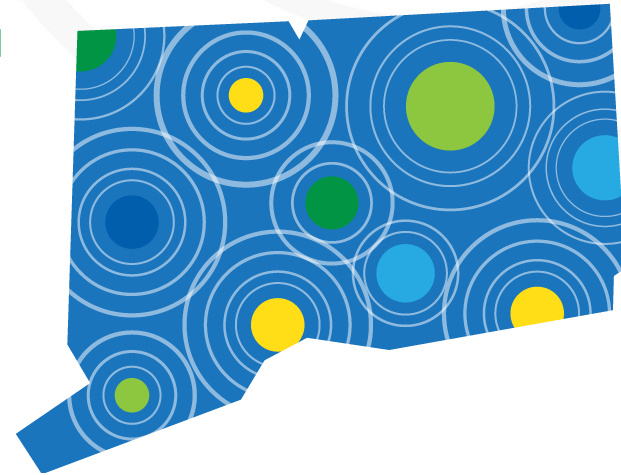


# Sustainable CT

Local Actions. Statewide Impact.



## Community Match Fund

# Our Impact



## Certification Program Statistics

106

TOTAL REGISTERED



47

CERTIFIED



33

BRONZE CERTIFIED



14

SILVER CERTIFIED



# Sustainable CT Community Match Fund



# Community Match Fund

Funding & support for **anyone** in a registered Sustainable CT town with a great idea for a **community sustainability project**

## ❖ How the funding works

- Dollar-for-dollar matching funds up to **\$15,000 per project**
- 50% of costs covered by Sustainable CT, with the other 50% raised through online **crowdfunding**
  - We match what you raise as you raise it, immediately doubling local investment
- Our crowdfunding partner, ioby, provides fundraising coaching & support





# Current Projects

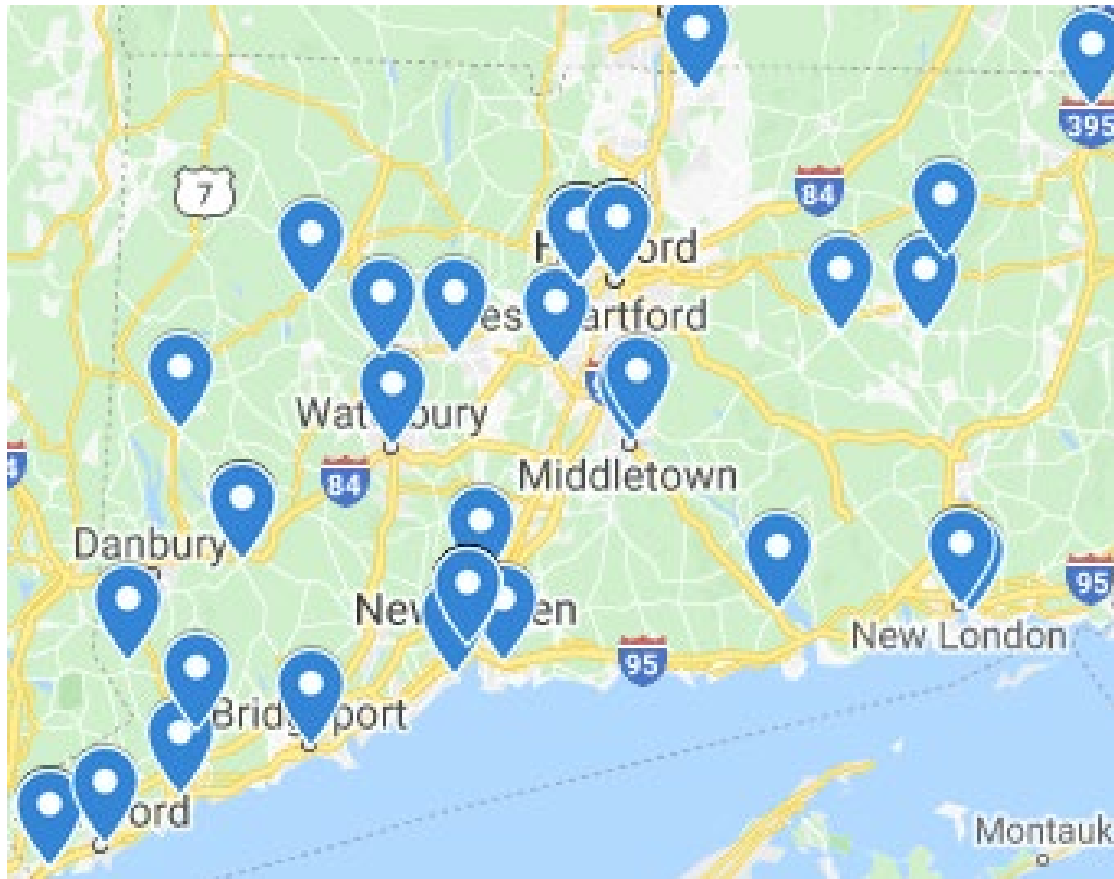
- 59 projects approved since program launch
  - 25 fundraising campaigns completed
  - 22 projects actively fundraising
  - 12 projects preparing to launch fundraising campaigns
- More than \$500,000 raised
- All 8 counties represented:
  - 34 towns represented: Bethany, Bridgeport (2), Bristol, Chaplin, Columbia, Coventry, East Haven, Enfield, Essex, Greenwich (3), Groton, Hamden, Hartford (7), Litchfield, Manchester, Middletown (2), Portland, New Britain, New Haven (9), New London (2), New Milford, Newtown (3), Norwalk, Ridgefield, Simsbury, Stamford, Thomaston, Thompson, Waterbury, West Hartford (5), West Haven, Weston, Westport, Woodbridge



# Projects & Donors

- More than 1000 donors
- Median donation of \$50

Project Map



Donor Map





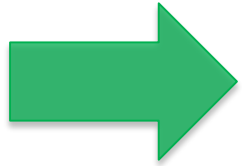
# 325 Trees - Remove and Replace

We are working to replace urban trees in Willimantic, Ct. lost to age or storms. Street sides, parks, playgrounds, school yards all need new trees to provide beauty and cooler, cleaner habitat for all living things.

