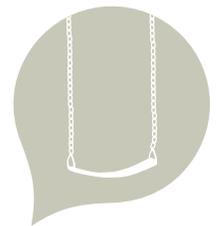
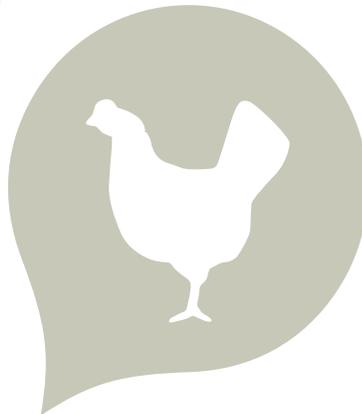


iobly
giving
report
2011



INSIDE

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special thanks

The ioby Giving Report is our report to you on what we have accomplished together this year, and shows the important impact of micro-donors just like you.

Dear friends,

When we founded ioby back in 2008, we knew we wanted to make it easy for people to become and stay deeply involved in important environmental work. Looking back at the last three years, the global environmental issues of our day have not much changed. But it's not for want of trying. We know that there are millions of people like you, people like all of us, who are incredibly committed to having a lighter, more loving impact on the planet. And we wanted to make it easy for people like us to get important environmental projects done.

In this report, you'll read about the local environmental leaders, innovators and activists who have taken their ideas one step further. As a staff we frequently try to break down the fundamental pieces of what makes an ioby project. A deep to connection to the community is most certainly one. A dedication to making the environment and the people in it stronger is another.

But the most elusive of these characteristics, the most difficult to define, the most difficult to turn into an equation for social change is the ability to break outside convention and totally reimagine the inner workings of place. Turning waste into soil. Turning vacant lots into after-school programs. Turning a hiker into a steward. Turning high-speed four-lane roads into playgrounds. Turning playgrounds into temporary art exhibits. Creating space where there was none. Filling space with people.

But that is exactly what they have done.

Thanks to you.

Your donation of \$1, \$5, \$10 or \$250, pooled with donations from New Yorkers (and non-New Yorkers at times!) just like you, bought the gloves, rakes, soil, seeds, tumblers, and port-o-potties that these projects needed. Not only that, but your donation communicates something very meaningful to everyone else. Your donation says, "I believe in you."

The same way you shift the market's invisible hand by choosing to buy organic, locally grown food, so can you make change in your own neighborhood by choosing to donate to a local project.

And, because ioby projects only need an average of \$845, your donation makes a HUGE difference. So huge, in fact, we've dedicated the next 25 pages to telling you all about it.



Thank you for your incredible support,
Erin, Brandon & Cassie

what does ioby stand for?

PRONUNCIATION: eye-OH-be

DEFINITION: ioby stands for *in our backyards*, and the belief that environmental knowledge, action and service begin and thrive at the local level

n. a person who loves his or her neighborhood

v. to invent a simple, local solution to a complex social and environmental problem

v. to make a small gift to one's neighborhood environment

APPROACH: ioby uses a crowd-resourcing platform to share local projects, raise tax-deductible donations, organize volunteer workdays and share new solutions for crowd-accelerated innovation

I like ioby because I can find all those small environmental projects that I care about.

