



CommunityFunded™

Empowering Communities for Good.



Partners for
Growth Conference

Healthy, Equitable and Prosperous Communities

February, 13-15, 2014
Hyatt Regency Denver Hotel
Denver, Colorado

Wait, who is this kid?



McCabe Callahan
Co-Founder & Thought Leader

**OUT MAKING
BABIES**



Ryan Stover
Co-Founder & CCO

**THE UNDER-
STUDY**

Let's Talk Crowdfunding...





“We are Crowd Sourcing!”



Multiplied by Communication Technology

Massive Online Collaboration



000,000

VS



KICKSTARTER

Pebble: E-Paper Watch for iPhone and Android

by Pebble Technology

Home Updates **51** Backers **68,929** Comments **15,598**

Palo Alto, CA Product Des

Funded! This project was successfully funded on May 18, 2012.



68,929

backers

\$10,266,845

pledged of \$100,000 goal

0

seconds to go



Project by
Pebble Technology
Palo Alto, CA
[Contact me](#)

First created · 50 backed

68,929 Supporters,
\$10MM

The “Ah-HA” Moment



Hope For Elena
by Hope For Elena Fort Collins, CO

\$13,050 DONATED
123 SUPPORTERS
19 DAYS LEFT

FUNDING GOAL
\$20,000

Support this Project

Offer a Reward

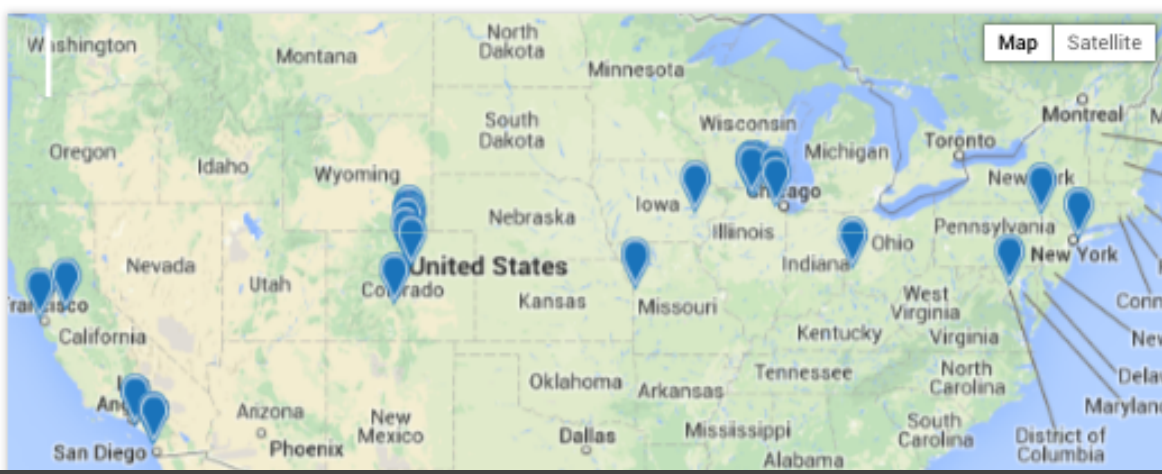
Like **873**

Tweet **4**

Pin It **3**

Embed Share

- Details
- Updates
- Rewards **10**
- Supporters** **123**
- Feedback



PROJECT HEROES

PROJECT STARTER

Crowdfunding = Story Telling x Sharing

What's your 'it'?

Education
And Tomorrow Comes Again

Community Fundr 1! \$2,010,000%

Environment
Luciernaga Solar Lamps for the Poor

Community Fundr 1! \$4,103

Arts & Culture
Paint the Poudre Plain Air

Community Fundr 1! \$620

Agriculture
Spring Farm Tour 2012

Community Fundr 1! \$3,000,000%

Arts & Culture
Local Tintype Landscapes

Community Fundr 1! \$715,143%

Clubs & Organizations
Far West Regional Championship June 2013

Community Fundr 1! \$17,473

Education
Literacy Challenge

Community Fundr 1! \$5,110,020%

Environment
The Search for El Dorado

Community Fundr 1! \$5,020,000%

Environment

Community Fundr 1! \$5,020,000%

Arts & Culture
High Wire Walker - Studio Time

Community Fundr 1! \$200 100%

Neighbor In Need
River Warriors

Community Fundr 1! \$1,025

Health & Wellness
Help CharlyBar Take The

Neighbor in Need
Neighbor in Need
Biomedical Treatment for Andrew

Community Funded! \$11,510

Health & Wellness
Save The Fort Collins Library
The Fort Collins Bi...
A community colla...
help the FC Bike Li...
open in 2013 and e...
services offered.

