



ioby:
**The Benefits of
Citizen
Leadership**

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



ioby = the opposite of NIMBY





citizen led
citizen designed
citizen funded
citizen implemented

CROWD- RESOURCING

**= resource organizing
+ crowd-funding**



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



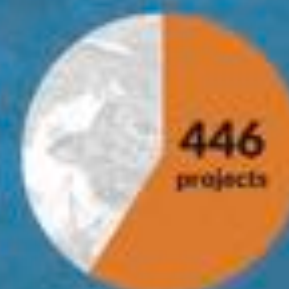
NEIGHBORS WORKING TOGETHER



SHARING



SCHOOLS



ENVIRONMENT



CITIZEN SCIENCE



WHAT WE DO

loby builds stronger neighborhoods and stronger leaders.



WHAT OUR LEADERS GAIN



Increased technical and fundraising knowledge



Project planning experience



Increased leadership capacity



Ability to leverage additional funds



New relationships with government decisionmakers



PROJECT IMPLEMENTATION (87% of projects)

Ability to act as a mentor to other grassroots leaders

A LEADER HAS AN IDEA

AN IDEA BECOMES A CAMPAIGN

CAMPAIGN LAUNCHES

PROJECT IS FUNDED!

Project Development

Fundraising and Engagement

Implementation and Amplification

OUR SERVICES



Introduction to crowdfunding for grassroots projects

Assistance with budgeting and project planning

Help setting discrete, realistic funding goal

Personalized case studies and precedents

Coaching in creating an online campaign page

Audit and adjustment of campaign plan if needed

Final pre-launch review of campaign page and fundraising plan

Weekly check-in and ongoing coaching on fundraising

Tailored resources to help with marketing, fundraising events, and more

Strategy adjustment plan if needed

Moral support and leadership development

Promotion through lobby blog features, press outreach, and social media

Tailored advice and resources for implementation

Connection with network of successful grassroots leaders





SHORT TERM

Deliver resources directly to the grassroots for immediate results

LONG TERM

**Foster civic infrastructure,
neighbor to neighbor,
to support long-term change**





- 1) Training & services to civic leaders
- 2) Digital crowd-resourcing platform
- 3) Data measurement & reporting



Number of Leaders Served

500
400
300
200
100
0

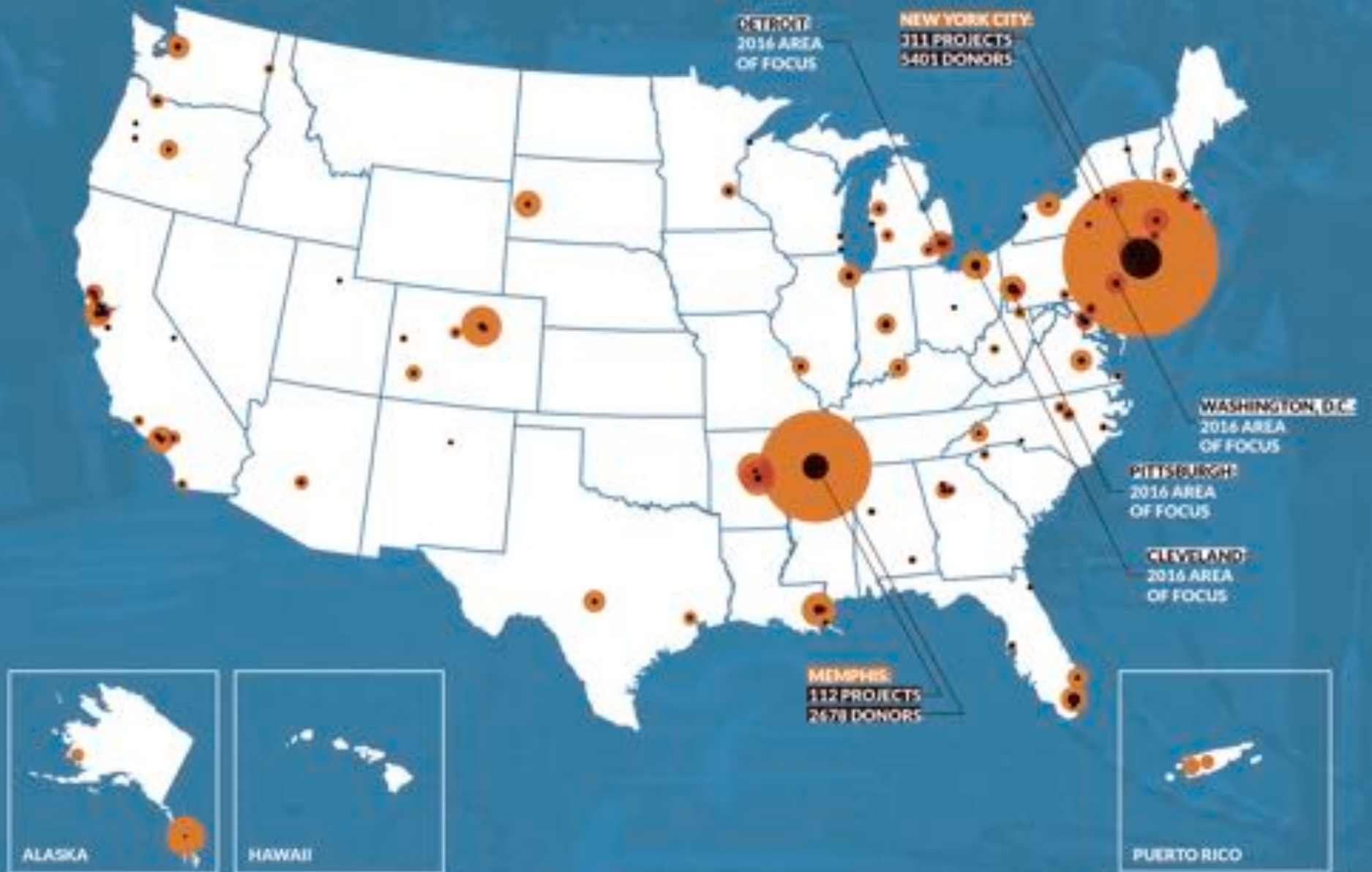
LARGE MISSION-DRIVEN ORGANIZATIONS
Annual Budget > \$2 Million
Typically these are regional or national organizations, or coalitions of local organizations.