SHARE THIS PROJECT [f](#) [t](#) [v](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

About the Match ▶



Overview

Budget

Updates

Donors

Nearby Projects



## project leader

Faith K

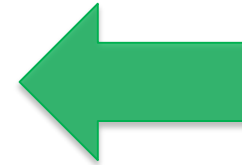
## location

Windham Rd  
(Willimantic city limits)

## latest update

Prefer to make a check donation? Follow these steps and your donation will be matched!

PROJECT DEADLINE:  
December 1, 2019



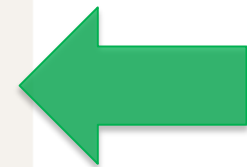
TOTAL FUNDING NEEDED: \$27,652

\$27,652

RAISED SO FAR

\$0

STILL NEEDED



# How the fundraising and matching works:

## All donations will be matched by Sustainable CT

- To be matched, they must be passed through to your ioby crowdfunding page





# Crowdfunding – what is it?

➤ Crowdfunding is a **new iteration** of the old fundraising strategy of **passing the plate**. Crowdfunding is just the online manifestation of that giving.

- New tool for an old strategy
- Predominantly Online
- Supports a single, well-defined project
- Emphasizes small donations from individuals



# Crowdfunding – why should you try it?

- It's a fast, flexible way to raise money
- Doubles as community engagement
- Demonstrates public support & serves as a testing ground
- Gives the community a sense of ownership
- Diversifies and strengthens your donor base





*“To me the greatest value from the ioby campaign was the public awareness building and support, which will pay longer term dividends beyond the money that we raised.”*

*“It was the fundraising campaign that began the community engagement.”*



# 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!

SHARE THIS PROJECT    

OVERVIEW

BUDGET

UPDATES

DONORS

NEARBY PROJECTS

TOTAL FUNDING NEEDED: \$77,285


## YOU MADE IT HAPPEN

Help us exceed our goal!



**project leader**  
overtonbroad

**location**  
175 Tillman  
(Binghampton)

**latest update**   
Thank you!

**\$78,631**

RAISED SO FAR

**\$0**

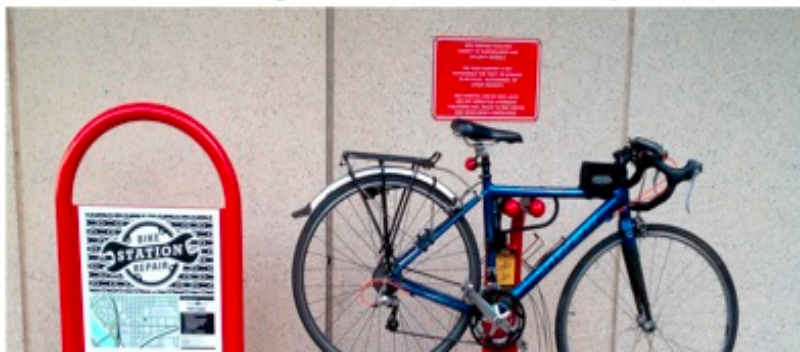
STILL NEEDED

# goal reached!

This project met its goal, but will still gladly accept donations.

