



## Sustainable CT and SOW-CT are excited to offer a new funding opportunity for community organizers!

### Overview of the Social Change Amplifier Match Fund at Sustainable CT

Grassroots leaders and activists in Connecticut face the challenge of securing resources to support work and projects that don't align with the often narrow funding guidelines that limit foundation support to specific issue areas or geographic regions. Supporting Organizing Work – CT (SOW-CT) is a group of funders with a shared strategy to pool resources across foundations to support community organizers. The Sustainable CT Community Match Fund is an existing program that already provides a \$1:\$1 match for community-initiated projects that align with Sustainable CT's action roadmap to build inclusive, resilient, and thriving communities across Connecticut. In 2022, SOW-CT established the Social Change Amplifier Fund within Sustainable CT's Community Match Fund to dedicate matching funds to projects led by Black, Latinx, Multiracial, Indigenous and other People of Color (POC) community organizers and organizations. Community organizers build collective power and leadership, often with traditionally marginalized and/or underrepresented populations. Community organizers actively build a membership base, take direction from and operate with accountability to their members, develop and execute change campaigns and develop and train their members to become leaders and leaders to become organizers.

This newly co-created Social Change Amplifier Match Fund at Sustainable CT provides matching dollars for projects led by Black, Latinx, Multiracial, Indigenous and other People of Color (POC) organizations, groups and movement leaders.

### What is the Sustainable CT Community Match Fund?

Sustainable CT empowers, trains and educates municipal staff, elected officials, and residents to create high collective impact to improve the lives of current and future residents. Grounded in Sustainable CT's comprehensive roadmap of actions, collective impact embraces the following:

Inclusive and Equitable Communities	Clean and Diverse Transportation Systems and Choices	Healthy, Efficient, and Diverse Housing
Thriving Local Economies	Renewable and Efficient Energy Infrastructure and Operations	Effective, Compassionate Homelessness Prevention
Well-Stewarded Land and Natural Resources	Inclusive Engagement, Communication, and Education	Innovative Strategies and Practices
Vibrant and Creative Cultural Ecosystems	Strategic Materials Management	
Dynamic and Resilient Planning	Optimal Health and Wellness Opportunities	

The Community Match Fund provides fast, flexible funding to residents and organizations with ideas to improve their communities that align with this action roadmap. Project leaders are coached in crowdfunding to engage their communities in co-owning the project idea. Since its launch in late 2019, the Community Match Fund has invested over \$1 million in 200 community-led projects throughout Connecticut, highly leveraging an additional \$1 million of crowdfunding donations from residents, local businesses, towns, and others.

#### **What are the criteria for the Social Change Amplifier Match Fund?**

- organized by Black, Latinx, Multiracial, Indigenous and People of Color (POC) leaders (grassroots groups, individual resident or nonprofit organization)
- provide broad public benefits to your community (not to support private businesses or individuals through such methods as bail funds or rental assistance)
- align with Sustainable CT's [action roadmap](#)
- planned for one or more of [Sustainable CT registered towns](#)

This includes, but is not limited to:

- projects, events, campaigns or community activities that promote public awareness and education
- community canvassing, surveys, forums and meetings
- vision sessions, focus groups
- community leadership training
- restorative justice projects
- murals and other public art

#### **How does the Social Change Amplifier Match Fund work?**

Unlike traditional grant programs, Sustainable CT offers a quick, simple application process (starting with a conversation) with no deadlines, no lengthy review period, and minimal reporting requirements. Sustainable CT helps you create your project description on their crowdfunding platform, provides a crowdfunding coach, spreads the word about your project to bring in support from outside of your networks, and will match up to \$7,500 in one-to-one matching dollars from the Social Change Amplifier Match Fund. Please contact [funding@sustainablect.org](mailto:funding@sustainablect.org) to schedule a call to discuss your project idea at any time.