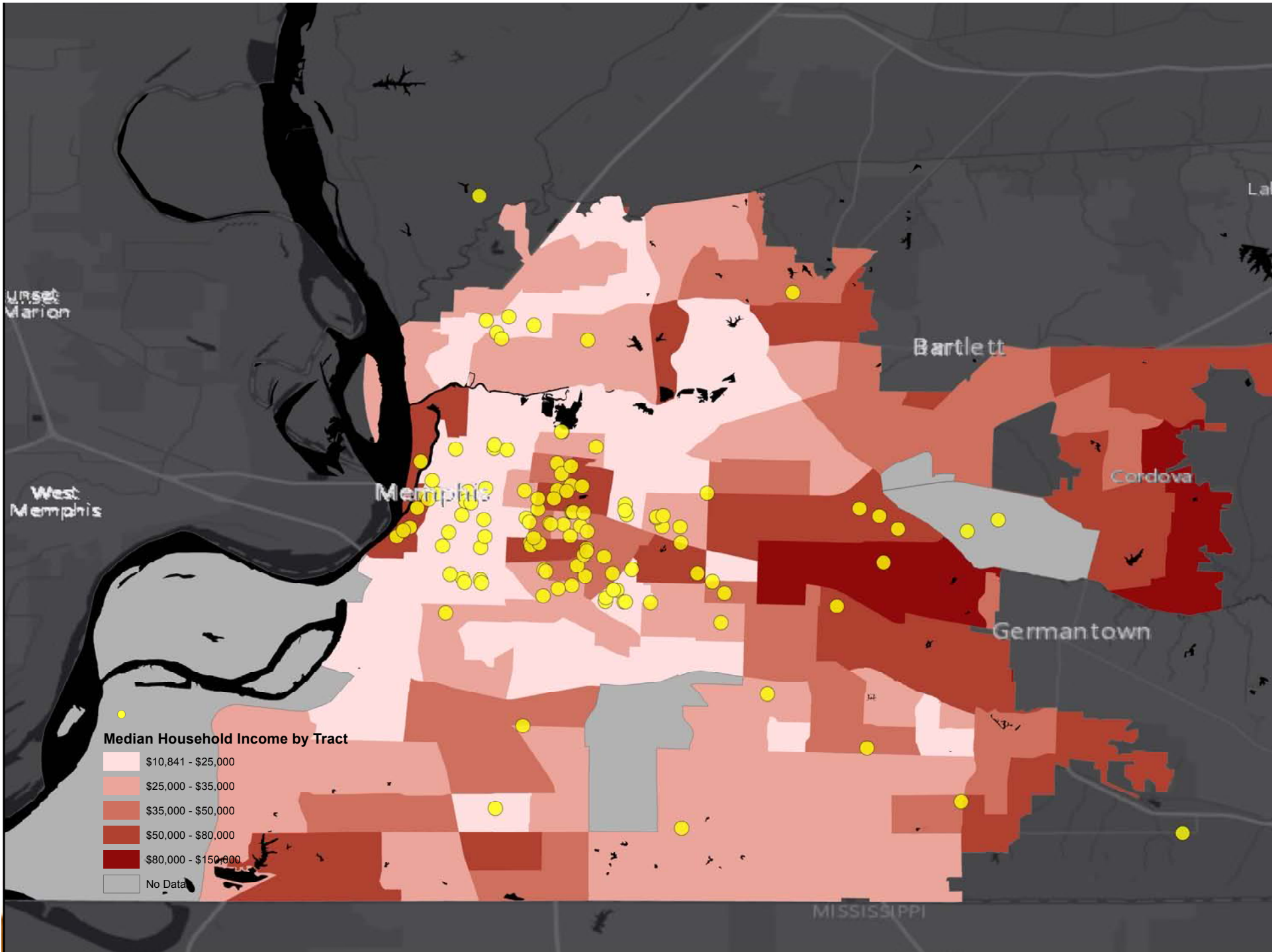
TRADITIONALLY KNOWN AS "THE GRASSROOTS"
Annual Budget \$25K - \$2 Million
Typically have paid staff, most have 501(c)3 status, and some have an existing donor base. Typically have sources of income other than their ioby campaigns.

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.

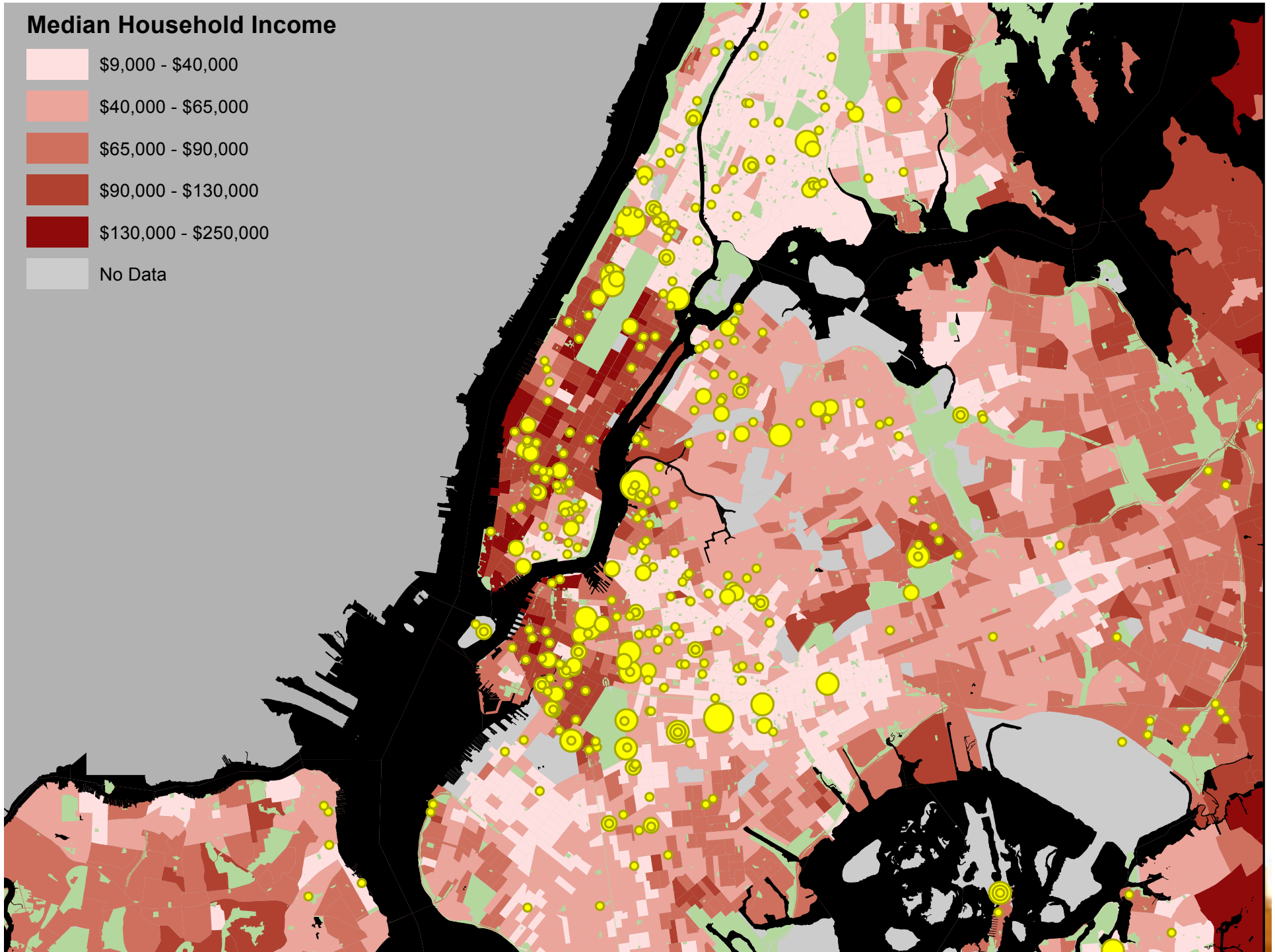
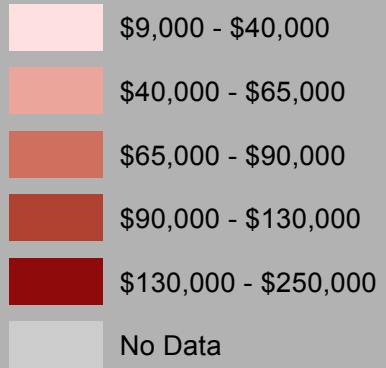


