This report represents ioby’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**ioby**

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**Mission:**
ioby mobilizes neighbors who have good ideas to become powerful citizen leaders who plan, fund and make positive change in their own neighborhoods.

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1. What are we aiming to accomplish?

ioby is working to achieve the following outcomes: 1. Right-sized, timely funding is available for informal civic groups working to make their neighborhoods better. 2. Emerging leaders have funding, people and skills they need to design and execute projects. 3. New, small, upstart or otherwise under-the-radar projects get backbone support from ioby. 4. ioby increases projects’ visibility to and from local governments and other key decision makers.

2. What are our strategies for making this happen?

1. ioby supports established non-profit organizations by offering a platform to collect tax-deductible donations (ioby is itself a non-profit), and offers additional access to informal groups by offering fiscal sponsorship to eligible projects. We respect that leaders know what’s best for their neighborhood. All projects that are good for the community and make no profit are eligible to use ioby. We never judge how cool or innovative or creative a project seems to us, and support ioby Leaders in developing a budget and timeline that they feel is most appropriate. 2. ioby uses a cutting-edge combination of a digital engagement platform paired with training in traditional community organizing and technical assistance to support leaders who choose our platform As a nonprofit, we have a mission to make sure every project is successful. This means we go the extra mile to make sure our platform is designed to serve neighborhood leaders. • NEW DONOR ACQUISITION. We give donors an easy way to join a project leader's mailing list after they've supported a project and send leaders the contact information of those who have donated. Using ioby to power a campaign means a long-term investment in building each neighborhood group's own base of donors. • HIGH SUCCESS RATE. We have a very high rate of fully funded projects. That's true because we're here to help throughout the process. • FLEXIBLE FINISH. We have a unique flexible finish policy that makes it easy for all project leaders to keep the funds they raised. “All or nothing” policies might work for contests, but not for real people doing important work on the ground. • LOW FEES. We have a fee structure that intentionally supports early stage ideas and small projects. Even though we’re the only one who offer important, additional services we’re cheaper than the other crowdfunders out there. • TECHNICAL ASSISTANCE. We host webinars specifically designed to support civic leaders. We take the best lessons we’ve gathered from successful campaigns to date and share them. • FRIENDLY STAFF. We care about each leader’s work and want to help leverage the ioby community of leaders to support changemakers. 3. ioby is more than a funding platform. We call ioby crowd-resourcing because we want leaders to get all the resources they need for a successful project. We connect users to other civic leaders, host meetings and discussions to support thought leadership in local solutions and civic engagement, like our Getting Good Done series, and bring leaders into a community of peer learning through our Recipes for Change toolkit. 4. Using ioby can offer new or unincorporated groups a form of credibility that can help catch the attention of elected officials as well as philanthropists. Additionally, we regularly feature projects on our national blog.

3. What are our organization’s capabilities for doing this?

Our team has a very unique combination of skill sets and knowledge, fusing community organizing, civic engagement, sustainability, climate change, natural resource economics, product development and digital citizenship. Winners of the 2012 Rockefeller Foundation Jane Jacobs Medal, Webby Finalist for Activism in 2012, and winners of the Municipal Arts Society of New York City’s Living City Award in 2011, ioby’s co-founders met in graduate school at the Yale University School of Forestry and Environmental Studies. Their bios are on ioby.org/about/people. Additionally, in 2015, we were delighted to carry out extensive research on the civic landscape and to establish additional ioby offices in Cleveland, OH, Detroit, MI, and Pittsburgh, PA, joining our Memphis, TN office. Each of these offices is operated by one or more long-time local residents with extensive community organizing experience, and we are looking forward to continuing to expand this model into other cities. Outside New York, among our staff and phenomenal Board of Directors, we have a network that includes nearly every major environmental, placemaking, and civic engagement nonprofit in the country. In addition, because of ioby's unusual use of new digital technology to achieve civic engagement and because of our plan for earned income and financial
sustainability, we have some interesting cross-sector relationships with social innovators and collaborative consumption platforms who we lean on as advisors. A complete list of our Committee for Awesome Ideas is available upon request. We're excited to continue developing program partnerships with organizations like the National Main Streets Center, TransitCenter, the New York State Health Foundation, and many others.

4. How will we know if we're making progress?

The ioby Service Design refers to both the human and web services any user (project leader, donor, volunteer, or supporter) receives in working with ioby. It is also the data collection tool that feeds our Performance Management Framework (available upon request). What’s critical to understanding both is that our Service Design is framed around our ability to provide a great service at scale, and our Performance Management Framework splits apart the baseline data and direct results of projects’ work (e.g., average household income of the project site, how many trees were planted, etc), with outputs directly resulting from ioby’s inputs (i.e., whether a project leader learned how to do more effective fundraising from one of our trainings, whether a project group was able to recruit more online donors through our platform, etc). The Service Design uses three interviews, two surveys, the project application and, where applicable, volunteer reports to collect data during the course of the project’s fundraising campaign, disbursement and completion. In addition, because we have many repeat users, we have an opportunity to do some longitudinal research. There are three main things we monitor in our Performance Management Framework. The first and most basic are the baseline environmental, social and civic results of the projects themselves Second, we measure Social Impact Key Performance Indicators (KPIs) such as the use and efficacy of our services and resources, like one-on-one technical assistance and fiscal sponsorship. Third, we measure our organizational performance by our Business Model KPIs (such as number of projects posted on ioby, donation totals, gratuity opt-in rates) Organizational Growth & Reach KPIs (such as house file (email) growth and % increase in Engagement Score of users, a custom tracker built for ioby), and Organizational Health KPIs (such as earned income, staff diversity, etc).

5. What have and haven't we accomplished so far?

As ioby approaches its ten-year anniversary, we are delighted to be scaling up our model after a successful pilot in NYC and Memphis, TN. Since 2015, ioby has opened additional offices in Cleveland, OH, Detroit, MI, and Pittsburgh, PA, with plans to grow several more city-based offices in the next decade. We continue to support ioby Leaders who are located around the country, and to grow our partnerships with other non-profit organizations and city governments. Since our founding, the ioby platform has been used to disburse more than $3.5 million of citizen philanthropy to grassroots projects in urban neighborhoods. We’ve seen the full funding and completion of more than 1250 projects. We have supported projects organized by ioby Leaders in over 250 cities. We're currently supporting more than 250 projects in active fundraising campaigns in nearly 100 cities across the United States.