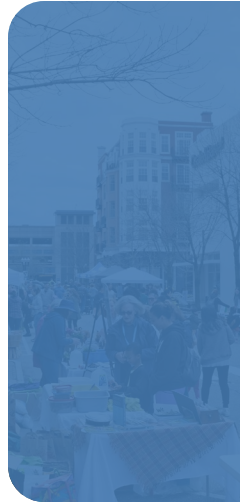


2024 ANNUAL REPORT

# Community Match Fund

Building Sustainable Communities Across Connecticut







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The Community Match Fund is generously supported by the [Hampshire Foundation](#), the [Emily Hall Tremaine Foundation](#), the [Connecticut Green Bank](#), and [Supporting Organizing Work - CT](#).







# About the Community Match Fund

Sustainable CT's Community Match Fund is an innovative crowdgranting program building more sustainable, healthy, and vibrant communities across Connecticut.

Whether you're dreaming of more green spaces, solar for public areas, greenways for biking and walking, murals and other public art, green jobs programs, or community gardens, the Community Match Fund can help. We provide fast, flexible funding and support for sustainability projects that engage your Connecticut community and bring your great idea to reality.

## How It Works

Unlike traditional funding programs, the Community Match Fund is focused on decreasing the hurdles community leaders often face when applying for grants. The Community Match Fund has no traditional grant application, no deadlines, no lengthy review period, and minimal reporting requirements. Projects are assessed and approved based on simple and objective eligibility criteria, irrespective of the person or group proposing the project. The program is structured to support and amplify grassroots efforts that strive to transform their community, neighborhood, and town for the better.

1. Changemakers identify an opportunity for growth or change in their community and meet with the team at Sustainable CT to discuss their project idea.
2. Patronicity administers the Community Match Fund program and provides an easy-to-use crowdfunding platform with one-on-one project coaching, helping communities develop a strategy to reach their fundraising goals and engage their community.
3. Community members buy-in and support projects with their dollars. Crowdfunding democratizes access to capital, allowing local residents and organizations to create the change they want to see in their community.

4. If an approved crowdfunding project reaches its goal, the project receives a matching grant from Sustainable CT of up to \$7,500 to further the project's impact on the community.

The program is eligible for projects that align with Sustainable CT actions, are in a Sustainable CT registered municipality, are free and publicly accessible, and are led by individual residents, nonprofits, community groups, municipalities, schools, or libraries. This program was designed with grassroots groups in mind, and the team at Sustainable CT is excited to work with anyone interested in getting their idea off the ground.

**Do you have an idea to make your community more equitable, sustainable, and vibrant?**

Learn more at [patronicity.com/sustainablect](https://patronicity.com/sustainablect).  
Contact [funding@sustainablect.org](mailto:funding@sustainablect.org) to get started.



# Impact by the Numbers

This is a snapshot of Community Match Fund projects from January 1, 2024-December 31, 2024.

## Total Matched



**\$288,266**  
2024

**\$2,084,275**  
LIFETIME

## Total Crowdfunded



**\$320,966**  
2024

**\$2,327,146**  
LIFETIME

## Total Projects



**54**  
2024

**349**  
LIFETIME

## Total Patrons



**3,844**  
2024

**23,389**  
LIFETIME

**96% Success Rate**

### PROJECT CREATORS BY ENTITY TYPE

**67%**  
**Nonprofits**

**24%**  
**Individuals & Groups**

**9%**  
**Municipalities**

HIGHEST RAISE

**Solarize the Wilcox-Bushley Homestead Environmental Education Center** had the highest crowdfunding campaign raise of **\$17,334**.

SMALLEST CAMPAIGN GOAL

**Trail Marking at Old Barry Farm** had the smallest crowdfunding campaign goal of **\$550**.

LARGEST NUMBER OF PATRONS

**Food Scrap Collection at East Lyme High School** had the largest number of patrons with **226** contributing to the campaign's success.