Community Funded!

Give Today!

If you are paying a bill, a Receipt, please click [here](#)

Gift Information
University Fund \$10.00
[Support Another Fund](#)

Payment Plan: Single Monthly (12) Quarterly (4)

My Information
This gift is for: Me My spouse/partner and me Company/Organization

My Name
Prefix First Name Middle Name Last Name Suffix

Street 1
Street 2

City **State** **Zip Code**

Country

Phone Number Call Phone
E-mail Address

Home Business
(red text indicates required fields)

Double Your Impact
Did you know that you may be able to double or triple your gift if you or your spouse/partner work for a company with a matching gift program?
Please submit your matching form after all of your payments have been completed.
[Click here](#) to see if your employer matches, and to access their form or instructions.

My employer will match this gift
 My spouse/partner's employer will match this gift

Dedicate Your Gift
[In memory of a deceased individual](#)
[In honor of a living individual](#)
[On behalf of an individual](#)

Questions and Comments

Electronic Receipt
You will receive an official email receipt from the GDU Foundation when your gift has been processed (usually 1-2 business days).
 I would prefer to receive a printed receipt



Wild Wool Relay - Run for Hope
549 views • 124 likes

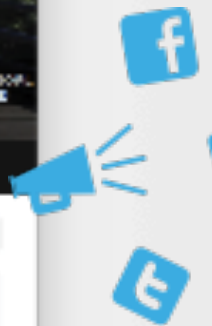
[Support this Project](#) [Offer a Reward](#)

Wild Wool Relay • 1,800 members

Learn more about Wild Wool Relay

Wild Wool Relay • 1,800 members

- Don't miss out on this event! [Learn more](#)
- Wild Wool Relay of the Rockies [Learn more](#)
- Wild Wool Relay of the West [Learn more](#)

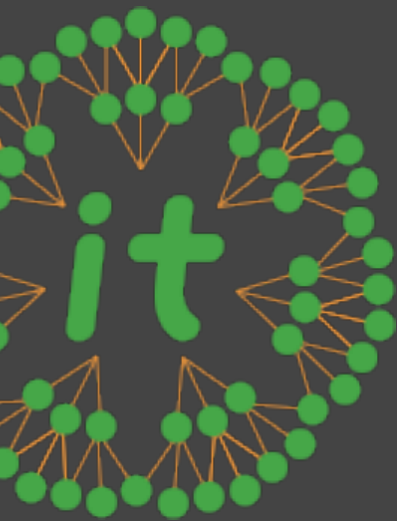




Questions so far?

What About Investment Crowdfunding?

What is it?



Is it legal?



