



FAQS

Frequently Asked Questions

PARTNERSHIPS FOR PARKS CROWDFUNDING CHALLENGE



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1. What is crowdfunding?

Crowdfunding is a way of raising money in small amounts from a large number of people, usually online.

2. What is match funding?

Match funding refers to funds that will be paid in equal amounts to funds received from another source.

3. What is the Partnerships for Parks Crowdfunding Challenge?

The Partnerships for Parks Crowdfunding Challenge provides up to \$2,500 in matching funds to approved community projects that are hosted through an [ioby crowdfunding campaign](#). Projects benefiting an NYC green space—including parks, community gardens, street trees, and green streets are eligible to have their **ioby** crowdfunding campaign matched. If approved, Partnerships for Parks contributes one dollar for every dollar raised-up to \$2,500!

ioby (aka in our backyards) is a crowdfunding platform that gives local leaders the ability to crowdfund the resources they need to build real, lasting change from the ground up. ioby's crowdfunding platform helps connect local leaders with support and funding from their communities. You must run an [ioby crowdfunding campaign](#) to participate in the [Partnerships for Parks Crowdfunding Challenge](#).

4. How much match funding can I receive on my campaign?

\$2,500 is the maximum amount that can be applied to any campaign in the Partnerships for Parks Crowdfunding Challenge. This cap helps ensure that multiple projects will have access to funding.

5. Will ioby always have match funding from Partnerships for Parks available for my project?

No, the Partnerships for Parks Crowdfunding Challenge has a finite pool of funds available for groups to access. However, the majority of **ioby crowdfunding campaign** participants fundraise successfully without match funding on their campaign.

6. How does Partnerships for Parks match funding work?

When you fundraise through an **ioby crowdfunding campaign** with Partnerships for Parks match funding, donations to your campaign will be doubled instantly, so you move toward your goal twice as fast. If someone donates \$25, your page will reflect a donation of \$50! Your page will continue to accept donations after your goal is met and you can raise your campaign goal at any time. You are always welcome to raise more (unmatched) funds beyond the maximum match funding cap, and you can keep whatever match funds you earn even if you raise less than the cap. Here are some possible budget scenarios:

You raise	Match funding added	Total Funds distributed at the end of the campaign
\$600	\$600	\$1,200
\$2,500	\$2,500	\$5,000
\$5,000	\$2,500	\$7,500

7. If I'm approved for match funding, am I guaranteed to receive the maximum amount?

No, this is a challenge match, not a grant. Your team needs to raise a dollar to receive a dollar, and no amount of match funding is guaranteed in advance. For example, if you begin a campaign but then stop fundraising for several months, there is no guarantee that match funding will still be available later. Funds will be distributed on a first-come, first-served basis to all participating campaigns, so that funding flows toward projects with the most urgent funding needs and active teams.

8. How do I get approved for match funding?

First, share your project idea via the brief form found [here](#). Partnerships for Parks will confirm that your project idea fits within the eligibility criteria and discuss the legalities or permit requirements for your project with the appropriate staff. You will then be notified if your project is approved for match funding. Once approved you can begin fundraising!

9. How do I know if match funding is still available for my project?

Once you start an **ioby crowdfunding campaign**, you will be assigned a **success strategist**. Your **ioby success strategist** will alert you in the unusual case that match funds are running low and you may not be able to access the maximum amount.

10. When will I receive match funding?

Once you've been approved, donations to your **ioby crowdfunding campaign** will be doubled instantly as people donate to your page. When you decide to close your campaign, your **ioby success strategist** will help you with the simple check disbursement process. You'll receive the total you raised, plus any match applied, as one lump sum, minus **ioby's** super-low fees. Please allow two weeks from closing your campaign to receive your check.

11. Can I apply match funding to any donation?

Match funding is meant to make it easier for you to reach out to your networks broadly to ask for donations, and not meant for doubling just one large gift. For that reason, \$400 is the maximum amount that will be matched on any single donation.

12. Does ioby accept checks?

Yes. It's not standard practice, but if you have a donor who prefers to give by check, they can send their check to **ioby** to be applied to your campaign. **ioby's** standard processing fee (3%) applies to check donations. We won't be able to match a check donation until we receive and process the check, whereas online donations are matched instantly.

13. Should the goal I set on my fundraising page include the amount of match funding I hope to receive?

Yes. For example, if you need \$2,000 to implement your project, your public goal on your page would be \$2,000 — you would only need to raise \$1,000 of that goal, which would be doubled as you fundraise.

14. What if I use up the maximum match amount but want to keep fundraising?

Great! You may always continue to fundraise (unmatched) dollars after you've reached the match cap of \$2,500. Your **ioby crowdfunding challenge** will stay active and continue to accept donations until YOU decide to end your campaign.

15. What if my project is small and I don't need the full \$2,500 of match funding?

That's fine! You can still participate with a lower fundraising goal that fits the scale of your project. For example, if you only need \$800 to implement your project, build an **ioby crowdfunding campaign** with a goal of \$800, and work to fundraise \$400 from your community, which will be doubled as you fundraise.

16. What if I don't meet my goal?

We want everyone to be successful, and **ioby's** training materials and one-on-one support are intended to give you and your team everything you need to pick an appropriate fundraising goal that you can meet. However, with **ioby's flexible finish** policy, you can always keep what you raise, even if you fall short of your original goal.

17. Do I need to be a past Partnerships for Parks Capacity Fund grantee to participate?

No, anyone with a project that meets the eligibility criteria qualifies.

18. How is this opportunity different from the Capacity Fund Grant?

This program provides an additional funding opportunity for many of the same types of projects the Capacity Fund Grant supports. It provides an alternative funding option for projects and expenses that are ineligible under Capacity Fund Grant criteria, groups who received a Capacity Fund Grant less than a year ago and are ineligible to reapply in the October round, and/or groups that need funds quickly.

19. What if I'm also planning to apply for a Capacity Fund Grant in March 2020?

You are welcome to apply for the Capacity Fund Grant and participate in the Partnerships for Parks Crowdfunding Challenge at the same time, for the same or different projects.

OTHER QUESTIONS?

Contact Lindsay Sierra,
Partnerships for Parks Grants & Resources Manager
LSierra@cityparksfoundation.org

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Generous private support is provided by Craig Newmark Philanthropies, the Altman Foundation, and the MJS Foundation. Public support is provided by the NYC Council under the leadership of Speaker Corey Johnson through the Parks Equity Initiative.