**\$5,943**

AVERAGE RAISE

**\$5,421**

AVERAGE GOAL

**74**

AVERAGE PATRONS

SMALLEST TOWN

**Ashford**  
Population:  
**4,191**

LARGEST CITY

**Bridgeport**  
Population:  
**148,654**

NEW COMMUNITIES

**7**  
2024

DISTRESSED COMMUNITIES

**128 projects are located in Connecticut's distressed municipalities as defined by the Connecticut Department of Economic and Community Development from 2018-2024.**

LIFETIME





## Funding Sustainable Action

The Community Match Fund has four funding focus areas that serve as catalysts for intentional action to address vital issues common across the state: The General Fund for Sustainability Projects, the Climate Change & Clean Energy Amplifier Fund, the Social Change Amplifier Fund, and the Food Waste Diversion & Composting Amplifier Fund.



# General Fund for Sustainability

Projects that align with the Sustainable CT [roadmap of actions](#) that promote high-quality, healthy, and inclusive neighborhoods and towns.

**Total  
Matched**

**\$196,225**  
2024

**Total  
Crowdfunded**

**\$223,255**  
2024

**Total  
Crowdfunded & Matched**

**\$419,480**  
2024

## WEST HARTFORD, CONNECTICUT

CROWDFUNDED: **\$8,241**

CROWDGRANTING MATCH: **\$7,500**

POPULATION: **64,083**

PATRONS: **107**

## West Hartford Tree Project

The [West Hartford Tree Project](#) is on a mission to preserve and restore the tree canopy in West Hartford, Connecticut.

Due to drought, storms, and invasive insects, the town has lost thousands of mature trees in the past several years. Preserving the tree canopy has many benefits, including lower heating and cooling costs, higher property values, stormwater reduction, carbon sequestration, support of native fauna, cleaner air, noise reduction, fewer heat deaths, and a better overall quality of life.

The West Hartford Tree Project initiative was launched in 2020 by Ted and Carolyn Goerner, longtime West Hartford science teachers. Since 2021, they have launched an annual [crowdfunding campaign](#) to raise funds to purchase and distribute seedlings. Through the project, they have collaborated with the CT Conservation District, West Hartford Leisure Services, Public Works, Eversource, New England Wetland Plants, and numerous community volunteers.

From 2021 to 2024, West Hartford Tree Project has received \$25,616 through the Community Match Fund to plant and distribute over 5,000 trees.

Read more about the project at [resources.patronicity.com](https://resources.patronicity.com).



# Climate Change & Clean Energy Amplifier Fund

Projects that promote, support, or target energy efficiency, renewable energy, and GHG reduction. This amplifier fund provides additional funding, raising the maximum 1:1 match opportunity to \$15,000.

**Total Matched**

**\$22,361**

2024

**Total Crowdfunded**

**\$24,850**

2024

**Total Crowdfunded & Matched**

**\$47,211**

2024

## Massaro Community Farm Learning Garden Solar Pavilion

WOODBIDGE, CONNECTICUT

CROWDFUNDED: **\$15,730\***

CROWDGRANTING MATCH: **\$15,000\***

POPULATION: **9,087**

PATRONS: **172**

Massaro Community Farm envisions a world where everyone has access to fresh, healthy, affordable food, communities feel connected to the land and each other, and individuals build a healthier future for themselves and the planet.

One of the farm's long-standing dreams was to create a pavilion in its Learning Garden as a central space for youth education and community programs. They envisioned a sustainable solar pavilion that would allow the community to gather and create essential energy for the farm.

In 2022, in collaboration with Emmet O'Brien Technical High School, the pavilion was built, and solar panels were installed. In 2023, the farm launched a [crowdfunding campaign](#) to complete the construction of the pavilion, including connecting the solar panels, installing electrical and plumbing, and adding finishing touches to the space. The campaign received incredible support from the community, and the pavilion will serve as a key gathering place for field trips, summer camps, school programs, community workshops, farmer trainings, and more. Construction of the pavilion was completed in 2024.