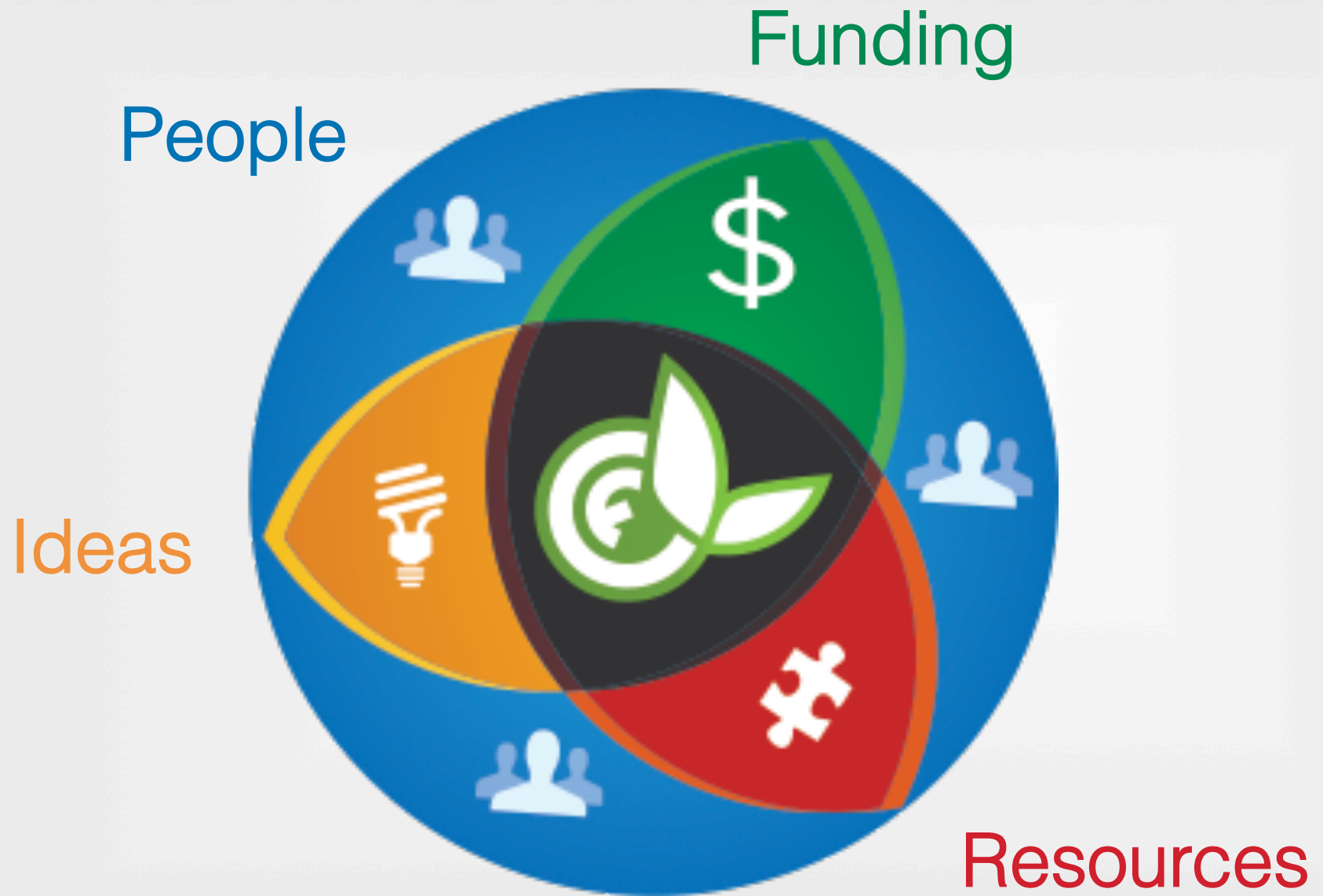
How does it work?



The Bigger Picture



Digitizing Communities:



Tools to Connect & Empower





Mugs Coffee Lounge

261 S. College Ave, Fort Collins, CO 80525



Like 74

Tweet 122

Pinit

Share

Embed

Products 32

About Us

Store Blog 18

Community 98

Discussion 4

All Items(18)

Products (6)

Sponsored (12)

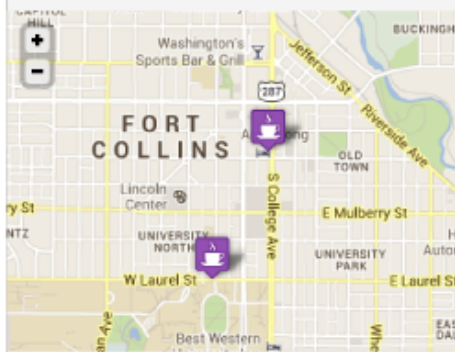
Sold Out (6)

ABOUT THE SELLER



Mugs Coffee Lounge

Fort Collins, CO



Connect:



Poster/Print from The Monkey Lab
Choose an art print or gig poster from our... [more](#)



Mugs Gift Card
Use this gift card at either of Mugs' fine locations... [more](#)



\$10.00 Gift Card
\$10.00 gift card Redeemable at either Mugs... [more](#)



The House That Beer Built T-Shirt
Limited edition t-shirt featuring Fort Collins... [more](#)





YOUR COMMUNITY **Empowered:**

Platforms Vs. “Empowered Solutions”



Downtown Holiday Lights

by [Downtown Business Association](#) Fort Collins, CO

\$60,250
860
45

DONATED
SUPPORTERS
DAYS LEFT

FUNDING GOAL
\$80,000



[Support this Project](#)

[Offer a Reward](#)

[< Embed >](#)

[More](#)

[Details](#)

[Updates](#)

[Rewards](#) 147

[Supporters](#) 860

[Feedback](#)

it:

Thousands of strands of holiday lights illuminate historic Downtown Fort Collins this season. The LED lights set the holiday spirit.

