

OEDA  
Oct 2020

# Your Money Multiplied

How Crowdgranting is Maximizing Community Development Investments

 **Patronicity**

Bridget Anderson

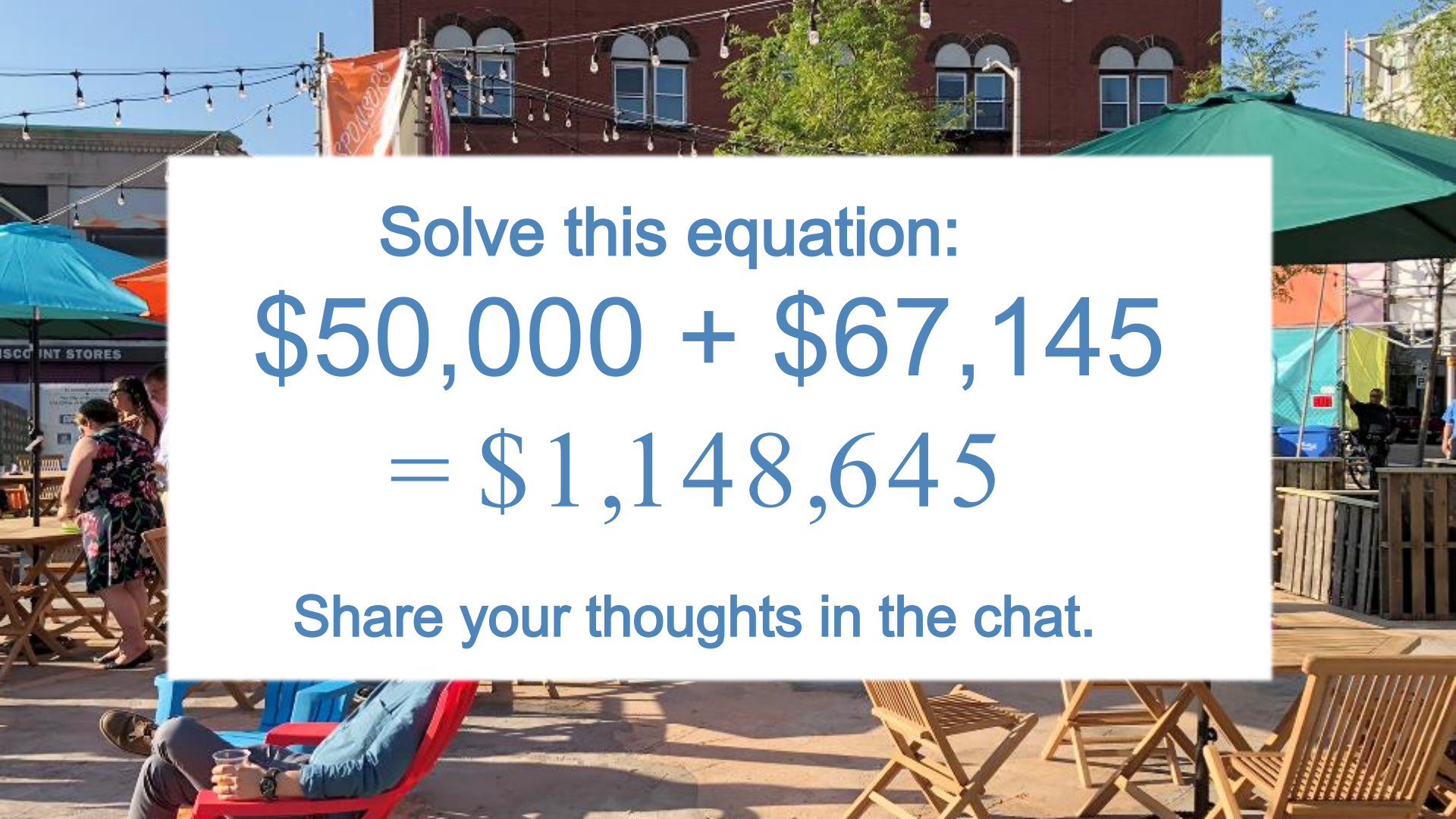
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@Patronicity







Solve this equation:

$$\begin{aligned} \$50,000 + \$67,145 \\ = \$1,148,645 \end{aligned}$$

Share your thoughts in the chat.



