedicated to engaging Livonia Avenue and spreading the word about the importance about eating healthy to Brownsville residents.

NEEDS: \$3,224 of 3,254



Grand St. Settlement's Brownsville Block Party

The Block Party will highlight the emerging Non Profits, Community Organizations, and all of the startups that currently exist in Brownsville.

How it works:



How it works:

Solicit Ideas



How it works:

Solicit Ideas



ioby + Partner



A photograph of a community cleanup or garden project. In the foreground, a young girl with dark curly hair, wearing a black jacket and blue gloves, is crouching and working in a garden bed. In the background, a man in a green sweater and blue jeans is standing near a wheelbarrow. The setting is outdoors with a graffiti-covered wall and a chain-link fence. The ground is covered with grass and fallen leaves.

How it works:

Solicit Ideas

Commit matching funds

Partner



How it works:

Solicit Ideas

Commit matching funds

Train and assist leaders

ioby



A photograph of a community garden cleanup. In the foreground, a young girl with dark curly hair, wearing a black jacket and blue gloves, is kneeling and working in a garden bed. In the background, a man in a green sweater and blue jeans is pushing a wheelbarrow. The garden is surrounded by a chain-link fence and a wall with graffiti. The ground is covered with dry leaves and some green plants.

How it works:

Solicit Ideas

Commit matching funds

Train and assist leaders

Involve leaders in implementation



Partner

How it works:

Solicit Ideas

ioby + Partner



Commit matching funds

Partner



Train and assist leaders

ioby

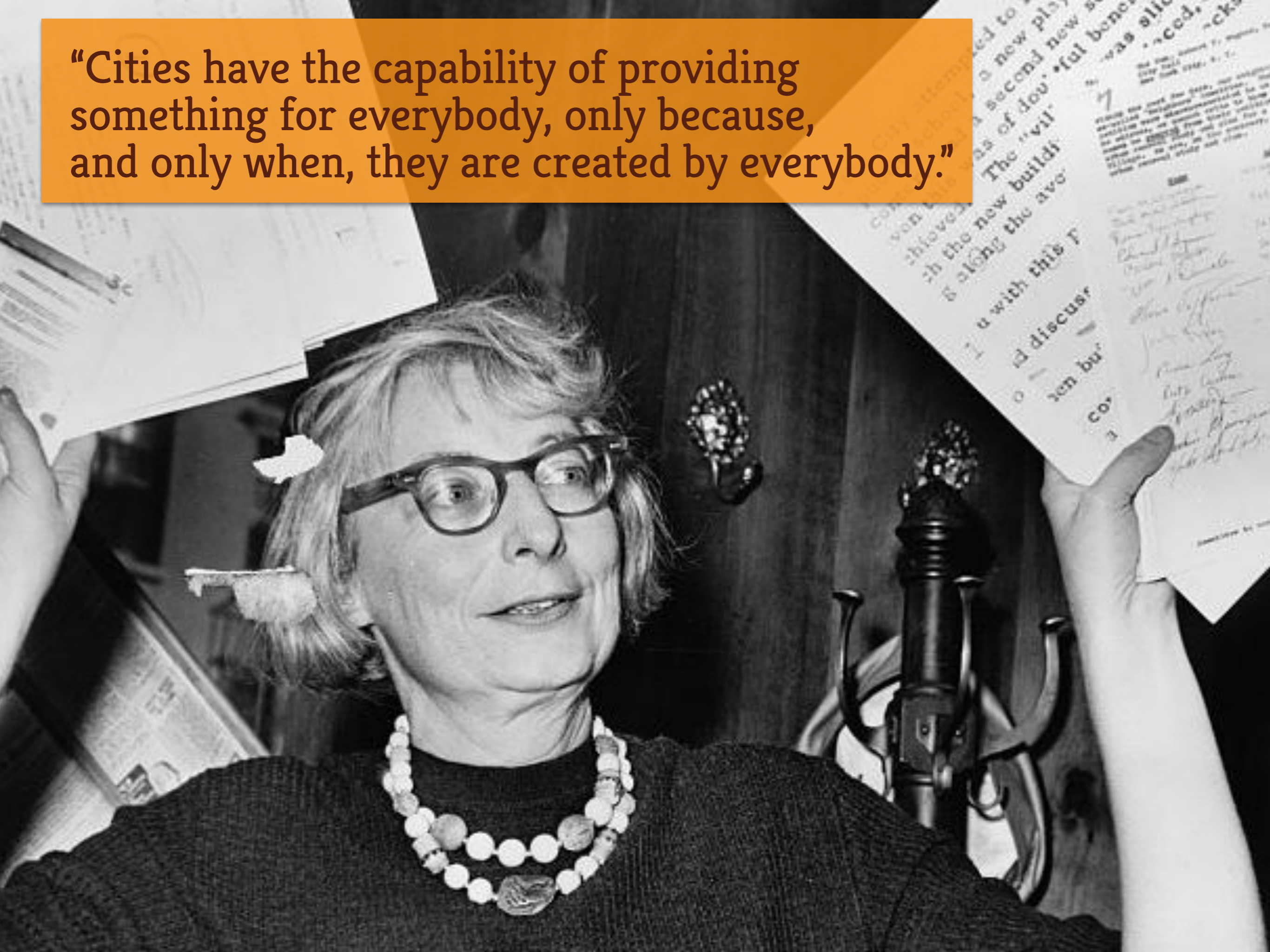


Involve leaders in implementation

Partner



“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”



The City gets:



The City gets:

Funded projects



The City gets:

Funded projects

Trusting relationships with local leaders





The City gets:

Funded projects

Trusting relationships with local leaders

Understanding of local problems



The City gets:

Funded projects

Trusting relationships with local leaders

Understanding of local problems

Better understanding of local priorities

Let's get started

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