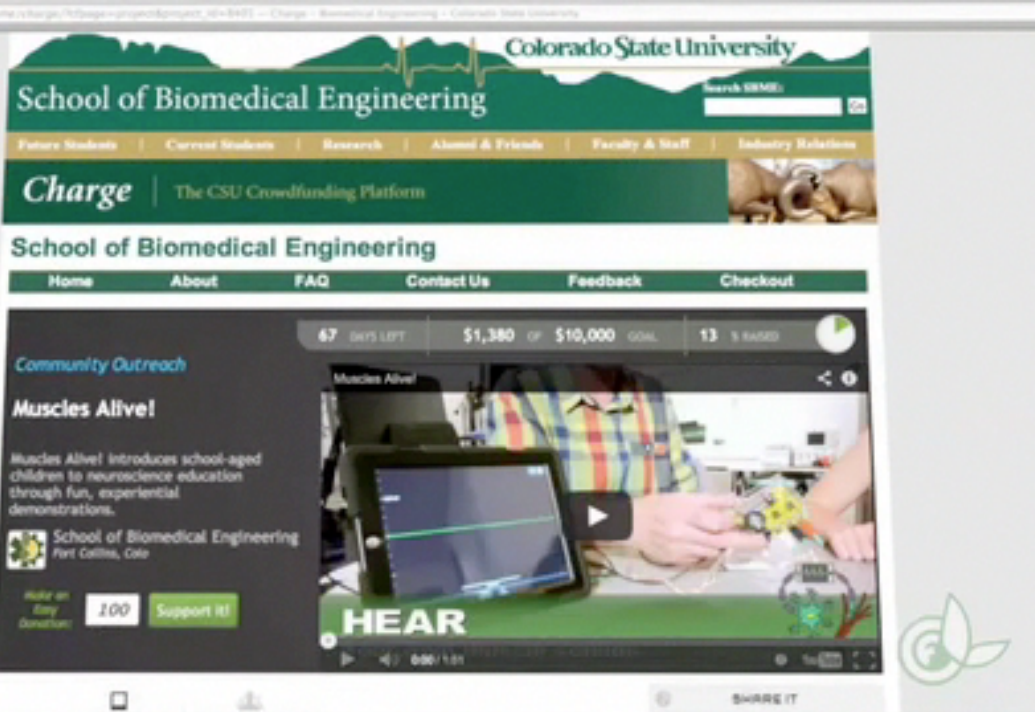
Started: October 6, 2013 - Ends: November 20, 2013

Holiday Lights Time Lapse Fort Collins, CO





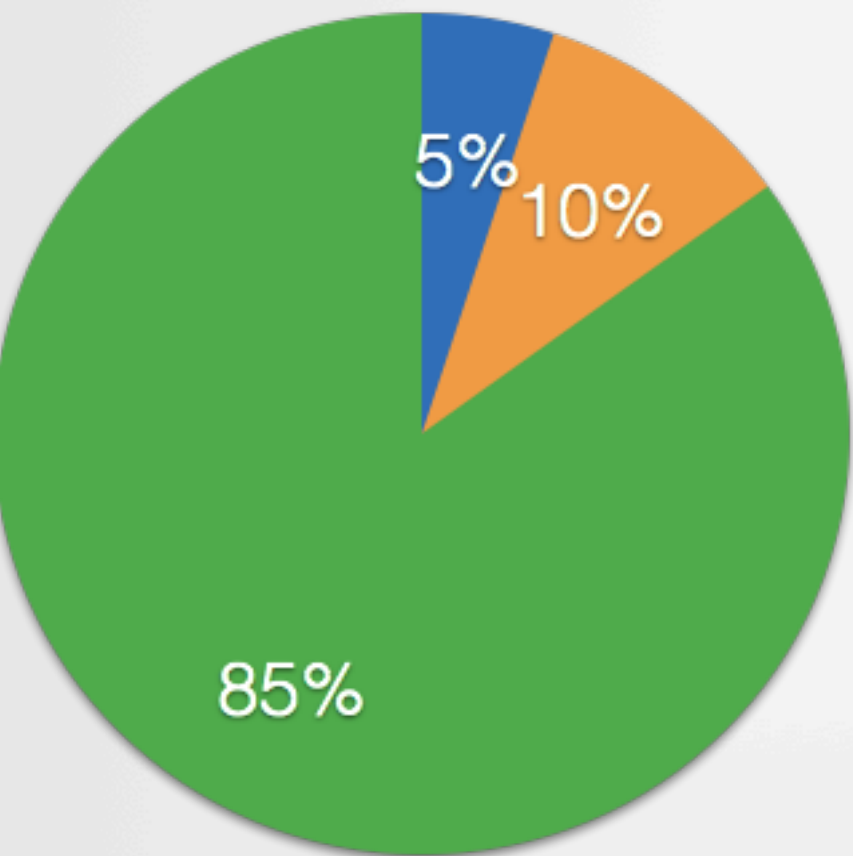
EmpoweredByTM
Community FundedTM



Your Community, Empowered.