the project

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



\$

donate to this project

about the project leader

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



# THE HAMPO LINE

CONNECT THE GREENLINE AND OVERTON PARK



## LEGEND

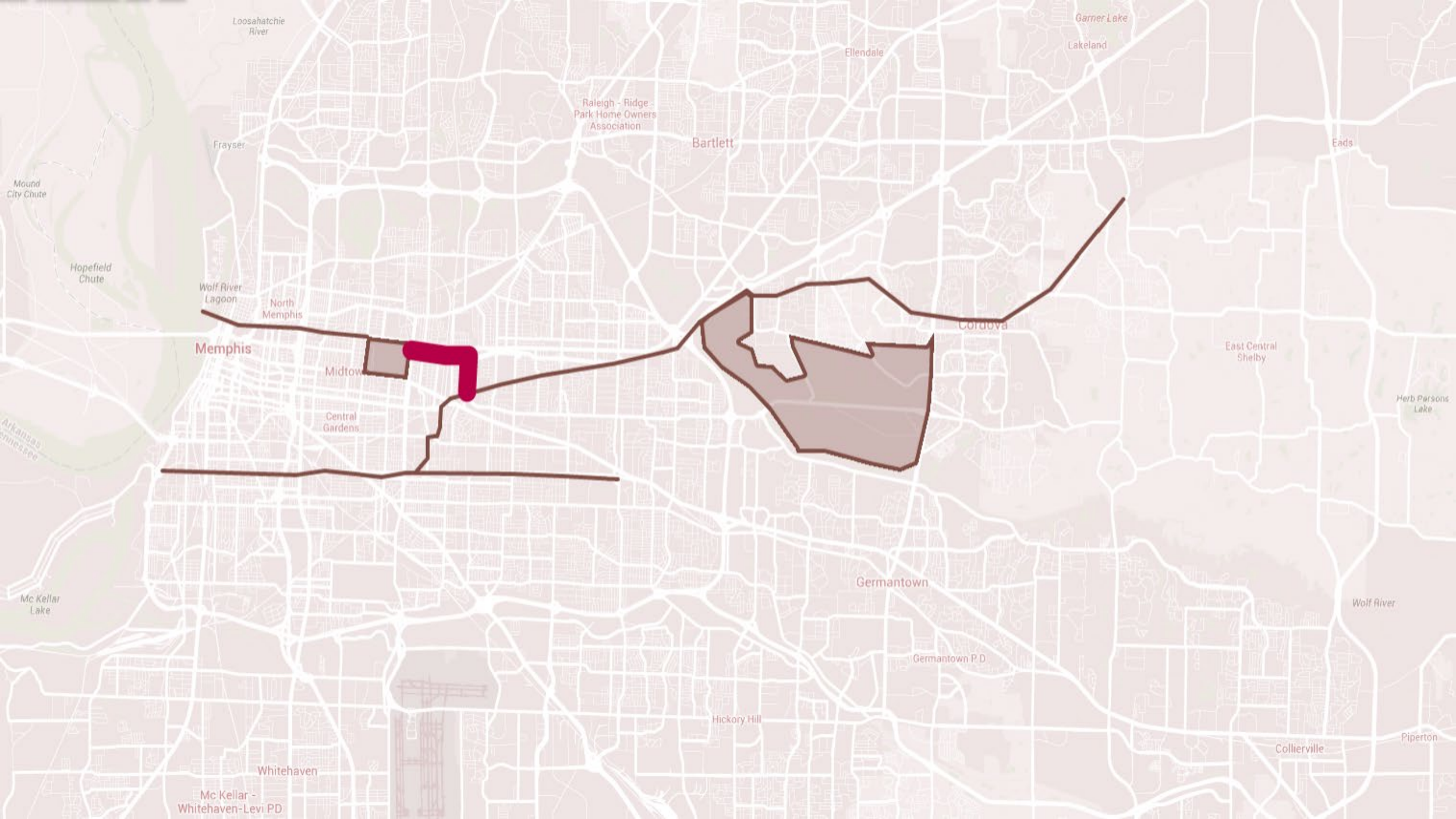
-  THE HAMPLINE
-  THE SHELBY FARMS GREENLINE
-  BENJAMIN L. HOOKS LIBRARY
-  SCHOOLS
-  CHURCH
-  WATER TOWER DEPOT / PERFORMANCE ART AMPHITHEATER
-  COMMUNITY CENTER
-  MURALS
-  SCULPTURE INSTALLATIONS
-  HAMP FOOTBALL FIELD
-  OVERTON PARK ARCH
-  DISTRICT 5 GATEWAY
-  OVERTON PARK
-  MEMPHIS POLICE TELMAN PRECINCT 428
-  MATA BUS SHELTERS
-  RAILROAD TRACKS



\*Route includes works by artists Guillaume Alby, Greely Myatt, Danny Broadway, Davey Studios, and Binghampton children via the Carpenter Art Garden project

HAMPLINE.COM





Loosahatchie River

Garner Lake

Elendale

Lakeland

Raleigh - Ridge Park Home Owners Association

Bartlett

Eads

Frayser

Mound City Chute

Hopefield Chute

Wolf River Lagoon

North Memphis

Memphis

Cordova

East Central Shelby

Midtown

Central Gardens

Herb Person Lake

Mc Kellar Lake

Germantown

Wolf River

Germantown P.D.