## Answer:

MEDC granted- \$50,000

+ 156 donors donated - \$67,145

+ Private Investment - \$1,031,500

= \$1,148,645



The background image shows an outdoor community gathering. A yellow canopy is set up on a paved area, with several people sitting at red folding tables. A man in a grey shirt is standing and talking to a group. In the background, there are brick buildings, trees, and parked cars. A colorful shield logo with a cross-like design is positioned above the word 'Patronicity'.

# Patronicity

“No longer is the grant process solely the home of black box review committees, tedious paperwork, and high administrative costs that eat into the very dollars the grantor seeks to use to improve communities. Our innovation democratizes granting, helping organizations extend their reach while building goodwill in communities. **We believe our model will reimagine philanthropy as we know it.**”



A large, diverse crowd of people is gathered on a city street at night, looking towards the camera. They are standing under a long, horizontal tunnel of vibrant rainbow-colored lights (red, orange, yellow, green, blue, purple) that spans the width of the frame. The background shows city buildings and streetlights. The text "What is crowdgranting?" is overlaid in white, sans-serif font across the upper middle of the image.

What is crowdgranting?





More Investors = More \$





Grant \$



Businesses,  
Civic  
Organization...

Crowd



# How It Works

Apply

- Projects apply through Patronicity.com
- Patronicity ensures fit, creates compelling story

Review

- Sponsor approves or rejects thru Patronicity
- Typically 72 hour turnaround

Live

- Patronicity coaches through crowdfunding
- **Community is the Review Committee**





CREATING  
PLACES

ihcda

Indiana Housing & Community Development Authority



M E D C

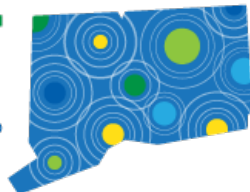
MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION



PUBLIC SPACES  
COMMUNITY PLACES

BOSTON MAIN STREETS  
FOUNDATION

Sustainable CT  
Local Actions. Statewide Impact.®



# Typical Granting Timeline

Prep  
1 – 2  
months

Phase 1  
Award  
2 - 5  
Months

Phase 2  
Award  
2 - 5 Years

Minimum Total Time = 2 years & 3 months





# Patronicity

Prep  
1 – 3 Weeks

Phase 1  
Award  
1 – 2  
Months

Phase 2  
Completion  
Up to 1 Year

Minimum Total Time = 3 months

# Simple Interface

## Page serves as the application

ON2

VIEW

EDIT

DONORS

FINANCIAL

HELP & TIPS

INSIGHTS

Campaign Status: Live

Ask me anything!

+ Offline Donation

Update Donors

Get Started

Tell Your Story

Enhance

Add Giving Levels

Payment Information

Sponsor Information

Admin

✓

✓

✓

✓

✓

✓

✓

Unsure about something? Don't worry!

You can make changes before going live.

Get Started

CAMPAIGN GOAL

\$ USD

20,000

FUNDING TYPE

You cannot change this option after going live.

Partial

All or nothing

Partial funding is for campaigns that could use every dollar. Most campaign creators choose this option.



The background image shows an indoor curling rink. In the foreground, several curling stones with yellow and red handles are on the ice. A person in red pants is visible on the left. In the background, other people are playing curling, and the rink is surrounded by stone walls and a wooden ceiling. A large white text box is overlaid in the center.

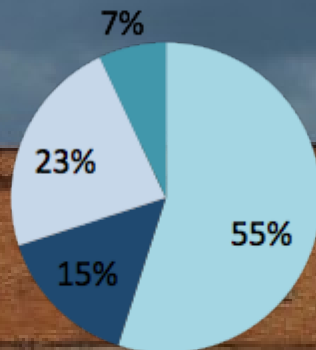
High Stakes – All or nothing.

Don't raise the money.  
Lose the grant funds.

# Reach.

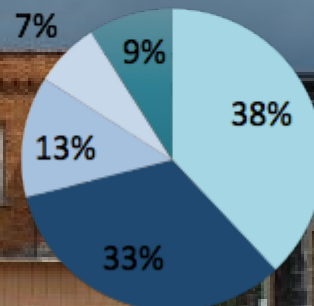
*Years donating to REACH?*

■ Never ■ <1 year  
■ 1-5 years ■ 5+ years



*How did you hear about this campaign?*

■ Newspaper ■ REACH ■ Facebook  
■ Patronicity ■ Other





# Beyond Borders

Donations from 6 of 7 continents.  
Looking at YOU Antarctica.