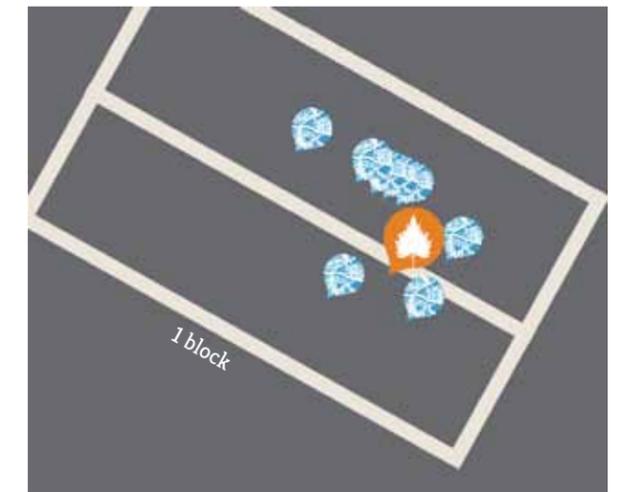
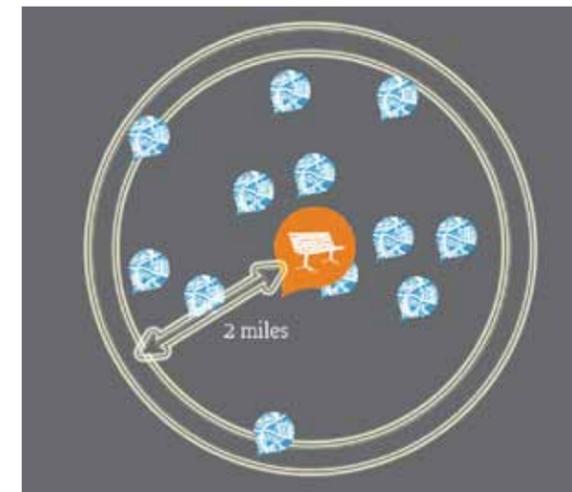
-Martha Lopez-Gilpin, ioby project leader & micro-donor

how does ioby work?

It's easy. You:

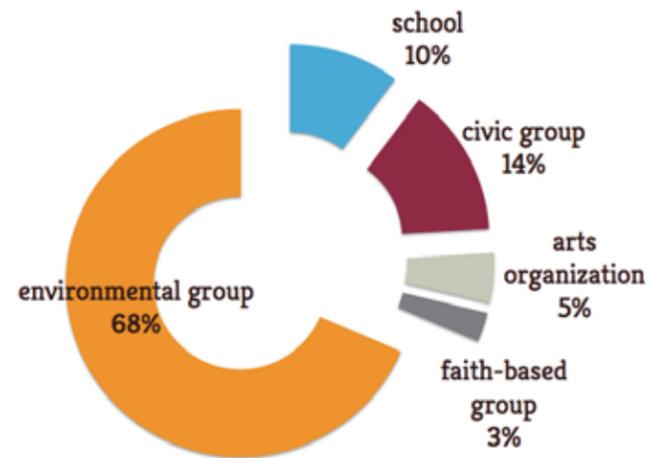
- 1 pick a project
- 2 nurture it (with dough)
- 3 follow the results
- 4 get your hands dirty and inspire others.
- 5 prepare for great things. (optional) rinse. repeat.

BIG IMPACT >> Because on average, projects raising funds on ioby need \$845 and the average donation is \$35, you know that your donation goes a long way on ioby.

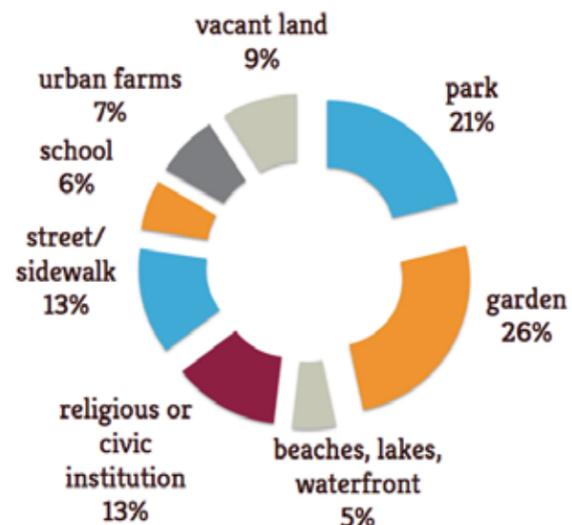


LOCAVESTORS >> Most ioby micro-donors live within walking distance of the project site. In one very special case in Manhattan, a project's donors all live on the same block.