Hickory Hill

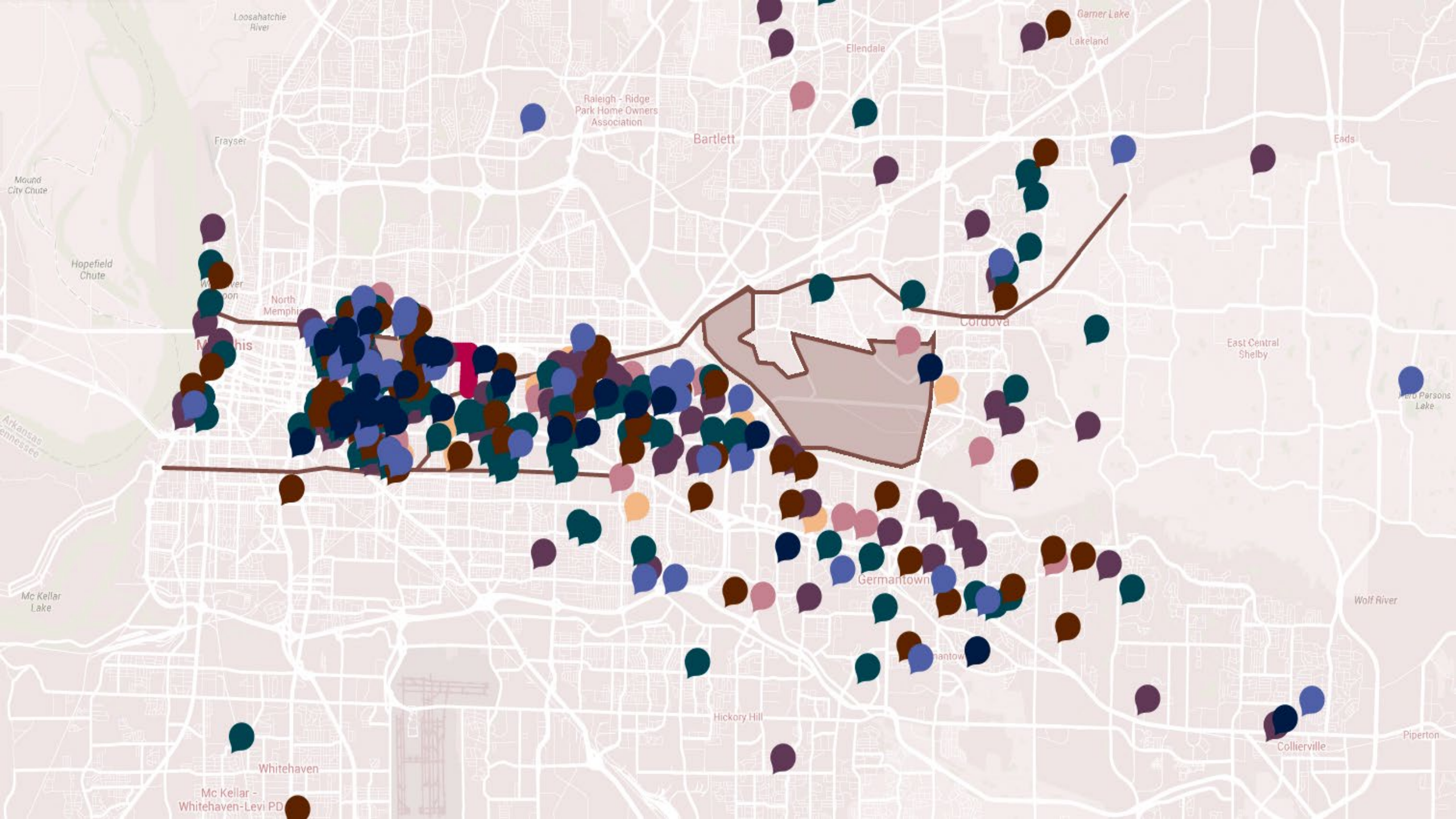
Collierville

Piperton

Whitehaven

Mc Kellar-Whitehaven-Levi PD













“To me the greatest value from the ioby campaign was the public awareness building/support. It will pay longer term dividends beyond the \$75,000+ that we raised”



# General Project Eligibility

- ✓ Located in a Sustainable CT registered town(s)
- ✓ Align **broadly** with Sustainable CT actions
- ✓ Have a public benefit and be inclusive of your community
- ✓ **Receive at least 20 donations to your crowdfunding campaign**



- Land & waterbody conservation
- Improving walkability
- Energy efficiency & renewables
- Food waste diversion
- Community gardens

- Green infrastructure
- Environmental justice
- Creating green spaces
- Composting & recycling
- Farmers Markets

- Improved public transportation
- Environmental & climate programs/education
- Activating public spaces
- Arts & culture
- Healthy & Sustainable food networks

# 20 donor requirement

These are meant to be community projects that involve and engage the community, and demonstrate broad public support.

That means...

Projects must receive a minimum of **20** individual donations to their fundraising campaign.

## donors

Anonymous

Sheila B Amdur

Robert, Carol  
Leary

Duke York

Anonymous

GROW  
Windham

The  
Pernerewskis

WVNA

Peik Larsen

Sandra Rosado

Jana Roberson

Dawn

Anonymous

Andrew Gutt

Willi Housing  
Authority

Willi Wildlife  
Habitat

Garden Club of  
Windham

Nancy Rucker

Tim, Roberta  
Dwyer

Judy  
Vertefeuille

George Hopfer

Judy Kolesinsky

Mike/Glenna  
Adams

Liz Kenton

Willibrew

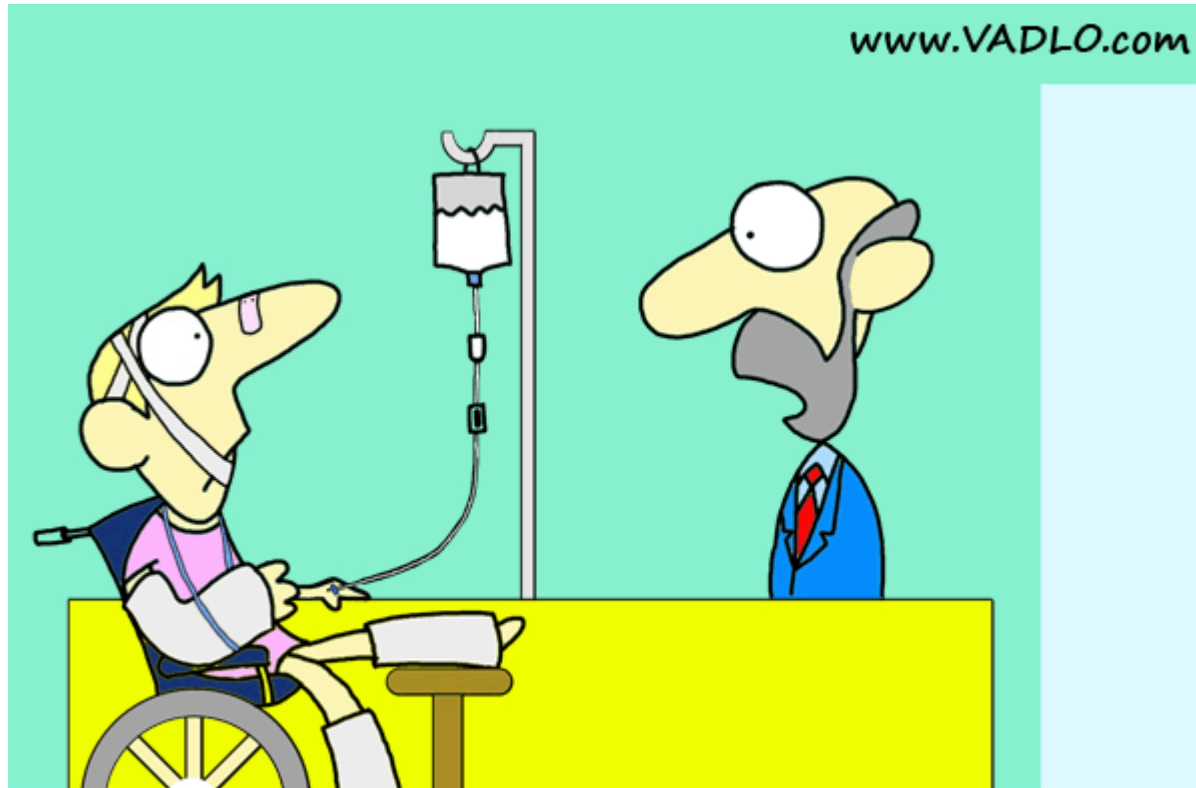
Willimantic L.