WHERE DOES IOBY WORK?





Median Household Income



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%)

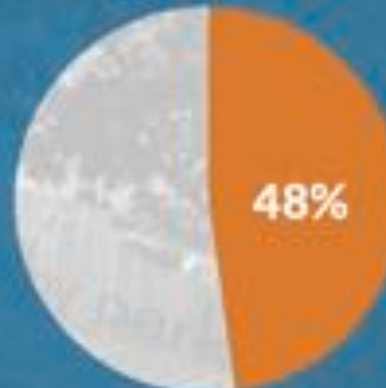
ioby PROJECTS IN **MEMPHIS** LOCATED IN CENSUS TRACTS WHERE:



UNEMPLOYMENT is greater than the city average (6.8%)



MEDIAN HOUSEHOLD INCOME is less than the city median (\$36,912 per year)



POPULATION LIVING BELOW THE POVERTY LINE is larger than the city average (26.9%)

THE MONEY STAYS LOCAL

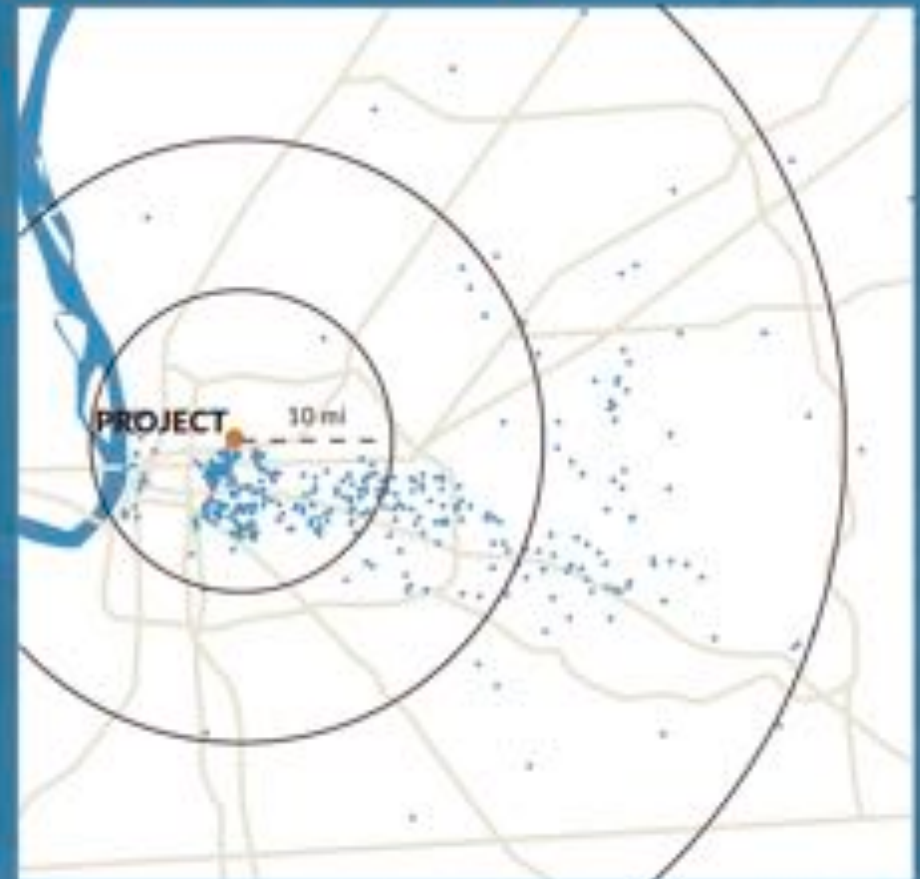
Community projects are largely funded by neighbors who support positive change in their own back yards.