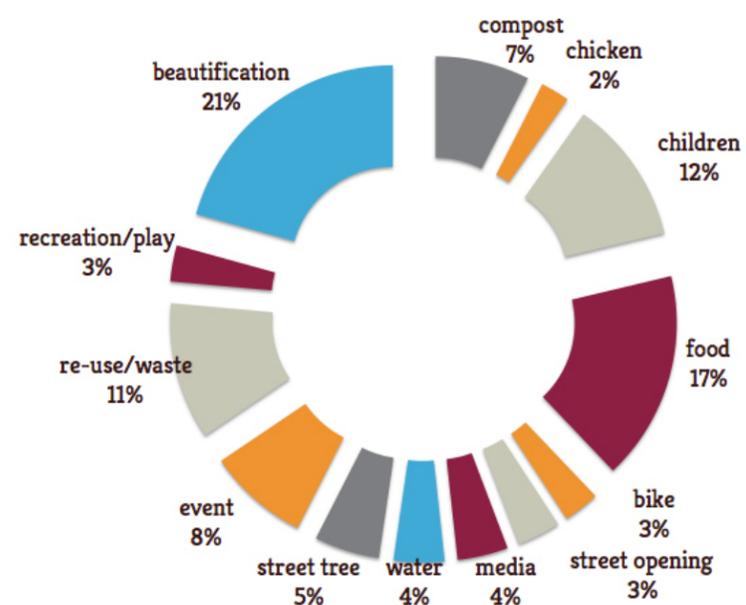
what makes an ioby project?



ioby supports project ideas from **anyone**. Projects come from teachers, parents, neighbors, religious leaders and green stewards across the city.



ioby's projects benefit the public, so they take place in **public spaces** like parks, gardens, waterfronts, streets and sidewalks.



All projects on ioby are environmental, but **take many forms**. Projects increase access to food, open streets for play, keep waste from landfills, raise awareness about complex environmental hazards, teach kids about ecosystems and frequently keep our neighborhoods looking nice.

On ioby, you can see how the sometimes very small actions of thousands of people, **working together**, has a huge impact on our city.



A workday with Compost for Brooklyn.

In 2011, 50 projects funded on ioby took place on an aggregate **1,080 acres** in New York City, a space **20% larger than Central Park** receiving some much needed **love.**



why we do it

We all have ideas to make our neighborhoods stronger and more sustainable.

At ioby, we want an easy and effective way for citizen ideas like these...



Buses carry a lot of people. They really deserve their own lanes.
-Clarence Eckerson, Jr.
Streetsfilms

"I want this to be different" is the biggest leap of faith involved in the process of change. Everything after that is paperwork.
-Jessie Singer,
GhostBikes

I think the streets are what you make them.
-Naomi Doerner,
Velo City

Hopefully, this city won't be based only on concrete and steel, but based on greenery and the environment. That's my vision for New York City, that it's a metropolis for greenery, that it will have gone back to the beginning, and that is the Earth, with our hands in the dirt, where everything begins, where New York finds its roots.
-Karen Washington,
ioby Board member

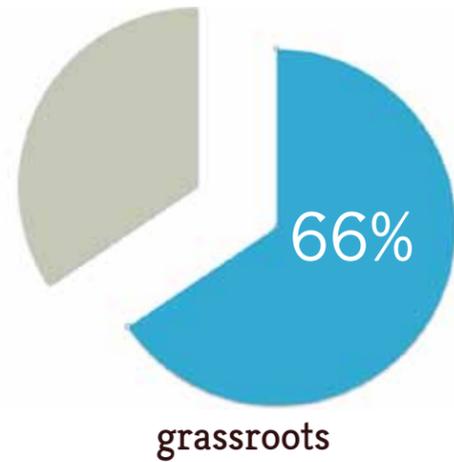


...come to life.