# Who Can Participate?

# ANYONE

- Community Match Fund projects can be led by anyone in a registered municipality
  - Municipal staff and officials
  - Schools
  - Nonprofits
  - Community groups
  - Individual residents

# How to “apply”: This is **NOT** a grant program



“Do you have to take sick leave?  
We have a grant deadline.”



*“Is it just me or are these review panels getting a lot tougher?”*



# Fast, flexible, easy funding



- ✗ No application deadlines
- ✗ No formal, standardized proposal
- ✗ No lengthy review process
- ✗ No staggered funds disbursement
- ✗ No one-size-fits-all post-award reporting requirements

# Applying for & starting up a project

1

Contact Abe to discuss project

2

Submit brief project description, timeline & budget

3

Sustainable CT reviews for eligibility (5 days)

## If determined eligible:

- Connect with (other) municipal staff to introduce project and receive support
- Complete pre-fundraising survey with project timeline
- Build your project: begin working with ioby to create fundraising page
- Fundraise (1-3 months)
- **Implement project**





# Let's look at some potential projects

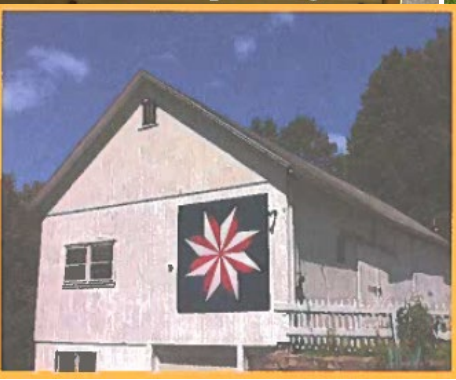
## LOCAL BUYING GUIDE:

TOOLS AND ADVICE TO  
CONNECT RESTAURANTS,  
FARMERS, PRODUCERS,  
AND MERCHANTS



## HEBRON COMPOSTS

An introduction  
to composting.



### Recycle Paint

The Town of West Hartford accepts unwanted, left over paint for recycling at the Yard Waste and Recycling Center through PaintCare. Click here to find other paintcare drop off locations .

**Connecticut Paint Stewardship Program**

Each year about 650 million gallons of architectural paint is sold in the United States. Did you know that about 10 percent goes unused and is available for recycling?

**PaintCare Products**

*These products have fees when you buy them and are accepted for free at drop-off sites:*

- Interior and exterior architectural paints: latex, acrylic, water-based, alkyd, oil-based, enamel (including textured coatings)
- Deck coatings, floor paints (including elastomers)
- Primers, sealers, undercoaters
- Stains
- Shellacs, lacquers, varnishes, urethanes (single component)
- Waterproofing concrete/masonry/wood sealers and repellents (not tar or bitumen-based)
- Metal coatings, rust preventatives
- Field and lawn paints

**Non-PaintCare Products**

- Paint thinners, mineral spirits, solvents
- Aerosol paints (spray cans)



**Do Not Throw Cigarette Butts On The Ground... Our Squirrels Are Getting Cancer!!**

This sign made possible by a generous donation from Roger's Memorial Fund and the Eastern Highlands Health District.

**Our Deer Don't Smoke In Your Back Yard... Please Don't Smoke In Theirs!**

This sign made possible by a generous donation from Roger's Memorial Fund and the Eastern Highlands Health District.

**NOTICE Smokers Will Be Fed To The Bears!!**

This sign made possible by a generous donation from Roger's Memorial Fund and the Eastern Highlands Health District.

**Take a FREE Audio Tour**

Otocast  
Download "Otocast" in App Store or STAMFORD-DOWNTOWN.COM





# 325 Trees - Remove and Replace

We are working to replace urban trees in Willimantic, Ct. lost to age or storms. Street sides, parks, playgrounds, school yards all need new trees to provide beauty and cooler, cleaner habitat for all living things.

SHARE THIS PROJECT [f](#) [t](#) [v](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)



## project leader

Faith K

## location

Windham Rd  
(Willimantic city limits)

## latest update

Prefer to make a check donation? Follow these steps and your donation will be matched!

PROJECT DEADLINE:

December 1, 2019

TOTAL FUNDING NEEDED: \$27,652

**\$28,052**

RAISED SO FAR





**\$0**

STILL NEEDED



# Groton Senior Center Community Gardens

Groton Senior volunteers building community in a garden at the Senior Center in partnership with Eastern Connecticut Community Gardens Association and the town of Groton to increase agriculture.

