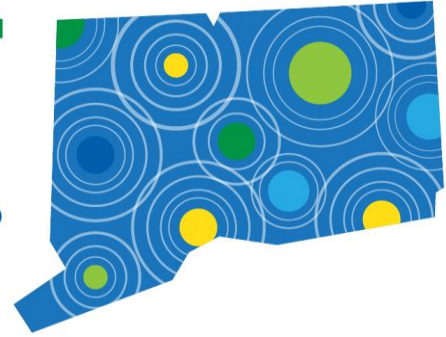


# Sustainable CT

Local Actions. Statewide Impact.®



## Community Match Fund - Project Eligibility

This program supports projects that have a publicly accessible benefit and make Connecticut communities more vibrant and sustainable, aligning with Sustainable CT's comprehensive action roadmap.

**\*\*To learn if your project is eligible, please contact [Funding@sustainablect.org](mailto:Funding@sustainablect.org) to set up a call with Sustainable CT Staff\*\***

### **To be eligible for Sustainable CT's Community Match Fund, your project must:**

**1. Be located in a Sustainable CT registered town (or towns).**

Check here to see [participating communities](#). Registering is easy, so if your town isn't already registered, reach out to [info@sustainablect.org](mailto:info@sustainablect.org), and we can help you get your town registered.

**2. Align with Sustainable CT's mission and [actions](#) of creating equitable, sustainable communities.**

Our [actions](#) will help you determine to which action your project aligns. By aligning with a Sustainable CT action your town will be able to earn points towards Sustainable CT certification when the project is complete. See the eligible project examples below to get an idea of possible projects.

**3. Have a public benefit and be inclusive to members of your community(ies).**

Projects cannot lead to private profit for a specific individual, family, or business.

**4. Have a specific and concrete idea with a detailed budget.**

Projects must be well-defined and specific. Project budgets can range from several hundred dollars to thousands. There is no minimum project budget size. Your final budget goal should be based on the costs for a specific, defined project, and take into consideration what is feasible for you to crowdfund from your networks.

**Please note:**

- Organizational overhead, regular operating expenses and budget allocations for existing staff's time spent on a project are **not** eligible for match funding.
- Your project budget may **not** include funds for paying yourself (Ex. no salary).
- Any equipment supplies purchased with funds secured through this program must have an ongoing use associated with your project that continues to provide or further a free public benefit.
- Funds already raised **cannot** be leveraged toward the match.

**5. The Project Leader must be available for a conversation with your city or town's Sustainable CT Sustainability Team or municipal representative.**

Once your project has been approved, our team will connect you to the Sustainable CT Municipal Liaison so that you can discuss opportunities to collaborate.

**6. Be your or your group's only Sustainable CT Community Match Fund project that is actively fundraising.**

While there is no limit to the number of projects that you can undertake through the Community Match Fund or to the total number of projects that can be happening in your city or town at any one time, you or your group cannot begin a new project until you have successfully completed the prior fundraising campaign and have begun implementation.

**7. Be implemented within 12 months after fundraising.**

The Community Match Fund is intended to support projects with immediate funding needs, so you should be planning to start work on your project in the near-term after your crowdfunding campaign is complete.

## **Crowdfunding & Donor Requirements:**

The spirit of the Community Match Fund is to support and amplify grassroots efforts that strive to transform their community, neighborhood, and town for the good of all. We have found that crowdfunding is the best way to ensure that projects are responding to their community and have community buy-in for their projects.