**DONORS TO
JACKSON HEIGHTS 78TH STREET PLAY STREET
IN JACKSON HEIGHTS, QUEENS (\$3,402 TOTAL):**



44 OUT OF 49 DONORS WITHIN 1.5 MILES

**DONORS TO
THE HAMPLINE
IN MEMPHIS (\$68,928 TOTAL):**



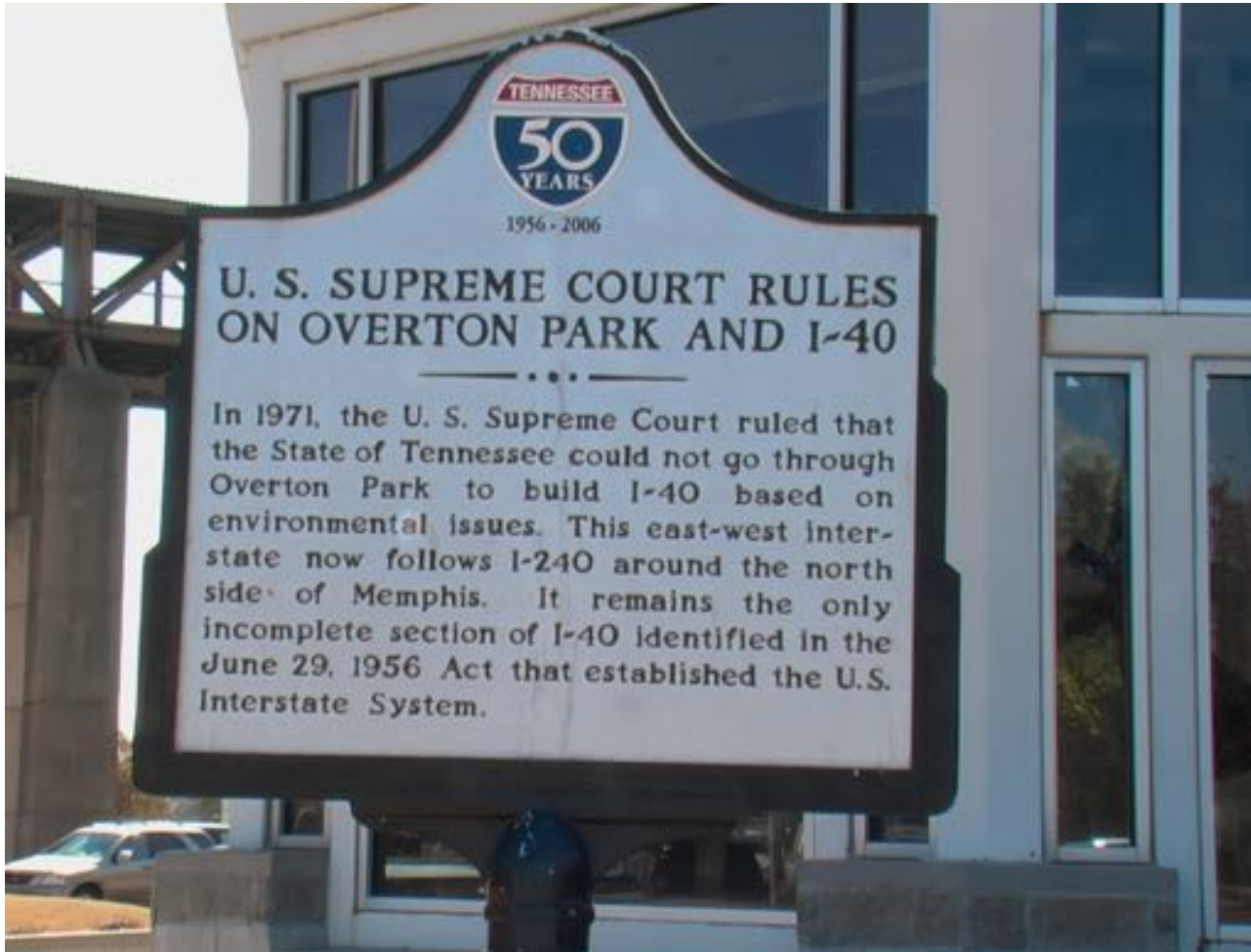
406 OUT OF 452 DONORS WITHIN 50 MILES

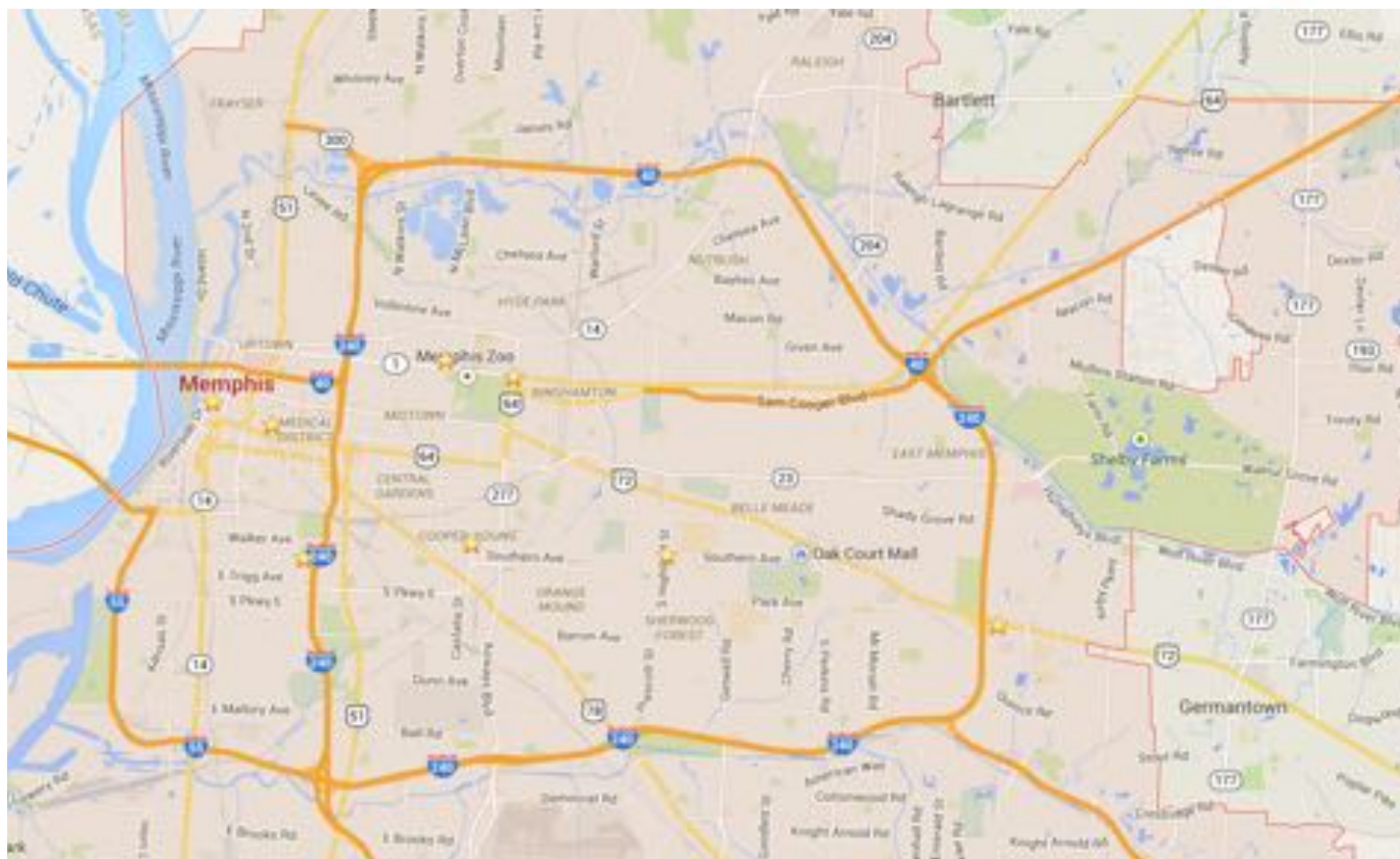


Case Study 1: The Hampline Memphis, Tennessee



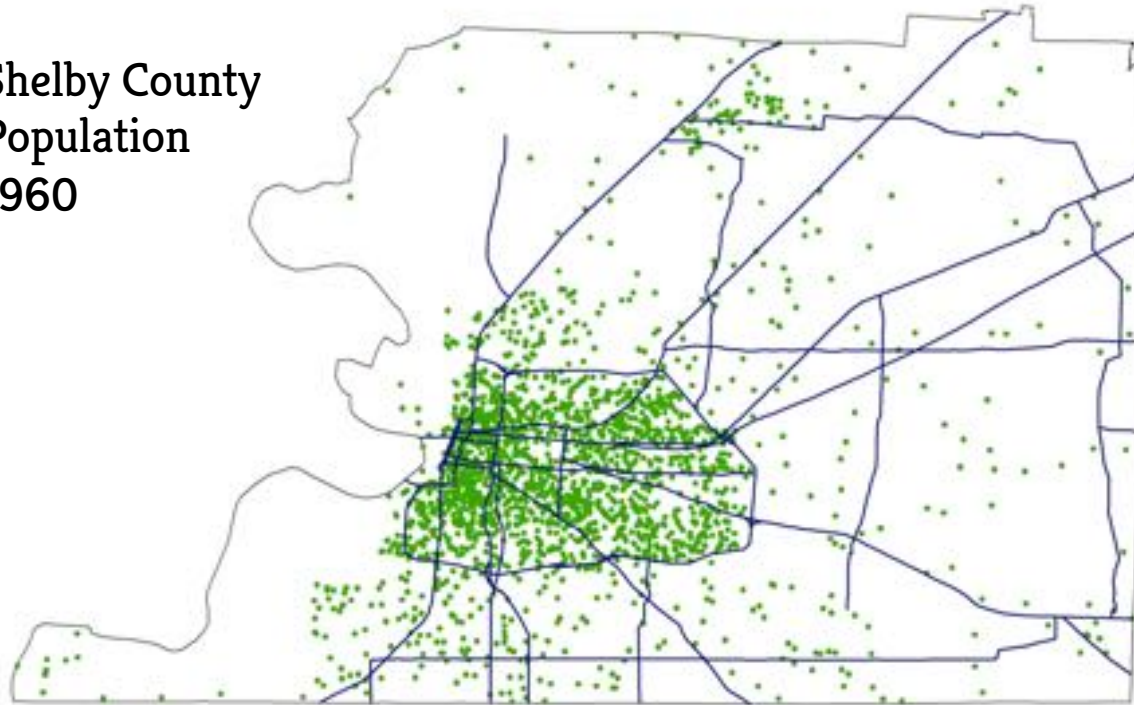








Shelby County Population 1960

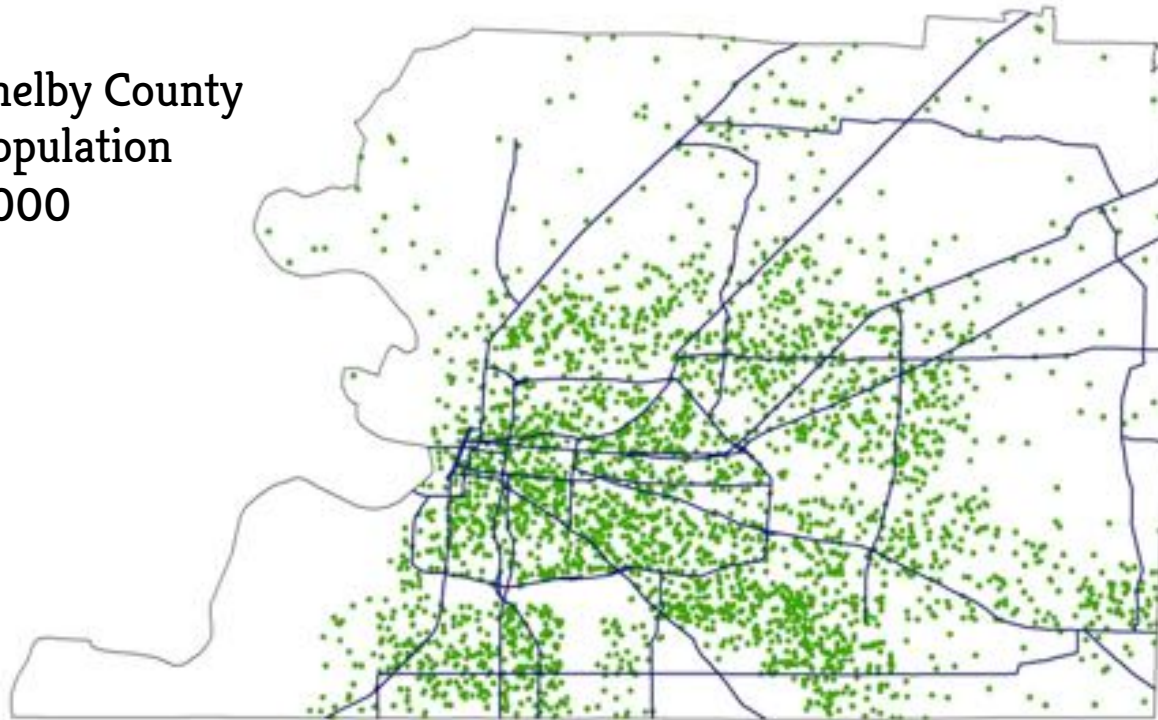


Source: Dane Forline – The University of Memphis / Memphis Flyer





Shelby County Population 2000

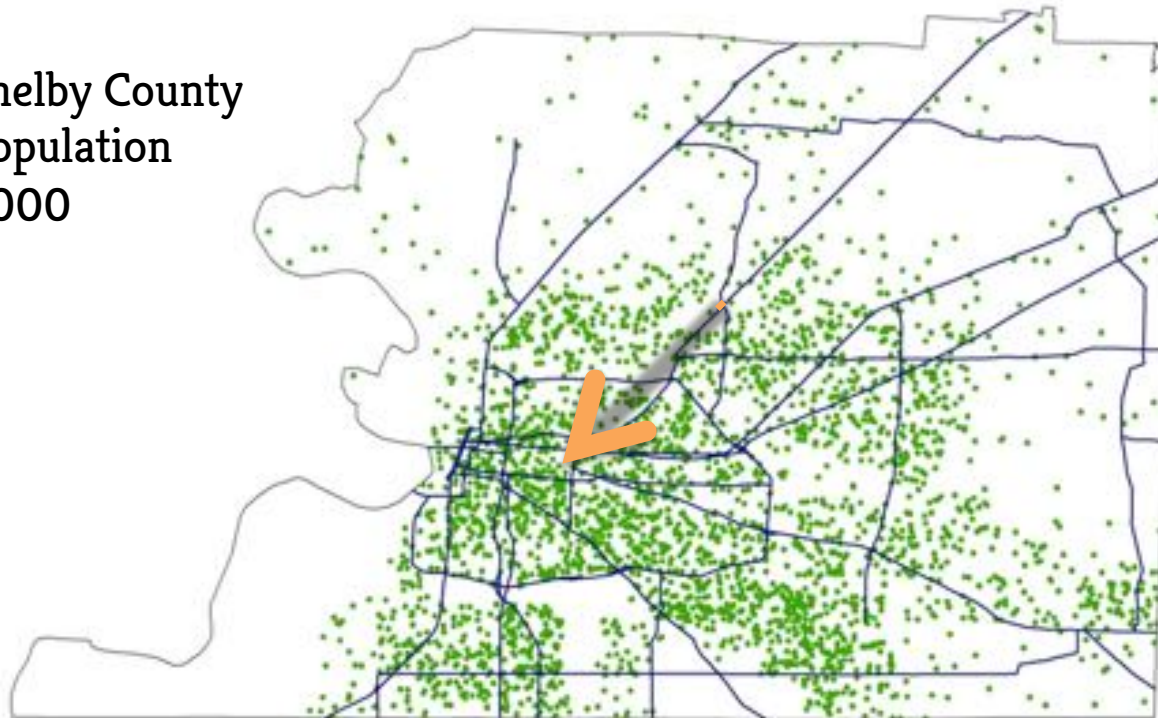


Source: Dane Forline – The University of Memphis / Memphis Flyer





