Sustainable CT
Local Actions. Statewide Impact.
Community Match Fund
Our Impact
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
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.

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!

TOTAL FUNDING NEEDED: $27,652

$27,652
RAISED SO FAR
$0
STILL NEEDED

Funded!
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

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

“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.”
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!

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.

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 HAMP LINE

CONNECT THE GREENLINE AND OVERTON PARK

LEGSIDE

THE HAMP LINE
THE SELF-MADE GARDEN
REHAB ACCESS / HOUSING LIBRARY
SCHOOLS
CHURCH
WALKER TOWER / PERFORMANCE ART ANTHEM
COMMUNITY CENTER
HURAS
SCULPTURE INSTALLATIONS
HAMP FOOTBALL FIELDS
OVERTON PARK ARCH
DISTRICT & GARDEN
OVERTON PARK
MEMPHIS POLICE TOLLWAY POLICE AREA
MTA BUS ROUTES

*Route includes works by artists Guillaume Alby, Greedy Myatt, Denny Broadway, Davey Studies, and Binghamton children via the Carpenter Art Garden project

HAMPLINE.COM
“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.
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
325 Trees - Remove and Replace

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About the Match

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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  $0

RAISED SO FAR  STILL NEEDED

SHARE THIS PROJECT F D P
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.

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 leader
Eastern Connecticut Community Gardens Association

location
Newtown Road
(Groton Senior Center)

latest update
No updates yet.

PROJECT DEADLINE:
January 30, 2020

1
Day Left

TOTAL FUNDING NEEDED: $3,599
$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!!!

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

TOTAL FUNDING NEEDED: $13,000

$14,951
RAISED SO FAR

$0
STILL NEEDED

2
Days Left
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!

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

About the Match

project leader
Honor L

location
Wells Woods Road (Island Woods, Columbia)

latest update
Hooray!
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.

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.

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%!
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.

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

About the Match
<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>Smoke Free Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATEGORY</td>
<td>Strategic and Inclusive Public Services</td>
</tr>
<tr>
<td>ACTION</td>
<td>7.10 Encourage Smoke-Free and Tobacco-Free Public Spaces</td>
</tr>
</tbody>
</table>

**TOWN OF COVENTRY**

Sustainable CT Success Stories

- **Project Title**: Smoke Free Spaces
- **Category**: Strategic and Inclusive Public Services
- **Action**: 7.10 Encourage Smoke-Free and Tobacco-Free Public Spaces

![Image of people and signs promoting smoke-free spaces]
TOWN OF COVENTRY

Sustainable CT Success Stories

PROJECT TITLE
Smoke Free Spaces

CATEGORY
Strategic and Inclusive Public Services

ACTION
7.10 Encourage Smoke-Free and Tobacco-Free Public Spaces
<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>Hebron Composts</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATEGORY</td>
<td>Strategic and Inclusive Public Services</td>
</tr>
<tr>
<td>ACTION</td>
<td>7.8 Develop a Food Waste Reduction Campaign</td>
</tr>
</tbody>
</table>
TOWN OF ROXBURY

Sustainable CT Success Stories

PROJECT TITLE: Community Garden
CATEGORY: Dynamic and Resilient Planning
ACTION: 4.3 Develop Agriculture-Friendly Practices
<table>
<thead>
<tr>
<th>PROJECT TITLE</th>
<th>4th Grade Bike Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>CATEGORY</td>
<td>Innovation Action</td>
</tr>
<tr>
<td>ACTION</td>
<td>10.1 Implement Your Own Sustainability Action</td>
</tr>
</tbody>
</table>
TOWN OF GLASTONBURY

Sustainable CT Success Stories

PROJECT TITLE
The Tannery

CATEGORY
Innovation Action

ACTION
10.1. Implement Your Own Sustainability Action
Supporting Alternative Commuting Strategies
Clean and Diverse Transportation Systems and Choices
5.3 Encourage Smart Commuting
CITY OF STAMFORD

Sustainable CT Success Stories

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
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!

LIQUIDS
RECYCLABLES
FOOD SCRAP
TRASH

LIQUIDS ONLY NO CONTAINERS
DRINKING BOTTLES & CONTAINERS
ALL FOOD SCRAPS
ALL TRASH
Questions?

Interested in talking about a project? Get in touch!
Email: hildingsalorioa@easternct.edu
Phone: 860-249-6680

To see current projects and learn more:
www.sustainablect.org/funding
www.ioby.org/sustainablect