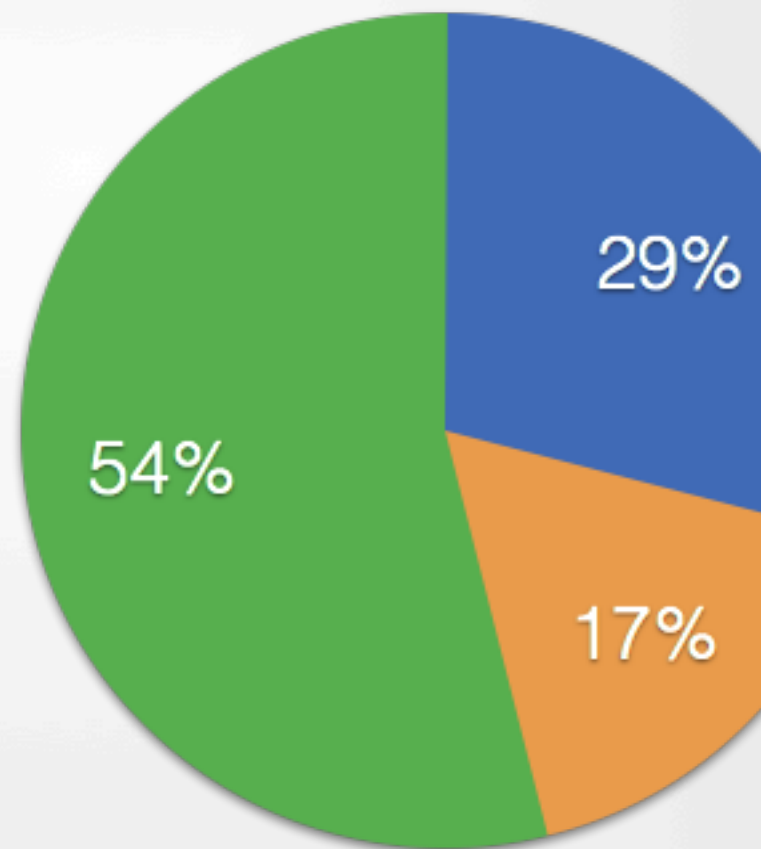
Crowdfunding Engages Donors

Lapsed Current New



Donors by Frequency

18-34 35-54

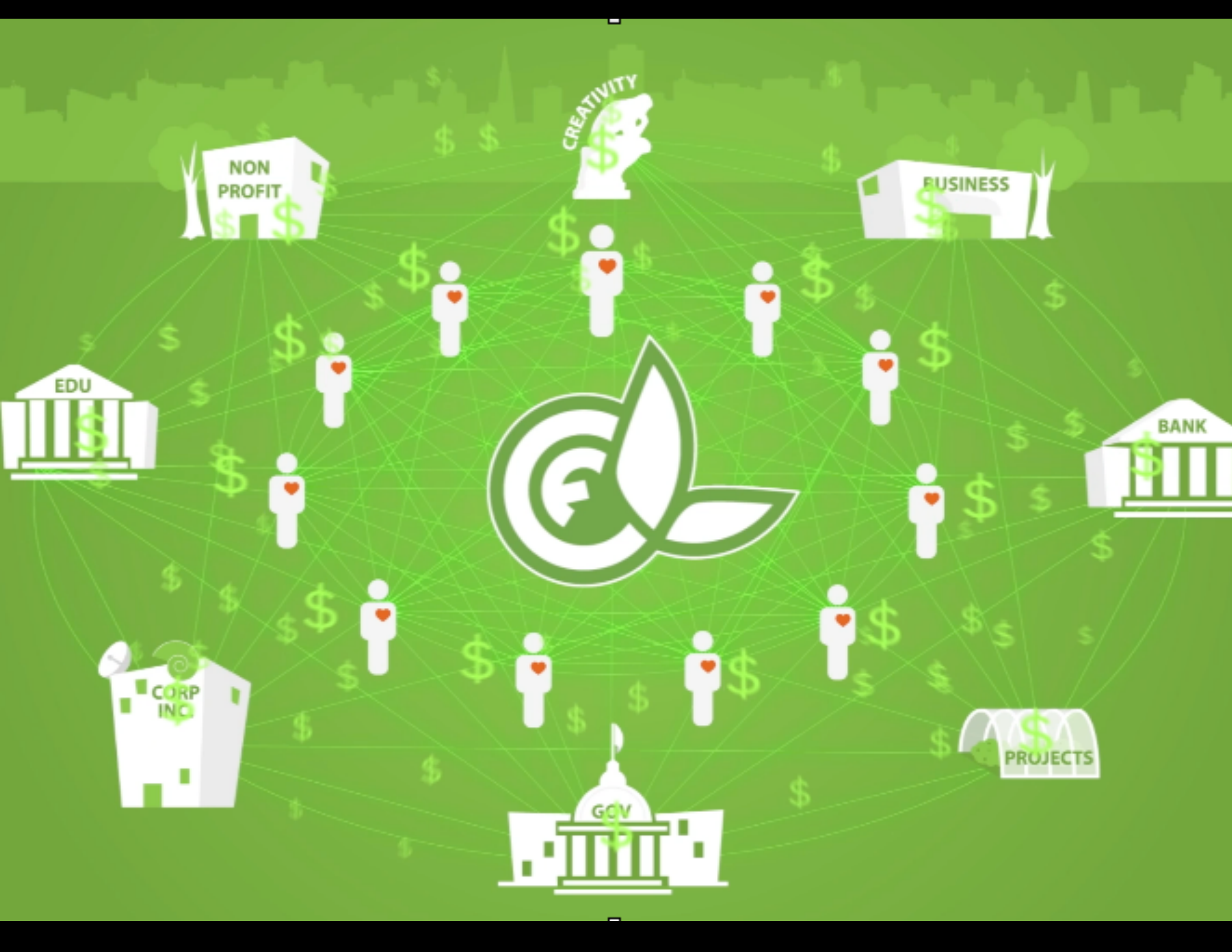