Shelby County
Population
2000







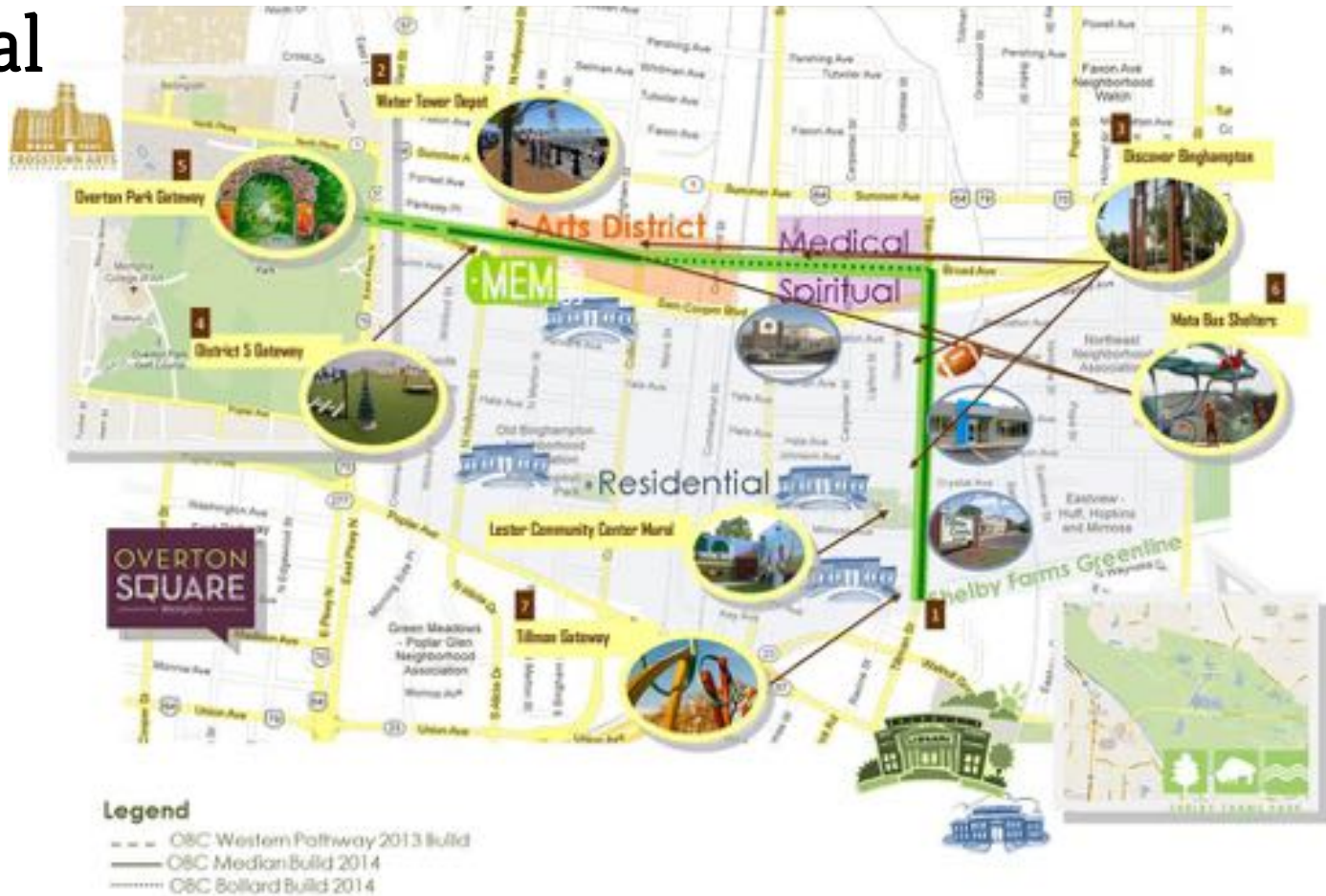








Incremental Urbanism





THE HAMPLINE LINE

CONNECT THE GREENLINE AND OVERTON PARK

LEGEND

- THE HAMPLINE
- THE GREAT THINGS GREENLINE
- BOWLING | HOOKS | BART
- SCHOOLS
- CHURCH
- WATER TOWER DISTRICT / PERFORMANCE ART AMPHITHEATRE
- COMMUNITY CENTERS
- PARKS
- SCULPTURE INSTALLATIONS
- HAMPLINE FOOTBALL FIELD
- OVERTON PARK ARCH
- DISTRICT 2 GARAGE
- OVERTON PARK
- MEMPHIS POLICE BLANK PRESENT FOR
- MATA BUS STOPS
- BIKEWAY TRACKS



*Route includes works by artists Guillaume Alby, Greedy Myatt, Denny Broadway, Devery Studios, and Birmingham children via the Carpenter Art Garden project