SHARE THIS PROJECT    

This project was funded in part through matching funds from the Sustainable CT Community Match Fund

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)

PROJECT DEADLINE:  
January 30, 2020

1

Day Left



## project leader

Eastern Connecticut Community Gardens Association

## location

Newtown Road  
(Groton Senior Center)

## latest update

No updates yet.

TOTAL FUNDING NEEDED: \$3,589

**\$3,890**

RAISED SO FAR

**\$0**

STILL NEEDED



# Bristol Outdoor Classroom A Work of Heart

Help us bring 13 outdoor classrooms to the Bristol Public Schools Spring 2020!!!

SHARE THIS PROJECT [f](#) [t](#) [g+](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)



## project leader

Lindsey R

## location

111 North Main Street  
(In participating Bristol Public Schools )

## latest update

The Broad View Fund Donation

PROJECT DEADLINE:  
January 31, 2020

2

Days Left

TOTAL FUNDING NEEDED: \$13,000

**\$14,951**

RAISED SO FAR

**\$0**

STILL NEEDED



# Save Columbia's Wells Woods!

We're working hard with the community to expand Mono Pond State Park by nearly 1,000 acres! We've secured most of the funding, and now we need your help to close the deal. Donate here today!

SHARE THIS PROJECT [f](#) [t](#) [v](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)



## project leader

Honor L

## location

Wells Woods Road  
(Island Woods, Columbia)

## latest update

Hooray!

PROJECT DEADLINE:  
February 28, 2020

**30**

Days Left

TOTAL FUNDING NEEDED: **\$41,761**

**\$9,760**

RAISED SO FAR

**\$32,001**

STILL NEEDED

# Greenwich, CT Food Scrap Recycling Pilot Program

Be the solution. Help reduce waste, conserve resources, and save money in our community by recycling food scraps into valuable compost.

SHARE THIS PROJECT [f](#) [t](#) [g+](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)



## project leader

Julie D

## location

Holly Hill Lane  
(Greenwich)

## latest update

No updates yet.

PROJECT DEADLINE:  
February 14, 2020

16

Days Left

TOTAL FUNDING NEEDED: \$10,797

\$4,830

RAISED SO FAR

\$5,967

STILL NEEDED



# 2020 BiCi Co. Do-It-Yourself Workshop and Community Hours

BiCi Co. wants to get as many up-cycled bicycles back out into the community as we can in 2020 in the Hartford region. We need your help to fund the Do-It-Yourself hours in both Hartford and W. Hartford.

SHARE THIS PROJECT [f](#) [t](#) [g+](#) [+](#)

This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

[Budget](#)

[Updates](#)

[Donors](#)

[Nearby Projects](#)



## project leader

Anthony C

## location

97 Park Street  
(Just South of Downtown Hartford in the South Green neighborhood)

## latest update

31% of the Goal on January 14th! Let's Roll to 100%!

PROJECT DEADLINE:  
February 28, 2019

TOTAL FUNDING NEEDED: \$20,145

**\$7,700**

RAISED SO FAR

**\$12,445**

STILL NEEDED

# Colorful Bridgeport - Color It In Murals

Downtown Bridgeport's humans, food, art, and business make it a place unlike any other. We invite you to *Color It In* and take action by adding to the vibrancy of the district.

SHARE THIS PROJECT



This project is eligible for match funding through the Sustainable CT Community Match Fund. Give today to have your donation doubled!

[About the Match](#) ▶

**Overview**

Budget

Updates

Donors

Nearby Projects



## project leader

Lauren C

## location

Main and Broad Streets  
(Downtown Bridgeport)

## latest update

No updates yet.

PROJECT DEADLINE:  
February 15, 2020

17

Days Left

TOTAL FUNDING NEEDED: \$5,112

\$0

RAISED SO FAR

\$5,112

STILL NEEDED





**PROJECT TITLE** Smoke Free Spaces  
**CATEGORY** Strategic and Inclusive Public Services  
**ACTION** 7.10 Encourage Smoke-Free and Tobacco-Free Public Spaces







**PROJECT TITLE** Smoke Free Spaces  
**CATEGORY** Strategic and Inclusive Public Services  
**ACTION** 7.10 Encourage Smoke-Free and Tobacco-Free Public Spaces







<b>PROJECT TITLE</b>	Hebron Composts
<b>CATEGORY</b>	Strategic and Inclusive Public Services
<b>ACTION</b>	7.8 Develop a Food Waste Reduction Campaign

# HEBRON COMPOSTS

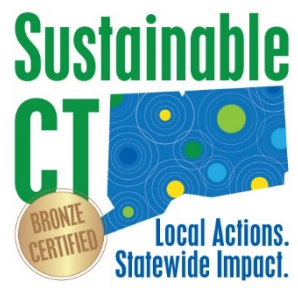
An introduction  
to composting.