**"I think other communities can see from our project that people want to see smart installations of solar in their communities, they understand and want to participate in the transition to clean energy, and that it is really desirable to have beautiful, green, protected community spaces where people can gather, learn and share, where people can connect to the land and to each other."**

– Steve Munno, Executive Farm Director at Massaro Community Farm.

Read more about the project at [resources.patronicity.com](https://resources.patronicity.com).

\*This project was launched in 2023 and is not reflected in the 2024 Total Crowdfunded & Matched.





# Social Change Amplifier Fund

Projects led by Black, Latinx, Multiracial, Indigenous, and other People of Color (POC) community organizers and organizations. Sustainable CT covers all crowdfunding and credit card processing fees for social change projects, allowing all funds crowdfunded to go directly into the hands of the community organizers.

**Total Matched**

**\$42,930**

2024

**Total Crowdfunded**

**\$47,351**

2024

**Total Crowdfunded & Matched**

**\$90,281**

2024

## NEW HAVEN, CONNECTICUT

CROWDFUNDED: **\$4,350**

CROWDGRANTING MATCH: **\$4,300**

POPULATION: **134,023**

PATRONS: **44**

## New Haven Peace Wall

Youth and community members in New Haven, Connecticut, collaborated with the New York nonprofit [CITYarts](#) through its 50 States of Peace initiative to create a public mural at the Fair Haven Branch Public Library in partnership with the [Creative Arts Workshop](#), [Chatham Square Neighborhood Association](#), and local artists.

This initiative stemmed from CITYarts' Young Minds Build Bridges program and its Pieces for Peace workshops, where youth create artworks responding to their visualization of the concept of peace. The mural was designed using concepts developed by students during the workshops, which bring a creative focus to communication, collaboration, equity, diversity, and inclusion under the banner of peace. The library also hosted an exhibition featuring student artwork alongside a traveling national collection of Pieces for Peace.

The mural enhanced a public space, provided students with opportunities to engage with public art, and exposed them to careers in the arts.

Through a [crowdfunding campaign](#), the project garnered support and funding to cover artist fees, materials, exhibition space, and events. CITYarts acted as the fiscal sponsor, with backing from the Chatham Square Neighborhood Association, Creative Arts Workshop, and the Fair Haven community.



# Food Waste Diversion & Composting Amplifier Fund

Projects that promote food waste diversion and composting. These projects can address food waste in a variety of ways. Projects could include school composting initiatives, home composting campaigns, municipal collection programs, food recovery and redistribution programs, and more.

**Total Matched**

**\$26,750**

**Total Crowdfunded**

**\$25,510**

**Total Crowdfunded & Matched**

**\$52,260**

## 2024 CT Compost Conference

### NEW LONDON, CONNECTICUT

CROWDFUNDED: **\$9,710**

CROWDGRANTING MATCH: **\$9,000**

POPULATION: **27,367**

PATRONS: **70**

The [CT Compost Alliance](#), a coalition of composting enthusiasts, supports and educates current and future composters by fostering learning, networking, and engagement to enhance and improve soils. Formed in response to a growing need for compost education, the Alliance has continued to expand its impact through webinars, field tours, and educational resources. To promote statewide compost education, the group launched a [crowdfunding campaign](#) to host the [2024 CT Compost Conference](#) at Connecticut College in New London, Connecticut. Funds raised for the conference supported educational materials, speaker sessions, and post-event video resources, ensuring ongoing access to compost education.

The conference brought together stakeholders from various sectors and provided hands-on learning, networking, and engagement opportunities across multiple tracks, from composting basics to municipal and commercial-scale systems.

The conference highlighted the benefits of composting—reducing methane emissions, enriching soil, and minimizing reliance on chemical fertilizers—while equipping attendees with the knowledge and tools to implement composting at all levels.





## Community Match Fund

[sustainablect.org/funding](https://sustainablect.org/funding)

[patronicity.com/sustainablect](https://patronicity.com/sustainablect)

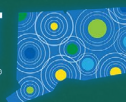
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**Sustainable CT**  
Local Actions. Statewide Impact.®



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