HAMPLINE.COM





Budget = \$4.5 Million

- **\$600,000 Private / Nonprofit (Hyde Family Foundations, FedEx, Loeb Properties, People for Bikes, etc)**
- **\$750,000 Art Investments (ArtPlace America, National Endowment for the Arts, etc)**
- **\$775,000 post construction enhancements (tbd 2015)**
- **\$2.3M City / Federal Funding**

Gap: \$70,000

Options:

- 1) Wait for city to fill the gap
- 2) Raise it





ioby brings neighborhood projects to life, block by block.

start a project
find a project



The Hampline

Go Hampline! We reached our goal but every dollar more still goes directly to The Hampline. We're grateful for you to keep giving!

STATUS: UNDERWAY

SHARE THIS PROJECT
Facebook, Twitter, Email icons

Let's Make Memphis Great!

[View the Campaign](#)

OVERVIEW BUDGET UPDATES DONORS

TOTAL FUNDING NEEDED: \$68,643

NEARBY PROJECTS

\$68,928 RAISED SO FAR
\$0 STILL NEEDED

YOU MADE IT HAPPEN
Help us exceed our goal!



project leader
overtonbroad

location
175 Tillman
(Binghampton)

latest update
Thank you to our donors!

funded!

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

about the project leader

Livable Memphis, Broad Avenue Arts District & Binghampton Development Corp. [See full profile](#)

the project

Help us exceed our goal by \$3500 and bring this to The Hampline!

