

HELLO!



FUNDRAISING TOOLKIT FOR LOCAL GOVERNMENT

Jase Wilson



@neighborly

PROBLEM

GOVERNMENTS ARE

GOING BROKE

PROBLEM

Three California Cities Bankrupt: 'This Is The Tip of the Iceberg,' Says Fmr. Statesman

By Stacy Curtin | Daily Ticker – Fri, Jul 13, 2012 11:51 AM EDT



PROBLEM

Three California Cities Bankrupt: 'This Is The Tip of the Iceberg,' Says Fmr. Statesman

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UPDATE 2-Households withdraw record amounts from U.S. muni market

Thu Mar 7, 2013 3:43pm EST

(Reuters) - Individual investors fled U.S. municipal bonds in 2012, pulling a record \$238.1 billion out of the market in the final quarter of the year, according to Federal Reserve data released on Thursday.

The amount, smoothed out for seasonal fluctuations, was slightly more than the \$221.9 billion investors shed in the third quarter. In all of 2012, households only put money into the market in the second quarter, acquiring \$100 billion after getting rid of \$95.1 billion in the first quarter.

For seasonal variations, households still netted \$100 billion in the fourth quarter of 2012.

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Related News

[Exclusive: China plans bond overhaul](#)
\$1.5 trillion

PROBLEM

... Cities Bankrupt: 'This Is The Tip of

THE BOND BUYER

REGIONAL NEWS

Moody's: Detroit Bankruptcy May Set Tone for Distressed Munis

by: CAITLIN DEVITT

Friday, July 26, 2013

[Print](#) [Email](#) [Reprints](#)

CHICAGO -- Detroit's bankruptcy may be "profoundly meaningful" for other distressed local governments, setting a precedent for how to deal with liabilities, litigating key questions about pension versus bond debt, and clarifying the strength of various bond securities, Moody's Investors Service said in a report Friday.

PROBLEM

FISCAL CLIFF



PROBLEM

**CLIMATE CHANGE =
LARGER & MORE
DISASTERS**



PROBLEM

**HARDER TO FUND
LOCAL PROJECTS**

SOLUTION

FUNDING TOOLKIT FOR COMMUNITY PROJECTS

Win!

PROJECTS

**GET
MONEY**

Win!

CONTRIBUTORS

**EARN
PERKS**

Win!

COMMUNITIES

**CREATE
JOBS**

Win!

CITIZENS

**GET NEW
AMENITIES**

SOLUTION

UNDERFUNDED CIVIC PROJECT

- ★ **FUNDING SOURCE AGGREGATOR**
- ★ **FUNDRAISING TOOLKIT: CROWDFUNDING, CHALLENGE MATCHES, EVENTS, AUCTIONS**
- ★ **~~LOCAL OBLIGATION~~ GLOBAL OPPORTUNITY**

SOLUTION

UNDERFUNDED CIVIC PROJECT

- ★ FUNDING SOURCE AGGREGATOR
- ★ FUNDRAISING TOOLKIT: CROWDFUNDING, CHALLENGE MATCHES, EVENTS, AUCTIONS
- ★ ~~LOCAL OBLIGATION~~ GLOBAL OPPORTUNITY

COMPANY / FOUNDATION

- ★ OPPORTUNITY MARKETPLACE
- ★ FIND & FUND CIVIC PROJECTS
- ★ PIPELINE MANAGEMENT

crowd·fund·ing

/'kroud ,fəndiŋg/

noun

noun: **crowdfunding**; noun: **crowd-funding**

1. the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.

"musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding"



?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER

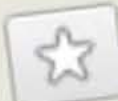
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Double Fine Adventure

A Video Games project in San Francisco, CA by Double Fine and 2 Player Productions · [send message](#)

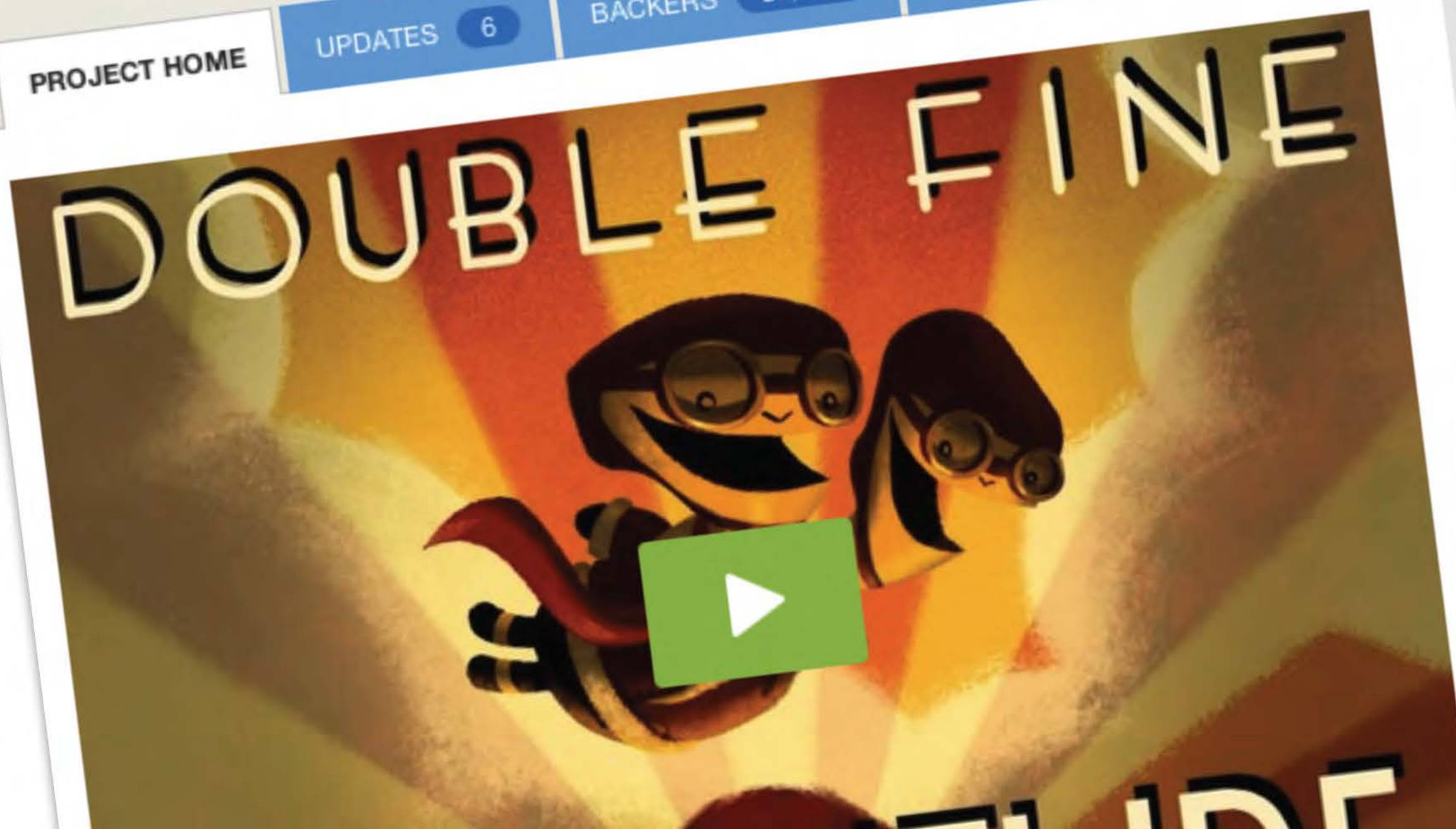


PROJECT HOME

UPDATES **6**

BACKERS **87,142**

COMMENTS **9,631**



87,142

BACKERS

\$3,336,371

PLEGGED OF \$400,000 GOAL

0

SECONDS TO GO

FUNDING SUCCESSFUL

This project successfully raised its funding goal on March 13.