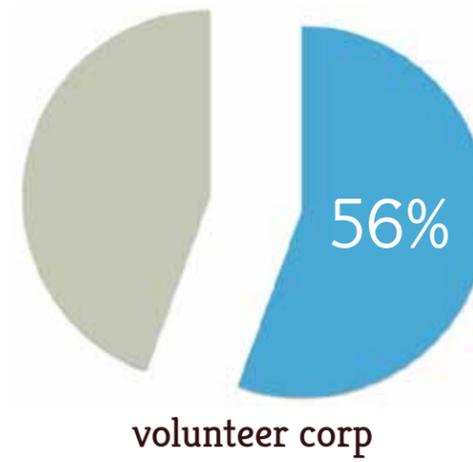
digging in

the grassroots

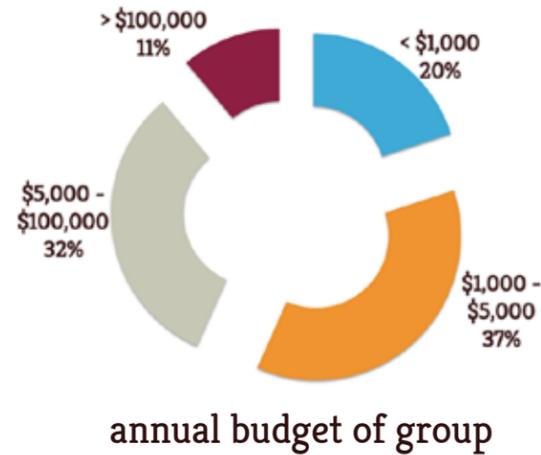
We know that all New Yorkers have an opinion or two about what could be changed in the city to make it better. And many are willing to work with fellow citizens to get their hands dirty, and make it happen. Frequently, becoming an official organization is not necessary. **In fact, 66 percent of projects are run by groups of friends, neighbors, or startups, all without 501(c)3 status—for ioby, this is the grassroots.**



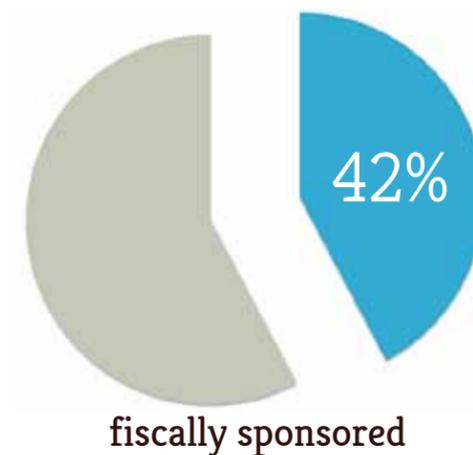
Many ioby projects are startups and are on their way to becoming bigger projects, incorporating, building a Board of Directors and raising additional money through grants. **56 percent of projects we worked with this year are initiated and completed by groups that have intentionally decided to be volunteer run, permanently, building an important thread into the civic fabric.**



The average amount a project on ioby needs to raise is \$845, usually for materials like gloves, shovels, seeds and soil. More often than not, that amount is a large portion of the group's annual budget. **In fact, more than half—57 percent—of all ioby projects have annual budgets of less than \$5,000 a year.**



Because we think it's important for contributions to local environmental activities to be tax-deductible, we offer fiscal sponsorship to qualifying projects. **This year, ioby fiscally sponsored 42% of projects, free of charge, as always.**



questions from you...

[How do you pick your projects?]

We don't! ioby projects are your ideas, dreams, and plans for your neighborhood. ioby just provides a helpful platform for those that meet our criteria—environmental, benefit the public—to raise money and build support. Visit ioby.org/criteria for more.

[Is ioby free?]

Sadly no. We incur credit card processing fees and transaction fees like everybody else. Our current fee is 8% and we're constantly trying to bring that amount down as low as we can. This fee helps us break even on each project.