CREATING  
PLACES



Helped 109  
projects raise  
over **\$4,081,429**



Awarded  
**\$3,316,950** in matching  
grant dollars



Empowered 22,973  
donors to support their  
communities



Activated over  
**2,526,506** square  
feet for public use

IHCDA's grant funds combined with community-raised  
campaign dollars resulted in over **\$7 million** in total project  
investments and over **\$13 million** leveraged statewide

THE  
AVERAGE  
CREATING  
PLACES  
PROJECT



RAISED  
**\$38,323.82**



ATTRACTED  
5,249 VISITORS



CREATED  
6+ JOBS



HAD OVER 216  
DONORS





**bench** consulting

A team of placemakers focused on helping hyper-local projects come to life to support vibrant, thriving communities.

visit - [benchconsulting.co](https://benchconsulting.co)

A night scene of a park. In the foreground, a large, dark canopy structure covers a paved area. Two black bollards stand on the path. The background features a well-lit building with large windows, possibly a community center or library, and several tall, modern light poles illuminating the green lawn and walkways. The sky is dark blue.

With budgets being tightened  
or cut, what do you think  
communities can do post  
COVID19?

Share your thoughts in the chat.



# "Supporting Main Street & Small Business Recovery"



# COVID Responsive

"During a year of economic uncertainty this project has been the physical expression of our community's unity and will to survive. This funding takes our community from just maintaining to going beyond and building towards our future."

**Goal to raise \$25,000**

**Raised \$28,941**

**567 donors**



Marce King,  
Executive  
Director,  
Spencer-Owen  
Economic  
Development  
Corporation  
with Heart of  
Owen County  
campaign





# Streets For Recovery Bedford, MA Placemaking Plan

Prepared by Bench Consulting (*Powered by Patronicity*)



# WINTER PLACES

**A design competition for Winter placemaking**





# Winter Places

## how it works

Design firms are now tasked with developing quickly implementable, low cost interventions to drive visitors back to Main Street that will encourage them to stay longer and patronize area restaurants and businesses. Final designs will then be published in a "Winter Places" activation guide book.

### DISCOVERY

#### **COMPLETE**

We crowdsourced ideas from communities looking to activate their cities & towns this Winter.

### OPEN CALL

#### **SUBMIT BY 10/9**

Open call to artists, designers, architects and others to submit ideas for winter activation.

### REVIEW

#### **10/5 to 10/20**

Representatives from each of the five partners review the submissions and select the finalists.

### DESIGN GUIDE

#### **10/26**

Finalists are published in a FREE digital Design Guide.

[Program Guide](#)

[Submit Ideas](#)



# Vibrancy







Activation



# Engagement







Retain talent



Sustainability.





Hello, ♥

My name is Katie. I live just behind the Peppy Grill. From my balcony I can see all the different kinds of beautiful and unique locals and visitors of Fountain Square. I spend my days embracing all that Fountain Square has to offer. I saw your group by the look out a little bit ago and was told the person that created the look out was among the group. When I got home I felt called to write you this thank you note. The look out holds a very special place in my heart and I am so grateful for this beautiful place. I sit on one of the shady wooden benches or in an orange chair multiple times a day and witness all this place offers to so many different kinds of people. Whether it's kids (grown) looking for a place to chill, love birds on a date and especially the safety and peace it offers to our Fountain Square homeless I see the gift it is to all. Everyone that is blessed enough to feel the welcoming vibe of the look out is grateful for it. It's one of the few places that all of it's quest's desire to keep

peaceful, picked up and protected.

All people respect the beauty of the look out, especially our homeless visitors and it is a place I always feel safe. I journal here a lot and have processed some of my best moments as well as some of my toughest struggles while connecting with my God and all the unique people fill the space. Sometimes I sit in silence and sometimes it offers me wonderful conversations to strangers or other familiar faces I see there. I think the grace I see it gives to my "homeless friends" is what touches me the most. Although, the many who take a break from their run or bike ride as well "love birds" always fills my heart with joy. My kids are just now old enough to ride their bike without me for a short distance, I'm a protective mom. They aren't allowed to go off the cultural trail but feel so proud and grown up when they get to go only to the look out and home. So, thank you for creating this place for all the reasons I've shared. I'm forever grateful for you from the bottom to the top of my heart. ♥|||, Katie



# Questions?

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