FOR MORE

?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER

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Start
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Pebble: E-Paper Watch for iPhone and Android

A Product Design project in Palo Alto, CA by Pebble Technology · [send message](#)

PROJECT HOME

UPDATES 11

BACKERS 68,023

COMMENTS 5,300

★ REMIND ME



68,023

BACKERS

\$10,184,322

PLEGGED OF \$100,000 GOAL

3

DAYS TO GO

THIS PROJECT WILL BE FUNDED ON FRIDAY
MAY 18, 11:00PM EDT.

LowLine: An Underground Park on NYC's Lower East Side

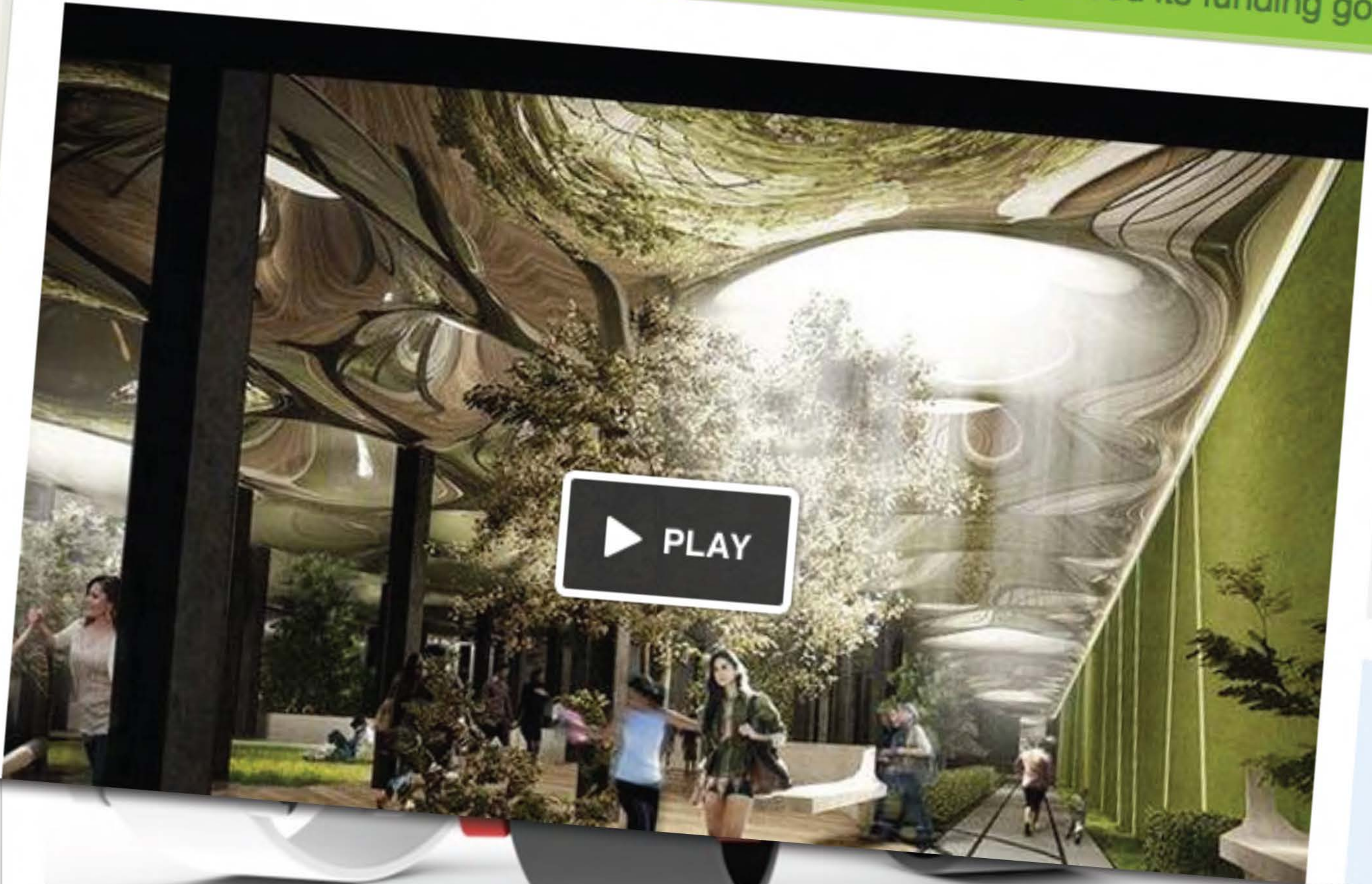
by [Dan Barasch](#)

Home Updates **15** Backers **3,300** Comments **85**

BLOG HELP SIGN UP LOG IN

Funded! This project successfully raised its funding goal on April 6.

Lower East Side, NY Design



3,300
backers
\$155,187
pledged of \$100,000 goal
0
seconds to go



Project by
Dan Barasch
New York, NY
[Contact me](#)

Low income...

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BLOG HELP SIGN UP LOG IN

A new way to transform you

spacehive.com

Transform where you live... find out more about spacehive



Discover new projects

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Featured Project

Glyncoch Community Centre

Wales

From bingo to Taekwondo: help us build a brand new multi-purpose community centre that creates an active hub for Glyncoch!



Pledged	Goal	Days left
£766k	£793k	22

What people say



We've been trying to build a community centre for years. If we don't do it now it'll never happen - so we're using Spacehive to raise the extra money we need. Glyncoch has real challenges but the centre will prevent social isolation and make our community more cohesive.

Louisa Addiscott, Project Promoter, Glyncoch Community Centre

Other interesting projects ...