[What is this gratuity?]

Great question! Gratuity is a critical part of our business plan that keeps ioby self-sustaining and helps us grow. When you make a donation to a project, we ask that you add an additional 20% to your total to make sure that we can keep providing these important services.

[What about other cities?]

For now, we're just in the NYC metro area, but other cities are on the horizon. If you have ideas about where ioby should grow, join the 78 others across the globe who emailed us ideas: info@ioby.org

Team 365 members give one dollar a day

and confidence to neighborhood leaders.

ioby is a crowd-resourcing platform dedicated to delivering much-needed funds to small grassroots environmental projects. ioby's Team 365 flexible fund is used as a timely catalyst during ioby projects' most important fundraising seasons.

In 2011, the Team 365 Fund, boosted with a donation from Phish's Waterwheel Foundation, was used as a dollar-for-dollar match for all projects during ioby's Earth Month Match campaign. That month the 18 projects below were fully funded and completed, with support from this important fund.

I'm a member of Team 365 because it's an easy way of directing funds to projects that can most benefit from my donation. I like that Team 365 can push projects over the fundraising finish line, and can also be used as matching funds during donation drives.
-Eric Ng, ioby Board member

With Team 365, you're more than a philanthropist, you're part of a team, that lets you

- stay informed of project updates
- engage & lead in technical assistance opportunities,
- learn & socialize with other team members

Composting the Five Borough Bike Ride
 Clean Up of Queens Blvd Tree Pits
 Soundview Park Bikesplorations
 Garden Food
 Sustainable Flatbush Church Avenue
 Communal Garden
 Jackson Heights 78th Street Playstreet
 Ink and Toner Recycling Program
 Used Cell Phone Recycling Collection
 Veterans Square Beautification Project

Vietnam Monument @ Cornucopia Plaza
 Cooking the New \$1 Menu
 Queens Bike Bonanza & Rockaway Parade
 Hike the Heights 2011
 Proyecto de Embellecimiento 137th Street
 Beautification Project
 Meetup with Green Map this Summer!
 596 Acres of Vacant Public Land
 Island Compost
 Queens County Farm Compost Project



ioby.org/365



The matching fund was a tremendous success for our project. It was a great way to incentivize our donors even more. Imagine the joy of finding out that every dollar would be matched to make our neighborhood even more beautiful. It was like having a guardian angel. Thank you. We could not have done it without ioby and Team 365.

-Basia Nikonorow
Proyecto de Embellecimiento 137th Street Beautification Project

Thank you so much for supporting 596 Acres. Thanks to you, we have printed 1,000 postcards. Thank you to EVERYONE WHO DONATED TO SUPPORT THE JACKSON HEIGHTS PLAYSTREET. WE'RE LOOKING FORWARD TO BRINGING THE COMMUNITY PLACE TO PLAY, LEARNING

Dear Donors,
Thank you for your generous donations to support Earth Matter and the Urban Assembly new School's initiatives for sustainable living. Together, we purchased a "Nokksman Street industrial tricycle. This beautiful orange bike for moving heavy loads of food waste around the island. We love the way to support a New York City business. Please come and visit us and members and Harbse School and take a spin! Join Earth Matter for a compost learning center and Sundays 12-4 PM to let us know you are. Visit the Harbse...



through us with the materials to clean, weed, and mulch many tree pits. Our goal is to help make Queens Boulevard, the main street of Queens County, cleaner and greener.



these are the people who bring ideas to life



ioby 2010 heroes in our backyards

exemplify the ioby vision. They are:



Astoria Park, the 64-acre crown jewel of western Queens parks, is cut off from the waterfront by speeding traffic now only 362 days a year, thanks to a series of street openings on August Sundays. Instead, neighborhood residents enjoy unadulterated access and programs between the park and waterfront.