**To ensure that all projects are responsibly practicing crowdfunding, we have developed donor requirements:**

- 1. We welcome donations at all levels, however any donation that exceeds 35% of your crowdfunding goal will only be matched by Sustainable CT up to the 35% threshold.**
  - Ex: If your crowdfunding goal is \$7,500 and you receive a donation of \$3,000 (40% of goal), Sustainable CT will only match up to \$2,625 (35% of goal) of the \$3,000 donation
- 2. Meet the Sustainable CT minimum crowdfunding donor requirement.**
  - This is your crowdfunding goal (not including Sustainable CT's match) divided by 100. (Ex: your crowdfunding goal is \$5,000.  $\$5,000/100=50$ . You must have at least 50 crowdfunding donations at any level.)
- 3. While the project leader (individual, group, organization, or municipality) may donate to their own campaign, that donation cannot exceed 20% of the crowdfunding goal.**

## **Eligible Project Examples**

**NOTE:** For all projects, we encourage project leaders to minimize adverse environmental impacts by following environmental best practices and using environmentally responsible products and services.

**Arts and Culture and Local Economies- Projects that promote local arts and creative culture, enhance community spaces, and/or support local business and tourism.**

- [Youth arts program](#)

- [Community arts festival promoting foot traffic to downtown small businesses](#)
- [Mural celebrating the town's history or diversity](#)
- [Parklets that provide gathering spaces in main street areas](#)
- [Outdoor community arts and culture events](#)
- [Art installations, sculpture gardens, artists walks, etc.](#)
- [Buy local campaign](#)
- [Main Street beautification projects](#)
- [Repair cafe or tool library](#)

**Renewable and Efficient Energy Use - Projects that utilize or increase the use of renewable energy and reduce energy use in community facilities and public spaces.**

- [Energy efficiency improvements to public buildings/spaces](#)
- [Community energy campaigns](#)
- [Electric vehicle charging stations](#)
- [Green Jobs Youth Development Program](#)
- [Climate education events](#)
- [Municipal infrastructure energy efficiency programs](#)
- [E-bike projects](#)
- [Energy efficient housing projects](#)

**Public Transportation - Projects that improve or create sustainable mobility options, including walking, biking, and public transit.**

- [Expansion or development of sidewalks, bike lanes, bike paths](#)
- [Bike safety classes](#)
- [Bike-accessibility programs](#)
- [E-Bike programs](#)
- Bus shelters and seating
- Walk-audits

**Land and Natural Resource Protection - Projects that promote the protection, conservation, and sustainable use of lands, waterbodies, and other natural resources.**

- [Developing and maintain public trails or trail systems](#)
- [Tree planting in public and open spaces](#)
- [Rain gardens, bioswales, green infrastructure](#)
- [River/watershed cleanups, protection, or restoration](#)
- [Stormwater education](#)
- [Pollinator gardens](#)
- [Invasive species management and habitat restoration](#)
- [Sustainable landscaping/groundskeeping](#)
- [Preserving open space](#)

**Healthy & Sustainable Food Networks - Projects that provide food & health education, increase food security, and promote local food production.**

- [Education programs for community growing](#)
- [Food justice programs](#)
- [Community gardens](#)
- [Giving gardens](#)

- [Outdoor classrooms and growing gardens](#)
- Farmers markets

**Waste Reduction - Projects that promote reuse and reduce waste.**

- [Food scrap recycling educational campaigns](#)
- [Community cooperative composting](#)
- [Municipal food waste collection program](#)
- [Home composting campaign](#)
- [School food waste diversion and composting](#)

**Equity and Inclusion - Projects that create more equitable, inclusive, and connected communities.**

- [Events that promote cultural awareness and celebrate diversity](#)
- [Outreach campaign to include underserved residents](#)
- [Events that bring the community together to discuss equity opportunities and challenges](#)

## **Ineligible Project Examples**

- Planning exercises and other municipal projects that are not public-facing and will have no aspect of community engagement.
- Projects that are already funded through an organization or municipality's budget.
- Events limited to the membership of a specific organization that are not reasonably accessible to community residents.
- Fundraising for a pool of funds to be re-granted to others or used for an unspecified purpose in the future.
- Fundraising for a business startup costs, or for projects through which a local business is charging a fee for a product.
- Political advocacy focused on an individual politician or party or a specific piece of legislation.

**If you have questions or would like to discuss a potential project, contact Sustainable CT at [Funding@sustainablect.org](mailto:Funding@sustainablect.org)**