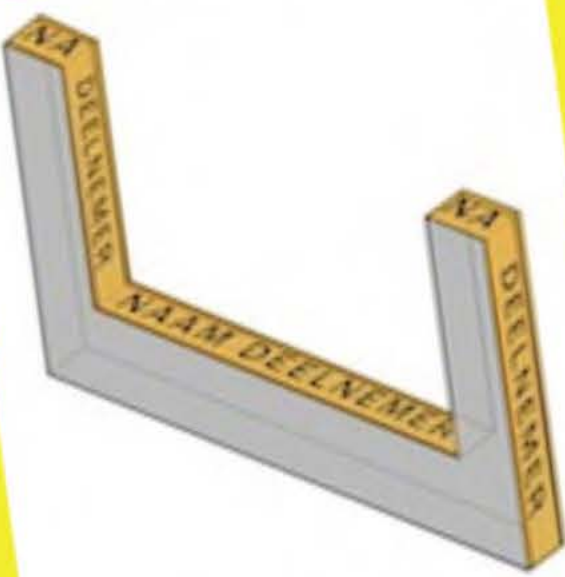
BOUW DE LUCHTSINGEL



440.000€ 360.000€ 240.000€ 160.000€ 80.000€

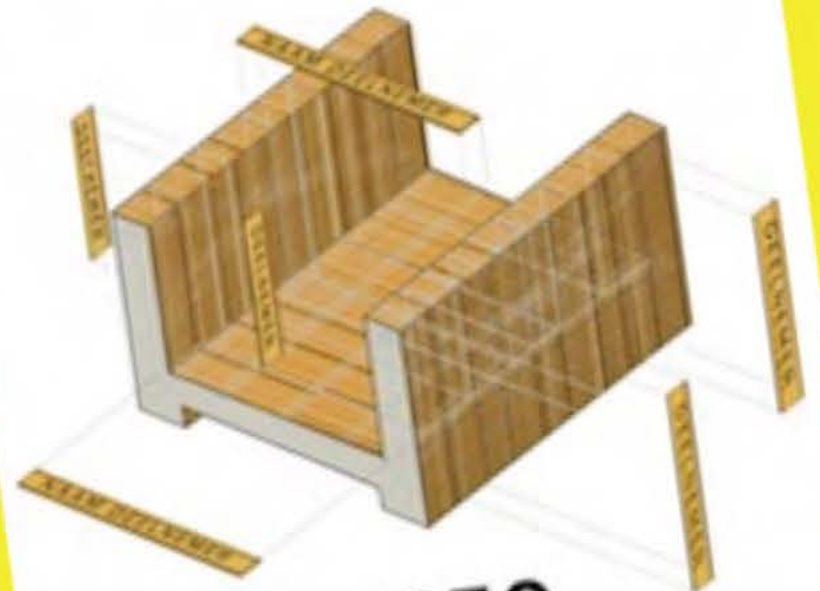


€25,-



€125,-

Element met uw naam



€1250,-

Brugdeel met uw naam

5th IABR
2012

152
dagen te gaan

15%
gebouwd

1228
deelnemers

DOE MEE →

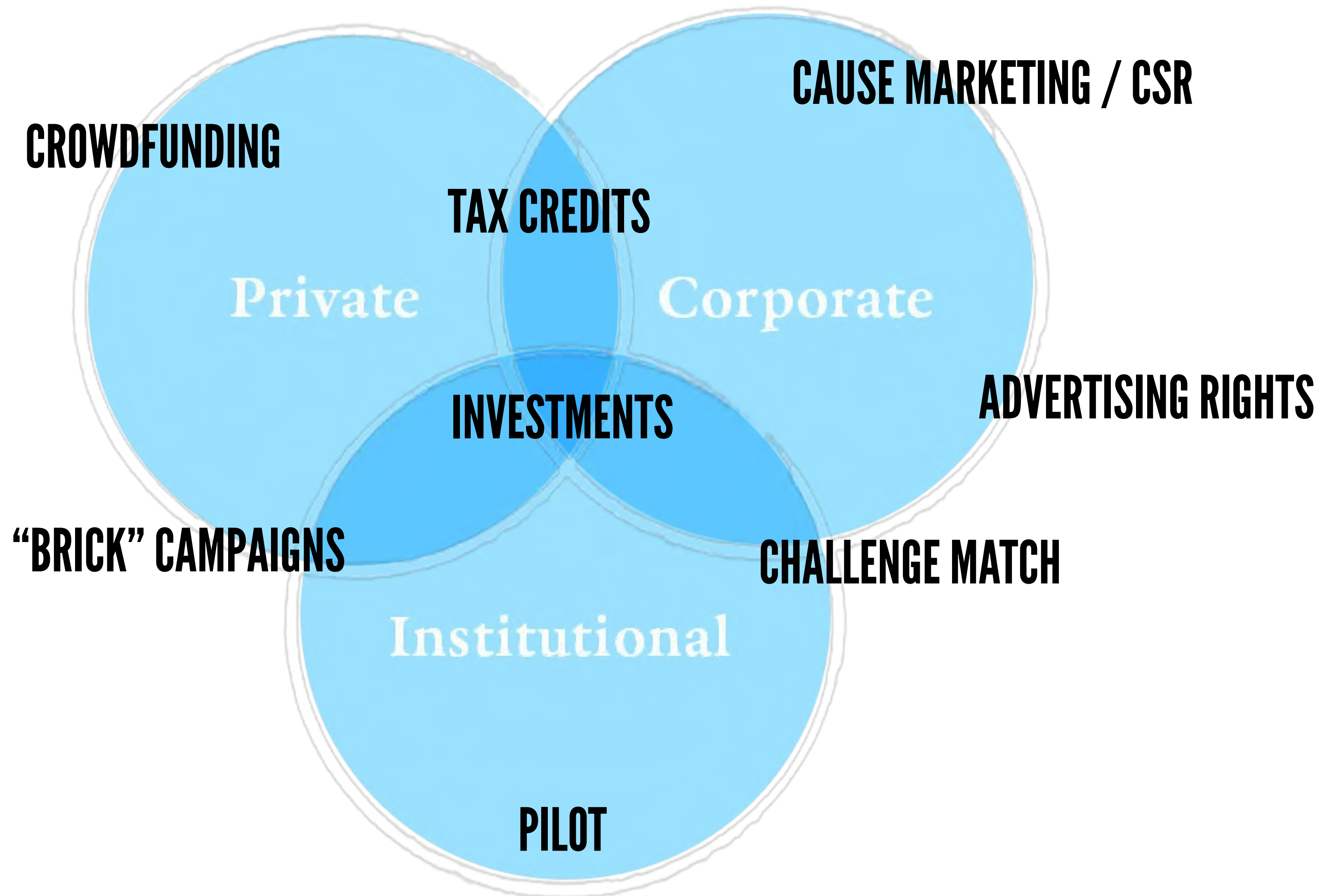
Kies uw deelname

€ 25 Plank met uw naam

€ 125 Element met uw naam

€ 1.250 Brugdeel met uw naam

SOLUTION



SOLUTION



NEW MUNI BONDS
(2012)

SOLUTION

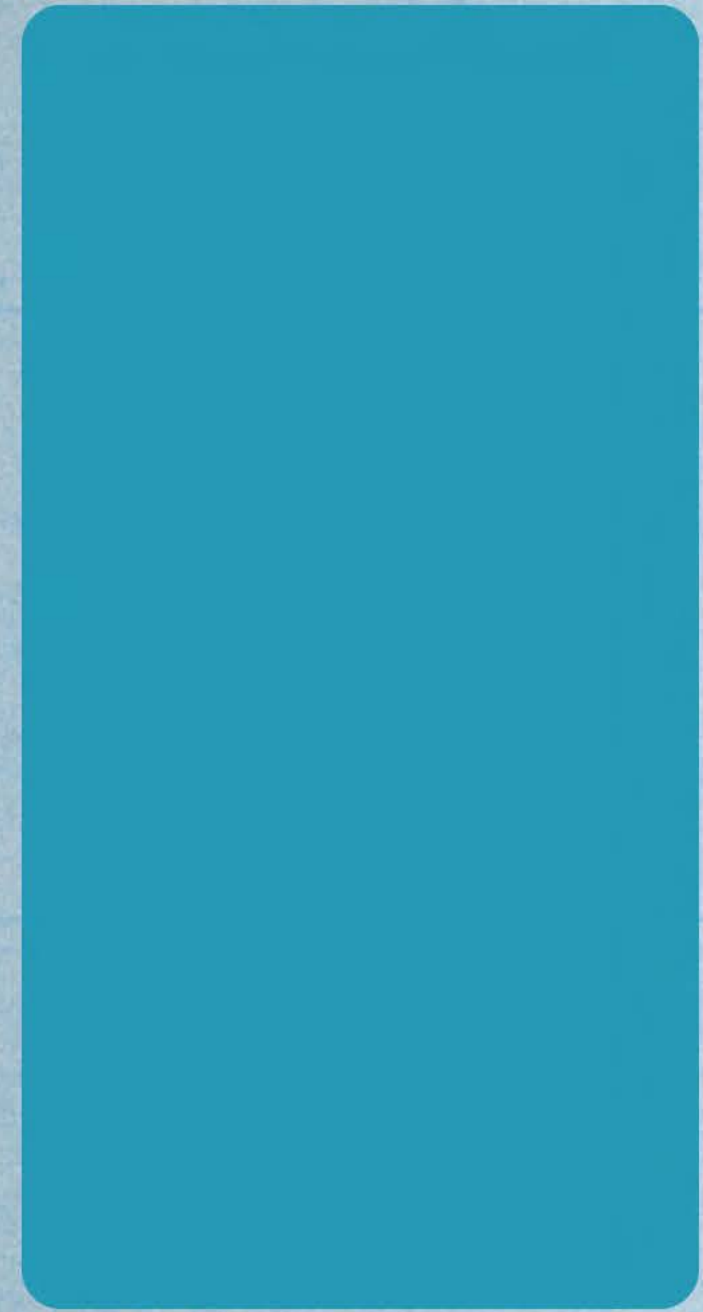
\$400B

NEW MUNI BONDS
(2012)