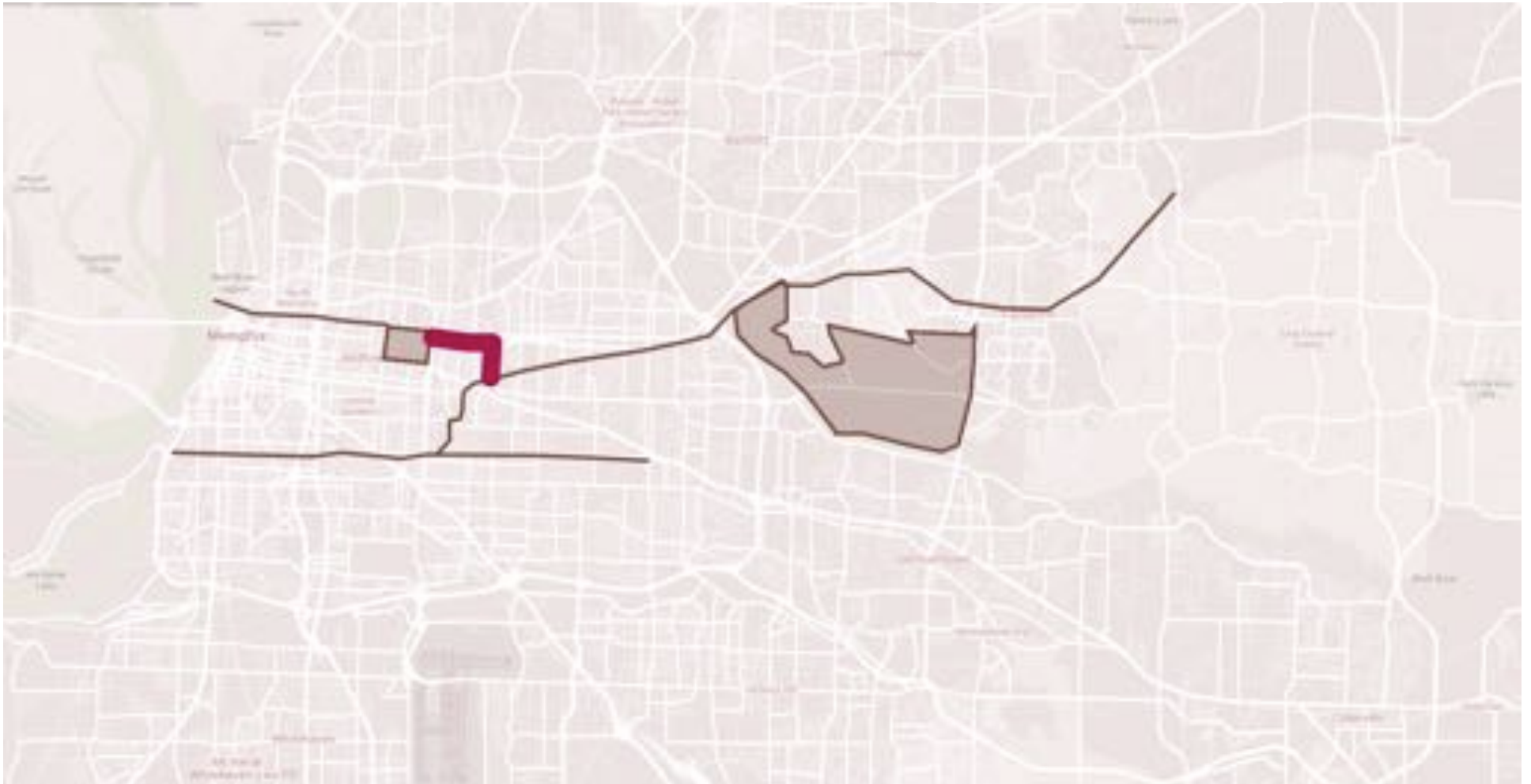


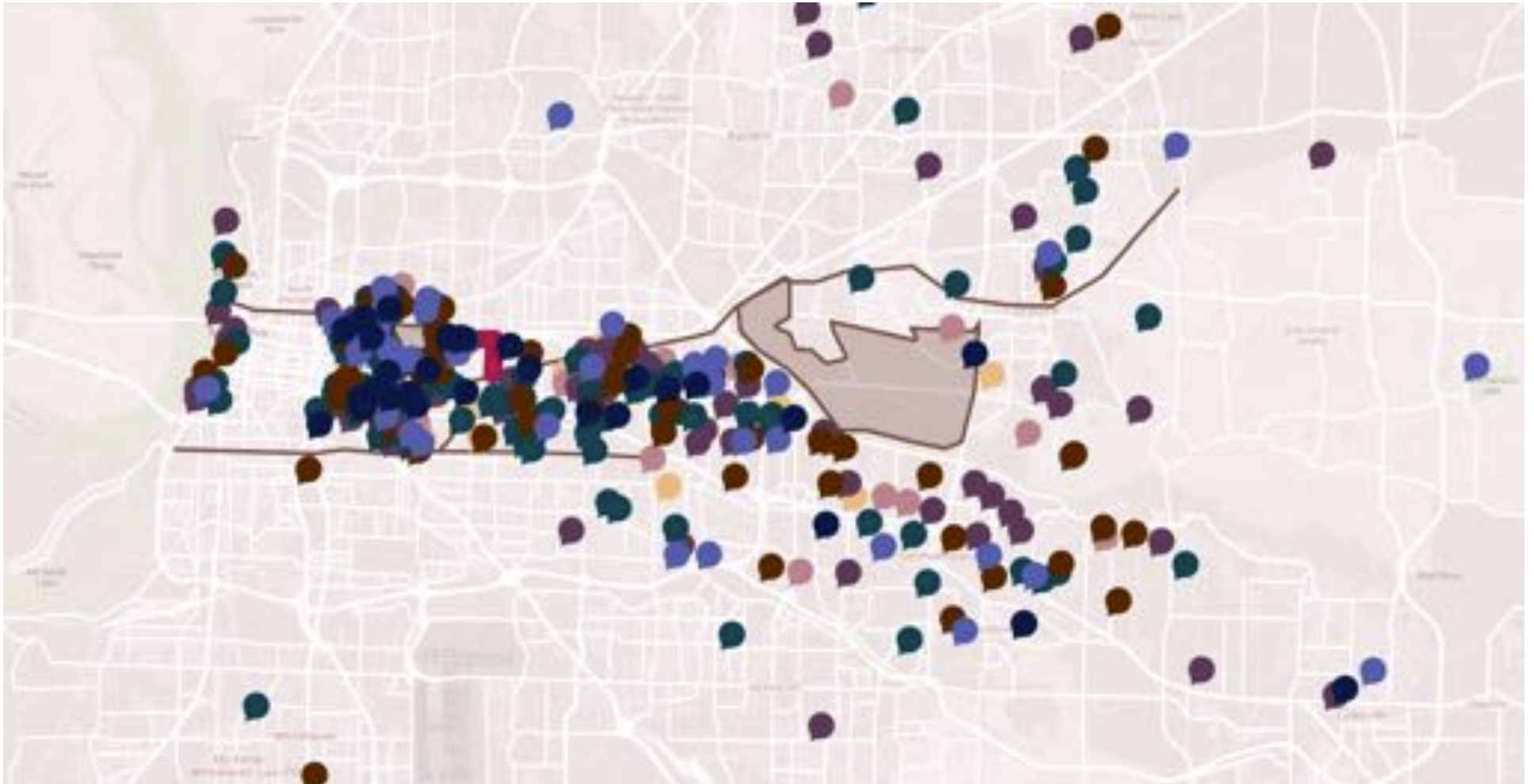
where it's at



Let's bring more awesome to The Hampline.















Case Study 2: Timely Trip Atlanta, Georgia



ioby







ioby brings neighborhood projects to life, block by block.



STATUS: UNDERWAY, ACCEPTING VOLUNTEERS

TimelyTrip

Stop Up Your Bus Stop! Help us upgrade your bus stop with a timetable and access to real-time arrivals!

SHARE THIS PROJECT

A Trick Out My Trip project! All donations will be matched by the Transit Center!

[Check out other ideas to Trick Out My Trip here!](#)

OVERVIEW BUDGET UPDATES DONORS NEARBY PROJECTS



project leader
stepstepup

location
(Midtown - Piedmont Park, and other select neighborhoods)

latest update
Thank you to our donors!

TOTAL FUNDING NEEDED: \$133



funded!

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

the project

The proposal is to upgrade select bus stops in Atlanta by adding printed timetables. This will be done by me with help from people I will recruit. The objective is to make bus destinations more visible and thus more attractive to the public.

Stop locations I'm currently targeting include:

- 1. Virginia-Highland



volunteers needed!

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

Volunteers will help with getting supplies, making and mounting the timetables at the bus stops.

[Inquire About Volunteering >](#)





MARTA Army Retweeted

Justin D. Cotton Esq @khamain50 · Oct 5
 ...the first @martaarmy schedule sign ever created is up on the 74 bus line! #OperationTimelytrip



← 2

MARTA Army @MARTAarmy · Oct 3
 Printing the last signs in #ForrestPark #ClaytonCounty after an awesome recruitment session! #MARTAarmy



★ 3

MARTA Army @MARTAarmy · Sep 26
 Let the revolution begin! #MARTAarmy



← 2

MARTA Army Retweeted

Phillip Cherry @BoilerJacket14 · Oct 4
 Let's gooooo! @MARTAarmy



← 1

officially joined the @MARTAarmy.



← 2





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