<b>PROJECT TITLE</b>	Community Garden
<b>CATEGORY</b>	Dynamic and Resilient Planning
<b>ACTION</b>	4.3 Develop Agriculture-Friendly Practices





# TOWN OF SOUTH WINDSOR

# Sustainable CT Success Stories



**PROJECT TITLE** 4th Grade Bike Program  
**CATEGORY** Innovation Action  
**ACTION** 10.1 Implement Your Own Sustainability Action



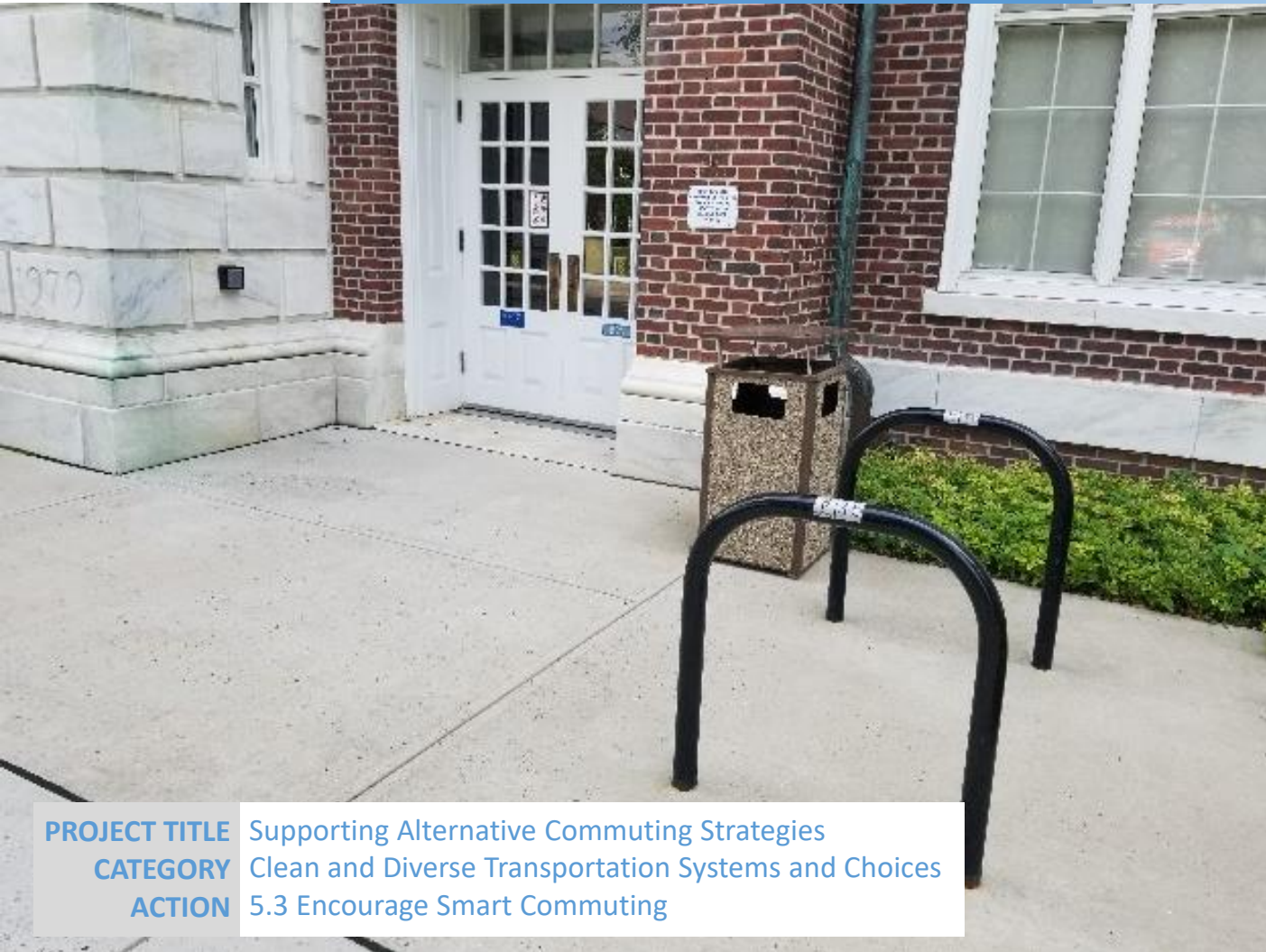
# TOWN OF GLASTONBURY

## Sustainable CT Success Stories



**PROJECT TITLE** The Tannery  
**CATEGORY** Innovation Action  
**ACTION** 10.1. Implement Your Own Sustainability Action





**PROJECT TITLE** Supporting Alternative Commuting Strategies  
**CATEGORY** Clean and Diverse Transportation Systems and Choices  
**ACTION** 5.3 Encourage Smart Commuting



## TAKE A STROLL ALONG THE ARTWALK ROUTE



**PROJECT TITLE** ARTWALK and Timeless Exhibit  
**CATEGORY** Vibrant and Creative Cultural Ecosystems  
**ACTION** 3.2 Support Arts and Creative Culture



 3 Artistic Display Andrew and Michael Whittington & Family	 4 Between Classes A. Hill Construction, Inc.	 5 Big Sister Global Management Co., Inc.	 6 Captured Empire State Realty Trust
 9 Counting Home Rebecca, a Division of J.J. Green Realty Corp.	 10 Counting Home Rebecca, a Division of J.J. Green Realty Corp.	 11 Counting Home Rebecca, a Division of J.J. Green Realty Corp.	 12 For Girl Rebecca, a Division of J.J. Green Realty Corp.
 15 The Hero Rebecca, a Division of J.J. Green Realty Corp.	 16 Holding Out The Conroy Family	 17 Just a Taste First County Bank	 18 Keeping in Touch Global Management Co., Inc.
 21 Nice to See You Rebecca, a Division of J.J. Green Realty Corp.	 22 No. Money, That Fine The Conroy and 1937 West Main Street	 23 Oop! OC Funds	 24 Out of Sight Rebecca, a Division of J.J. Green Realty Corp.
 27 Faith, Test First County Bank	 28 Second Hand News Empire State Realty Trust	 29 Sidewalk Concert Bar Floor	 30 Sightseeing Bar Floor
 33 Strolling Professor OC Funds	 34 Time Out Allways/Spectech	 35 Walking to Cross Starfield Development	 36 Park, Eat, Fetch People's United Bank