\$4.8T

LIQUID ASSETS
(US CORPS)

\$98B



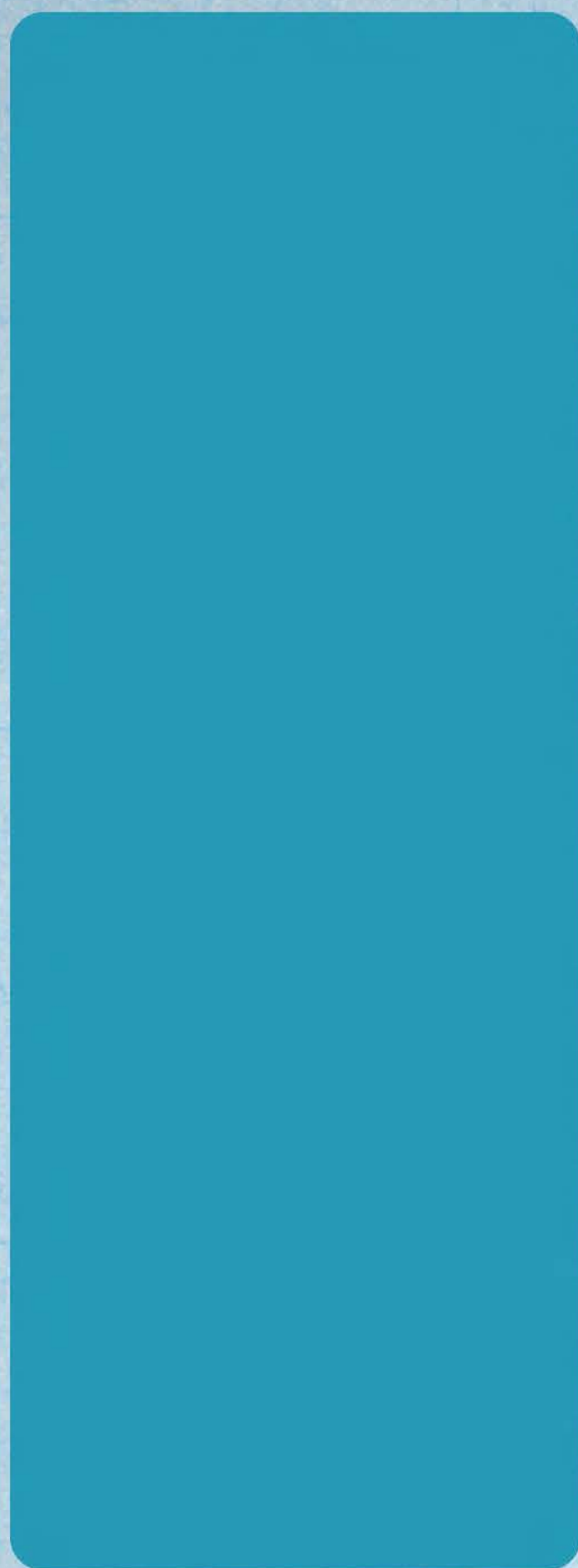
TOP 25 CITIES
GENERAL REVENUE
2011

\$98B



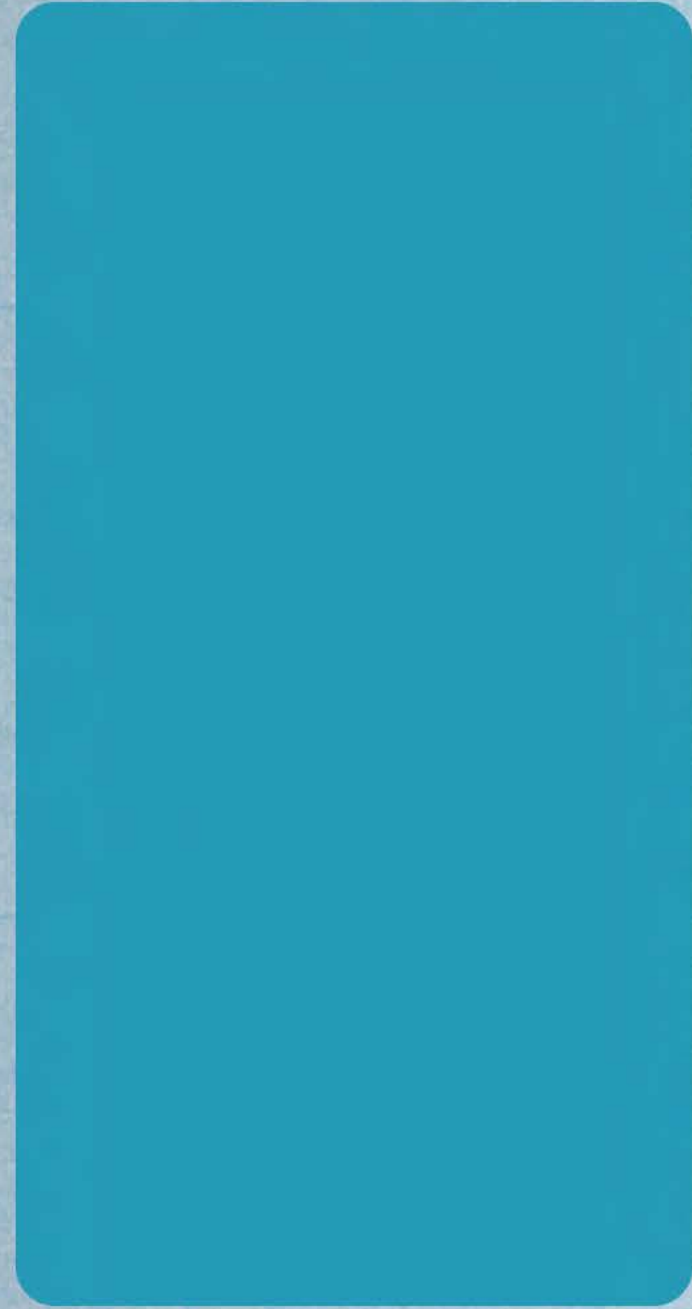
TOP 25 CITIES
GENERAL REVENUE
2011

\$137B



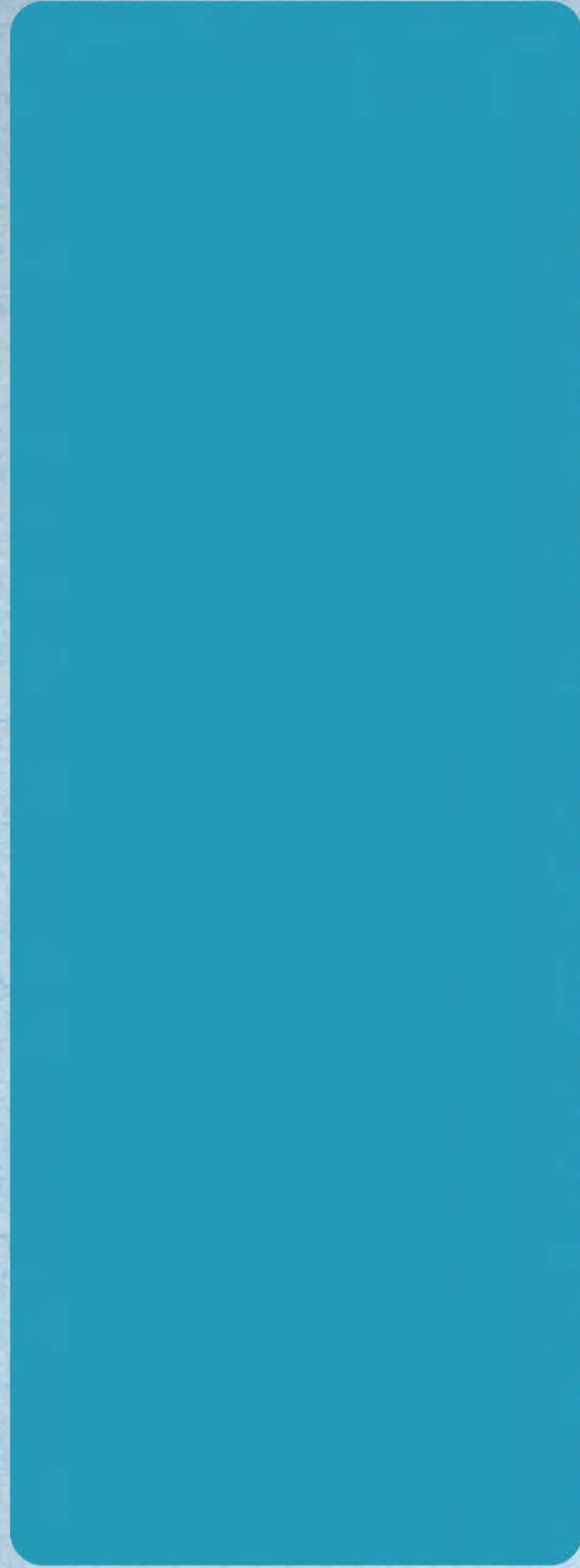
APPLE, INC
LIQUID ASSETS
Q4 2012

\$98B

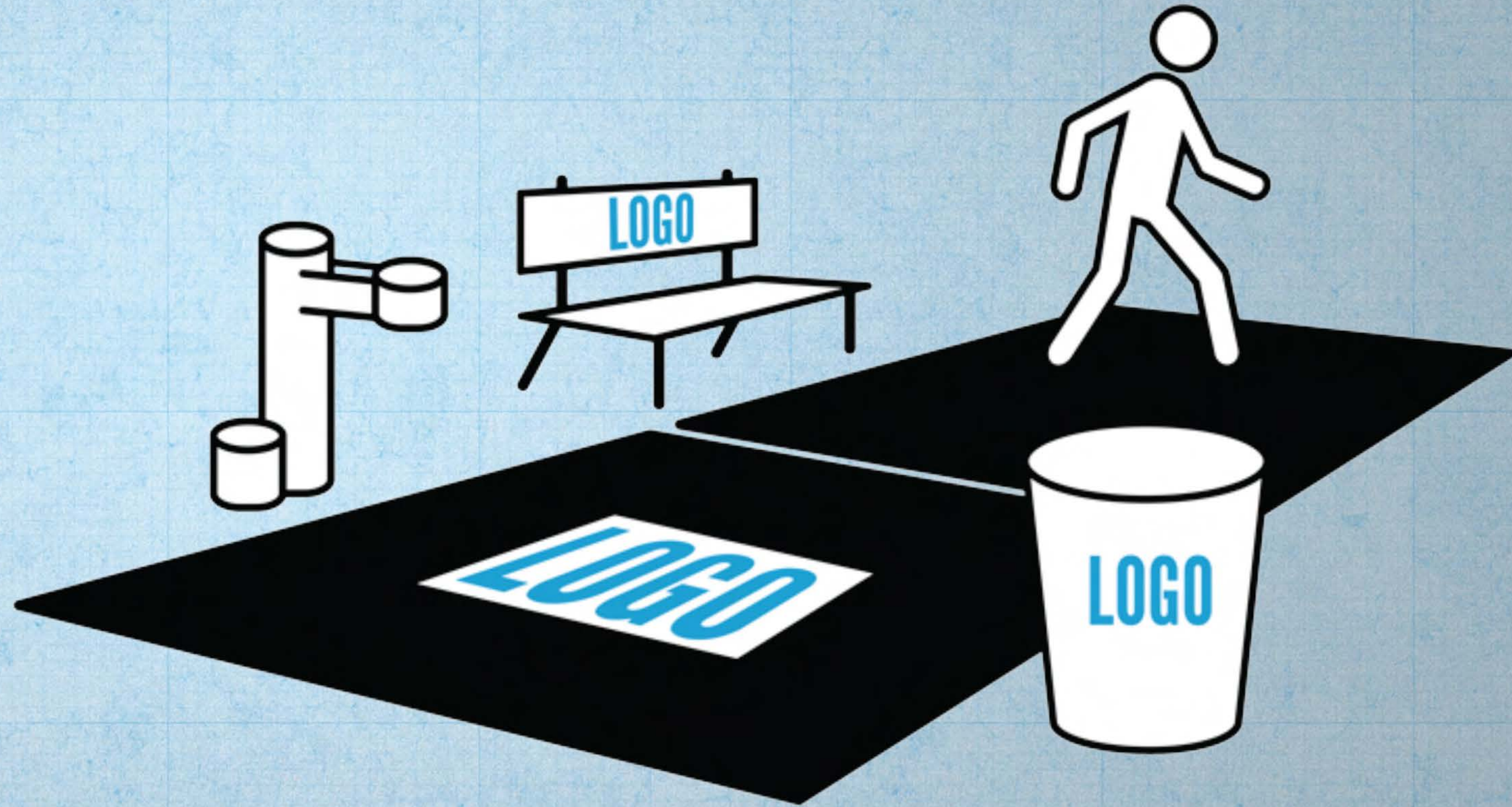


TOP 25 CITIES
GENERAL REVENUE
2011

\$137B



APPLE, INC
LIQUID ASSETS
Q4 2012



SOLUTION



READING

B & O

THE
MILWAUKEE
ROAD



NEW YORK
CENTRAL
SYSTEM



DOT.GOV

The U.S. Department of Transportation (**USDOT**) has published its **Interim Notice of Funding Availability** (Interim Notice) regarding its new **"TIGER II"** competitive grant program, a \$600M successor to the popular \$1.5B TIGER program included in the American Recovery and Reinvestment Act of 2009 (ARRA). The Interim

Notice outlines application procedures, and eligibility and project selection criteria, and highlights the program's shift in focus from near-term job creation to long-term outcomes.

Only \$60M of an authorized \$200M was allocated to TIFIA under the original TIGER program.

USDOT's new authority under TIGER II to award TIFIA assistance in lieu of, or in addition to, grant funding is expected to stimulate greater utilization of the TIFIA program.

TIGER II includes several additional aspects of note:

- **Amounts Restrictions:** TIGER II grants must be for at least \$10M and cannot exceed \$200M. No state can receive more than 25% of the funds.
- **Federal Share Capped at 80%:** For most projects, the federal share will be limited to 80%, requiring a 20% local match.
- **Rural Projects:** In a significant shift from the original program, TIGER II requires the investment of at least \$140M in rural projects, which are exempt from the 20% local match

A close-up shot of Leonardo DiCaprio and Matt Damon in suits, looking at each other. DiCaprio is on the left, looking towards Damon on the right. The background is blurred, suggesting an indoor setting like a restaurant or office.