Donors by Age

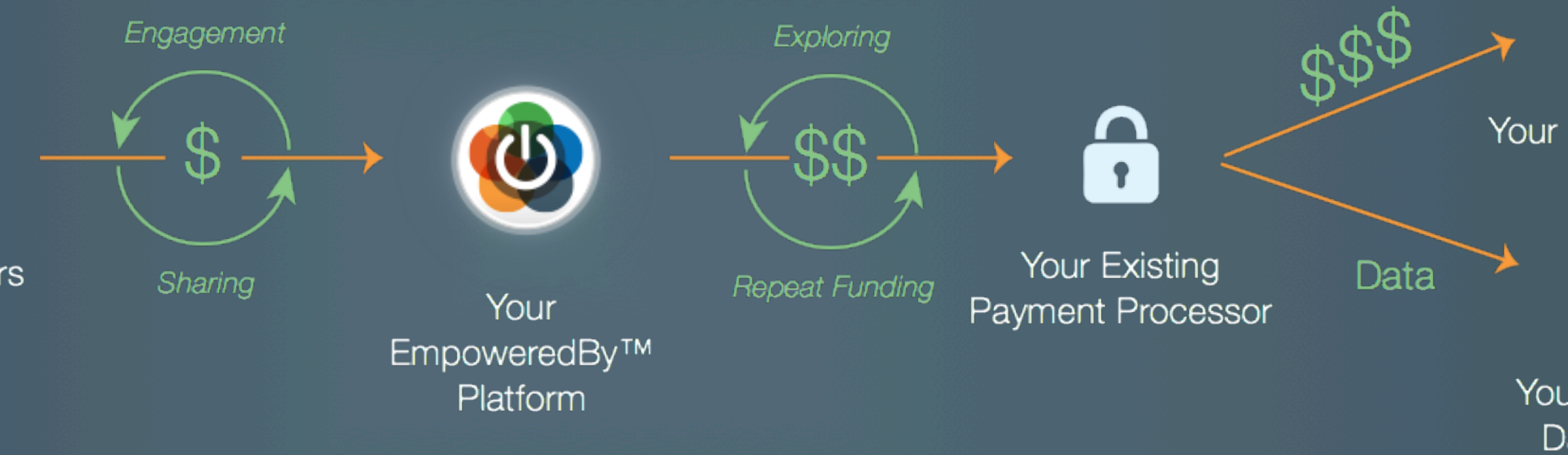


CommunityFunded™

Anything's Possible.







Multiply the effectiveness of existing systems



Collaborative Fundraising