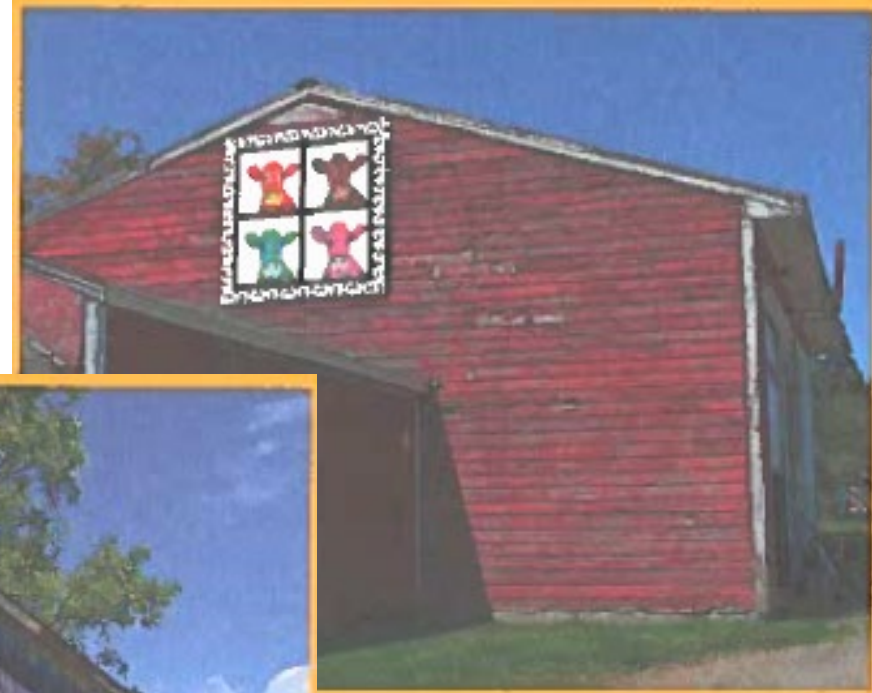
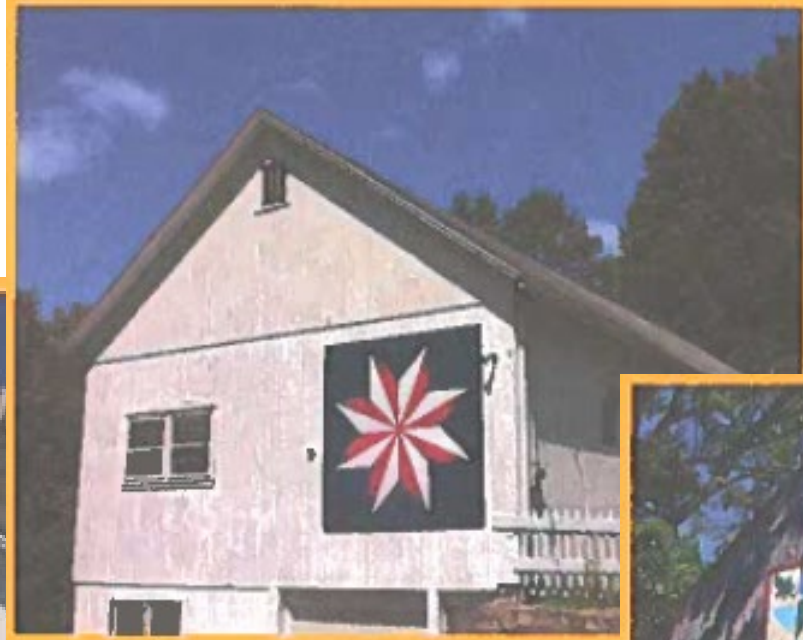
**D** - Seward Johnson Educational Display at The Ferguson Library  
**P** - Devoted Advice In permanent display in Courtyard Park, Starfield Development

The map shows the downtown area of Stamford, CT, with the Artwalk route highlighted in pink. Landmarks include UCONN, Mill River Park, Ripponam Park, and various buildings like the Government Center and Stamford Media Center. A circular logo for 'TIMELESS' is visible in the top left corner of the map area.

Take a **FREE** Audio Tour  
**Otocast**  
 SEE. HEAR. EXPLORE.  
 Download "Otocast" in App Store  
 STAMFORD-DOWNTOWN.COM

# TOWN OF NEW MILFORD

## Sustainable CT Success Stories



**PROJECT TITLE** Barn Quilt Trail  
**CATEGORY** Vibrant and Creative Cultural Ecosystems  
**ACTION** 3.2 Support Arts and Creative Culture





# Food Scraps & Recycling West Hartford Public Schools

Introduction:  
 Teachers and  
 Lunchroom staff

3 → 2 → 1 → & DONE!



TOWN OF  
 WEST HARTFORD



**TOWN OF  
NEW HAVEN**





# Questions?

**Interested in talking about a project? Get in touch!**

Email: [hildingsalorioa@easternct.edu](mailto:hildingsalorioa@easternct.edu)

Phone: 860-249-6680

**To see current projects and learn more:**

[www.sustainablect.org/funding](http://www.sustainablect.org/funding)

[www.ioby.org/sustainablect](http://www.ioby.org/sustainablect)