WHAT IF WE MATCHED

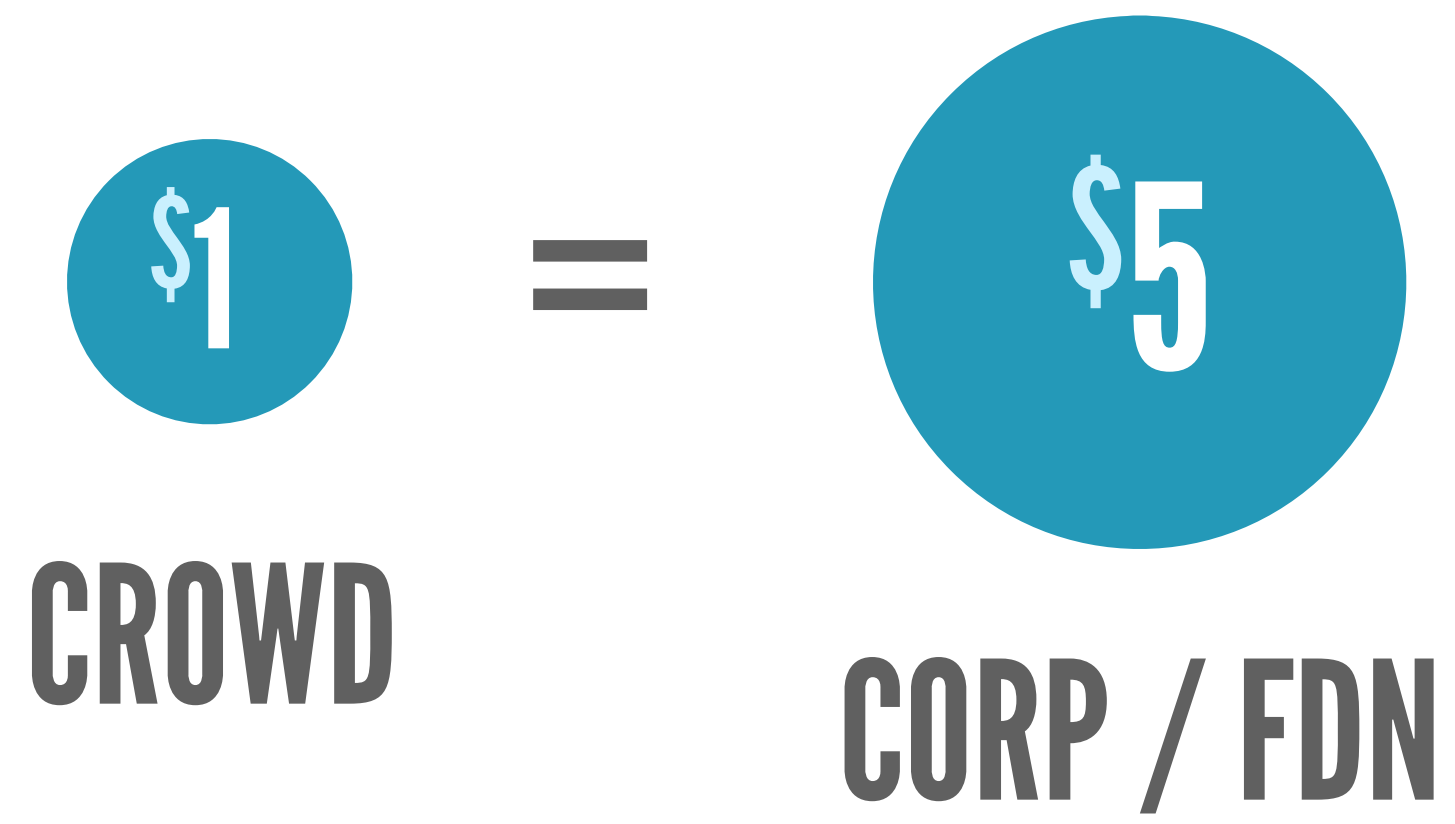
WITHIN A MATCH

SOLUTION

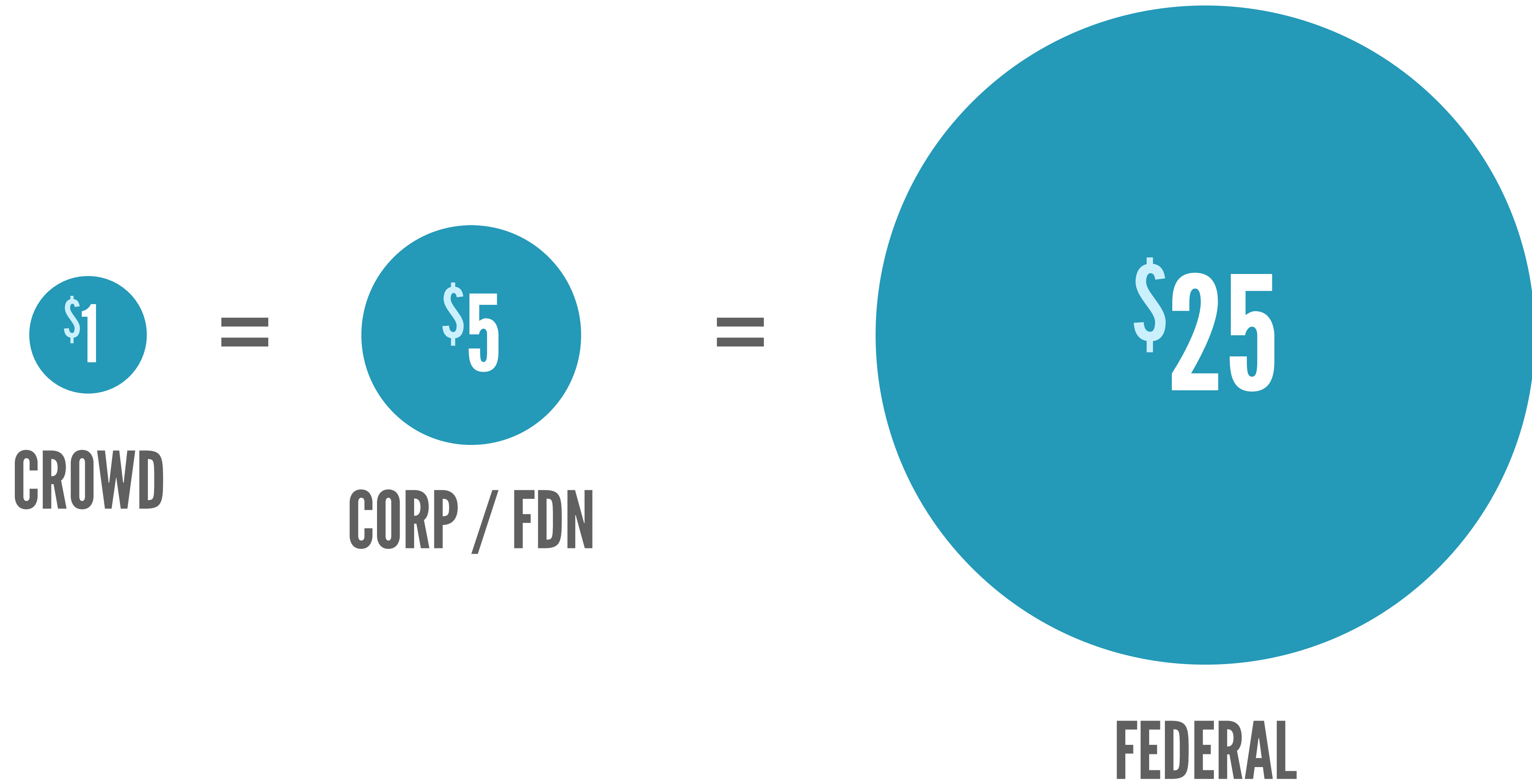


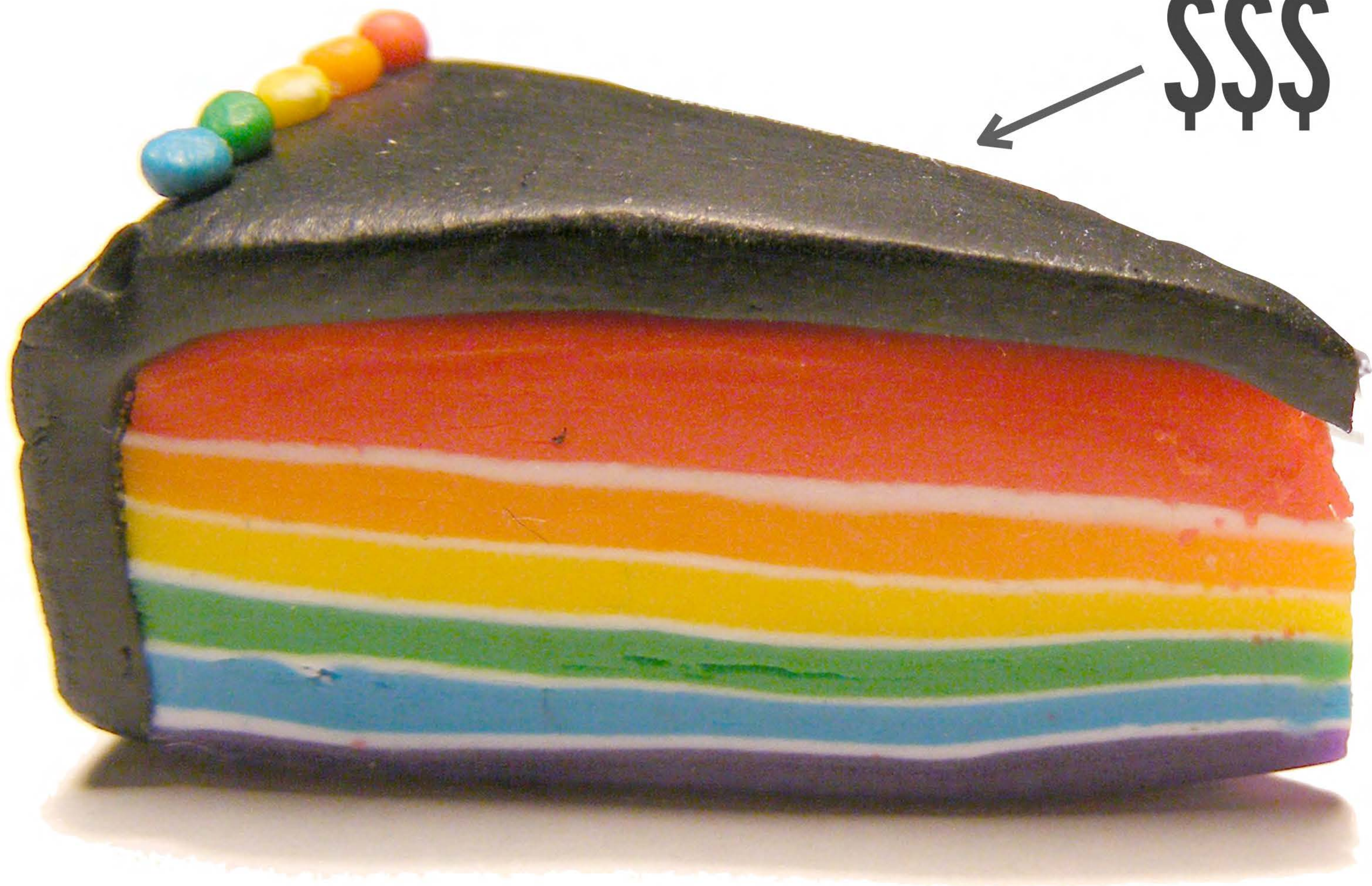
CROWD

SOLUTION

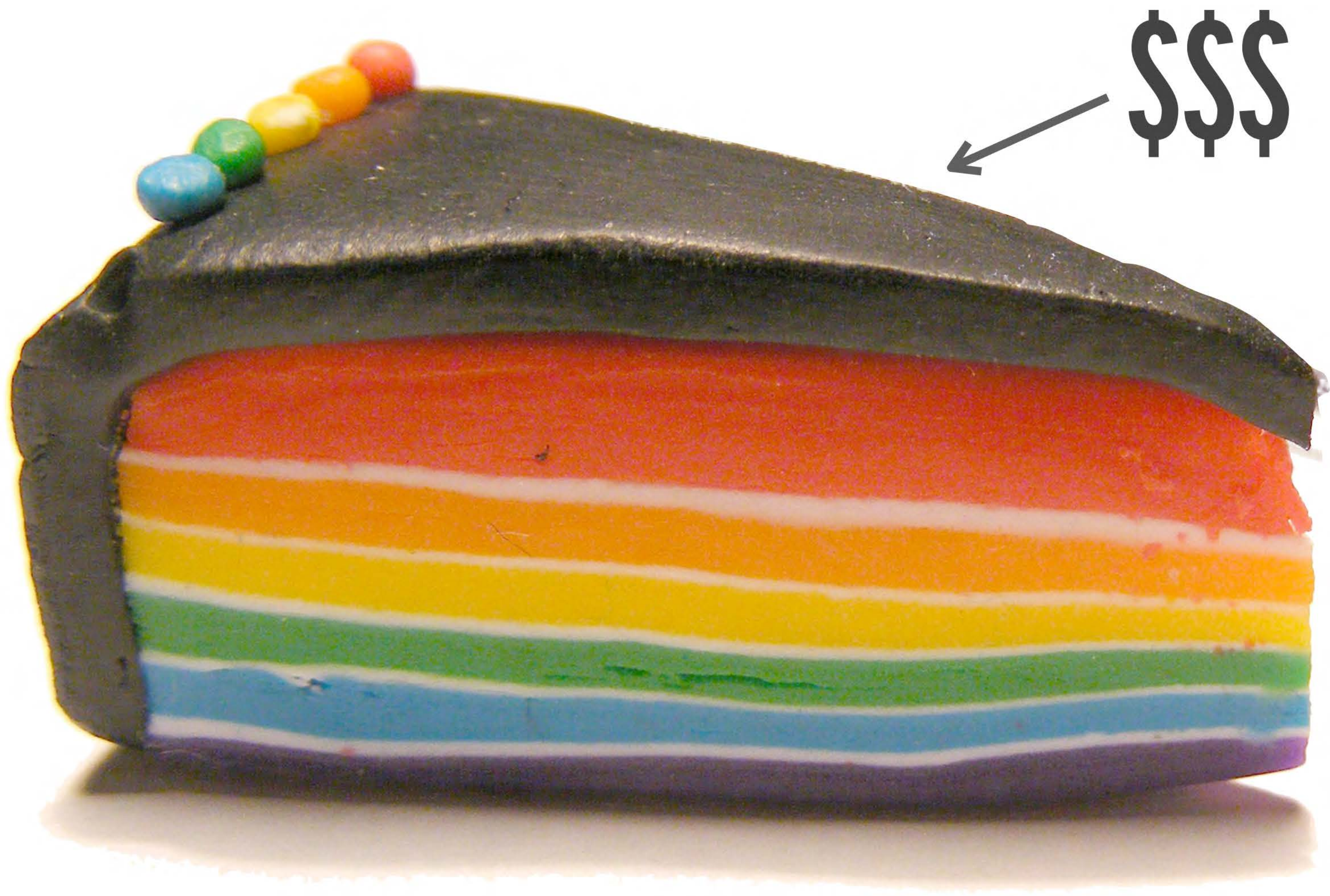


SOLUTION





← \$\$\$



\$\$\$

- ← **AWARENESS**
- ← **EARLY ADOPTERS**
- ← **STAKEHOLDER INPUT**
- ← **OTHER DELICIOUS STUFF!**

MORE THAN \$

**“CROWDFUNDING TAKES
DOWN THE GATEKEEPERS”**

– SLAVA RUBIN, INDIEGOGO FOUNDER

DIY URBANISM



BETTER BLOCK

RAPID URBAN REVITALIZATION PROJECTS



Jason

TEDx



JASON ROBERTS
BUILDING BETTER BLOCKS

00:11 / 18:11

CC Settings Full Screen

Kristen



Allison





OKC STREET

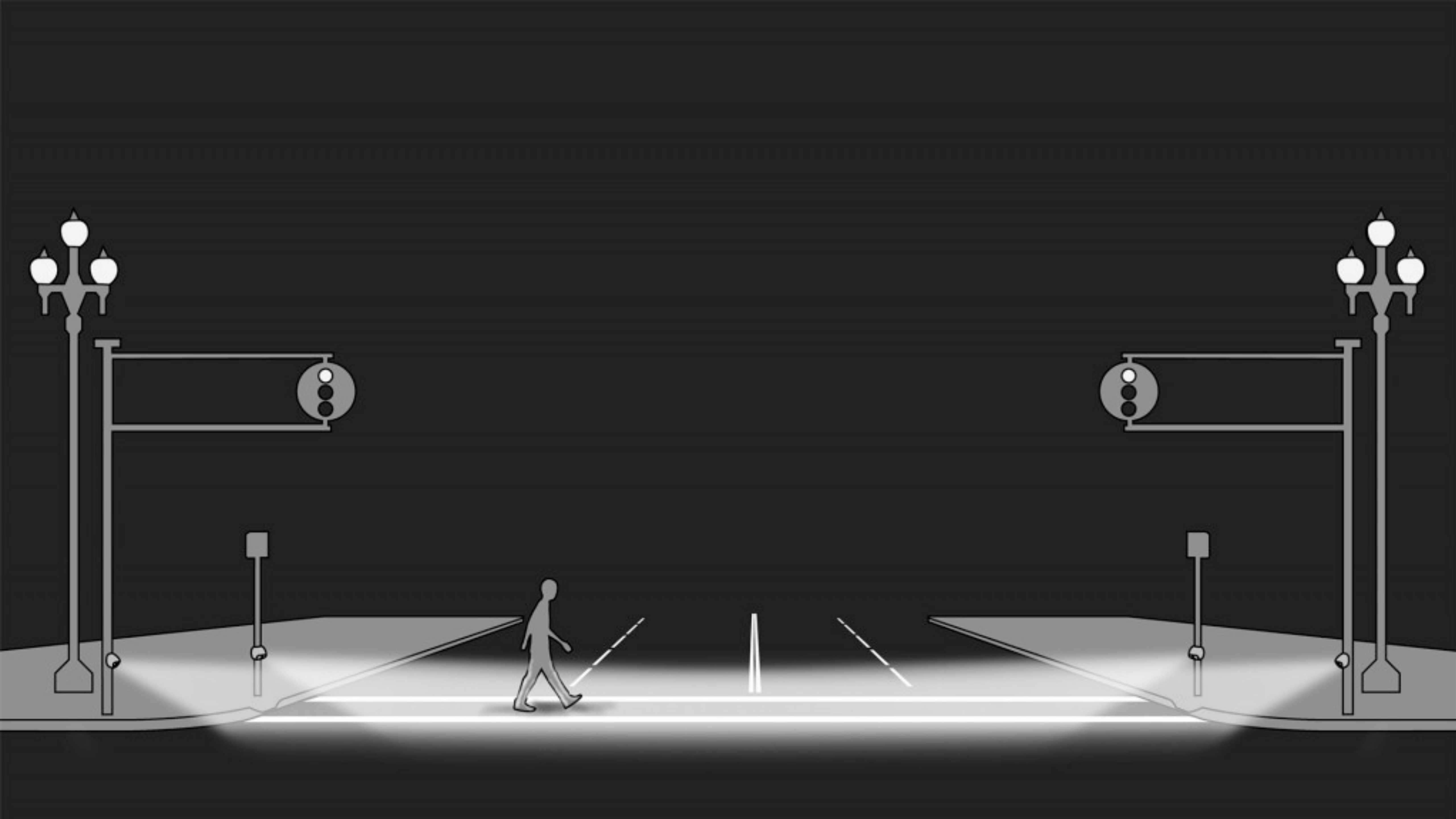


STREET CAR PROJECT

STREET CAR PROJECT







WHAT ELSE?

CROWDFUNDING CAN GIVE US

THE CIVIC FUTURE WE WANT

ON THE BUDGET WE'LL HAVE

GREAT NEWS



Knight Foundation
Informed & Engaged Communities

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Jun 18, 2013

Neighbor.ly expands crowdfunding service for civic projects with Knight Foundation funding

KANSAS CITY – (June 18, 2013) – Neighbor.ly, a crowdfunding platform that helps citizens and organizations come together to invest in civic and community causes, will scale up its operations with **\$175,000 in funding** from the John S. and James L. Knight Foundation.

RELATED LINKS



ABOUT OUR ENGAGED COMMUNITY FOCUS AREA

To help sustain healthy community democracy, we aim to increase the number of individuals to engage in change. To see Shorters on our strategy

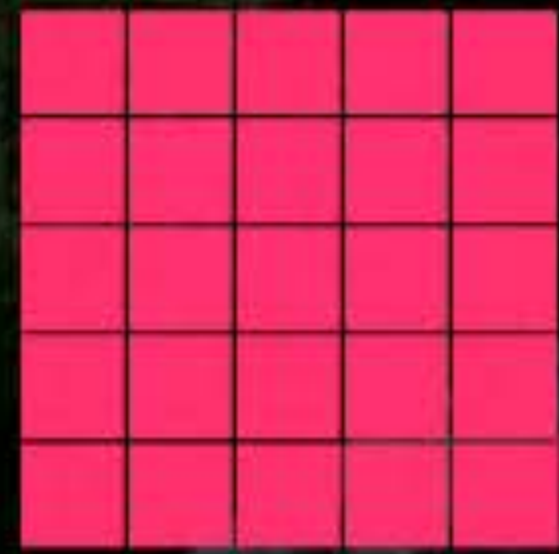
[Read More >](#)

PRESS CONTACTS

Knight's Communications Department will arrange interviews with program managers and facilitate contacting grant recipients.

Andrew Sherry
Vice President of Communications
Phone: 816.235.2877

3 YEAR IMPACT GOAL



**1,000's OF
COMMUNITIES**



**10,000's OF
PROJECTS**



**MILLIONS OF
DOLLARS**



**HUNDREDS OF
JOBS**

THANK YOU !

HAVE AN UNDERFUNDED CIVIC
PROJECT? SUBMIT IT TO
NEIGHBOR.LY TODAY!



[@neighborly](https://twitter.com/neighborly)