Anne Pope is an omnipresent force in Flatbush, Brooklyn, building Sustainable Flatbush, a community organization that promotes alternative energy, new gardens, redefining streetspace and reducing landfill waste, truly a one-stop shop to green central Brooklyn.



In 2009, Stacey and Bee wanted to start a decentralized project where underutilized snippets of backyards, rooftops, community gardens, school grounds, and other open space could be converted into places for food production. With Molly and Martha they produce vegetables, eggs, flowers and new farmers and chicken apprentices!



In 2010 Tom Angotti and his wife transformed part of their property into a community garden on the slope. With the help of hundreds, they created Prospect Farm turning the idea of individual ownership on its head by sharing their bounty with the rest of Kensington, Brooklyn.

Astoria Park Alliance

Jules Corkery & Martha Lopez-Gilpin



Church Ave Garden Compost

Sustainable Flatbush



Cooking the New \$1 Menu

BK Farmyards



Prospect Farm Compost

Prospect Farm



hyper-local. community-based.



Eight people with twelve children living in the neighborhood with the least amount of park space in all of New York City banded together starting in 2007 to create more places for kids to play. In 2011, the Jackson Heights Green Alliance opened 78th Street as a safe haven for kids to play all summer long.



Urban planners Naomi, Samelys and Karyn decided it was time to make city planning accessible to everyone. With Velo City they lead high school students by bike through city streets, teaching Urban Planning concepts and methods through the South Bronx, the Lower East Side and Chinatown.



In 1996 Troy Lancaster began clearing trash out of the Bronx. With a big empty lot cleaned and trees planted, the birds started to arrive. So, Troy planted more trees, plants and flowers, and more migratory birds came. Each year the Dred Scott Bird Sanctuary encourages the flocks and educates neighborhood residents about them.



Jenny, Katie and Steve have transformed the story of St. George & the Dragon into a teachable moment for peaceful conflict resolution as part of a festive day in the park for the entire community. The 5th Annual St. George Day festival brings the story to life and people to the park in St. George, Staten Island.

Jackson Heights 78th Street

Jackson Heights Green Alliance



Dred Scott Bird Sanctuary

Troy Lancaster



entrepreneurial. tireless.

Soundview Park Bikesplorations

Velo City



5th Annual St. George Day Festival

Community Association of Tompkinsville Park Promoting Arts and Fun



collaboration



22% of ioby projects are led by two or more groups working together

During an era of especially small budgets and limited resources, we at ioby have been impressed with the efforts of innovative environmental organizations to work together. We believe that as a community of environmental activists have a lot of work ahead of us and that we have to work together to achieve real results. Fully acknowledging that collaboration can be difficult and always involves extra effort, we are filled with admiration of the following groups for their collaborative efforts.

Local Spokes, a coalition of 9 organizations—Asian Americans for Equality, Recycle-A-Bicycle, Hester Street Collaborative, Velo City, Good Old Lower East Side, Green Map System, Two Bridges Neighborhood Council, Transportation Alternatives, and Times Up!—is a newly minted organization started in 2011 and comprised of community groups with a mission to engage local residents in envisioning the future of bicycling in the Lower East Side and Chinatown.

The **Mayor's Office of Long Term Planning and Sustainability**, now led by David Bragdon, is focusing on 132 initiatives and 400 milestones for completion by the close of 2013 in all areas of NYC sustainability. In the last year, we have witnessed a massive effort on the part of this agency to engage every nonprofit and community group possible, and for that effort, we recognize their work in furthering collaboration among environmental civic organizations in NYC.

Want more from these visionaries?
ioby.org/visionary

2011 by the numbers

Total volunteer hours worked for ioby projects in 2011: 15,070

Average number of people involved in a project: 14

Average number of donors per project: 15

Total number of projects on ioby to date: 173

Miles most micro-donors live within an ioby project: 2

Number of panels ioby held: 4

Number of people trained at fundraising workshops: 495

Number of trash cans put in Astoria Park: 15

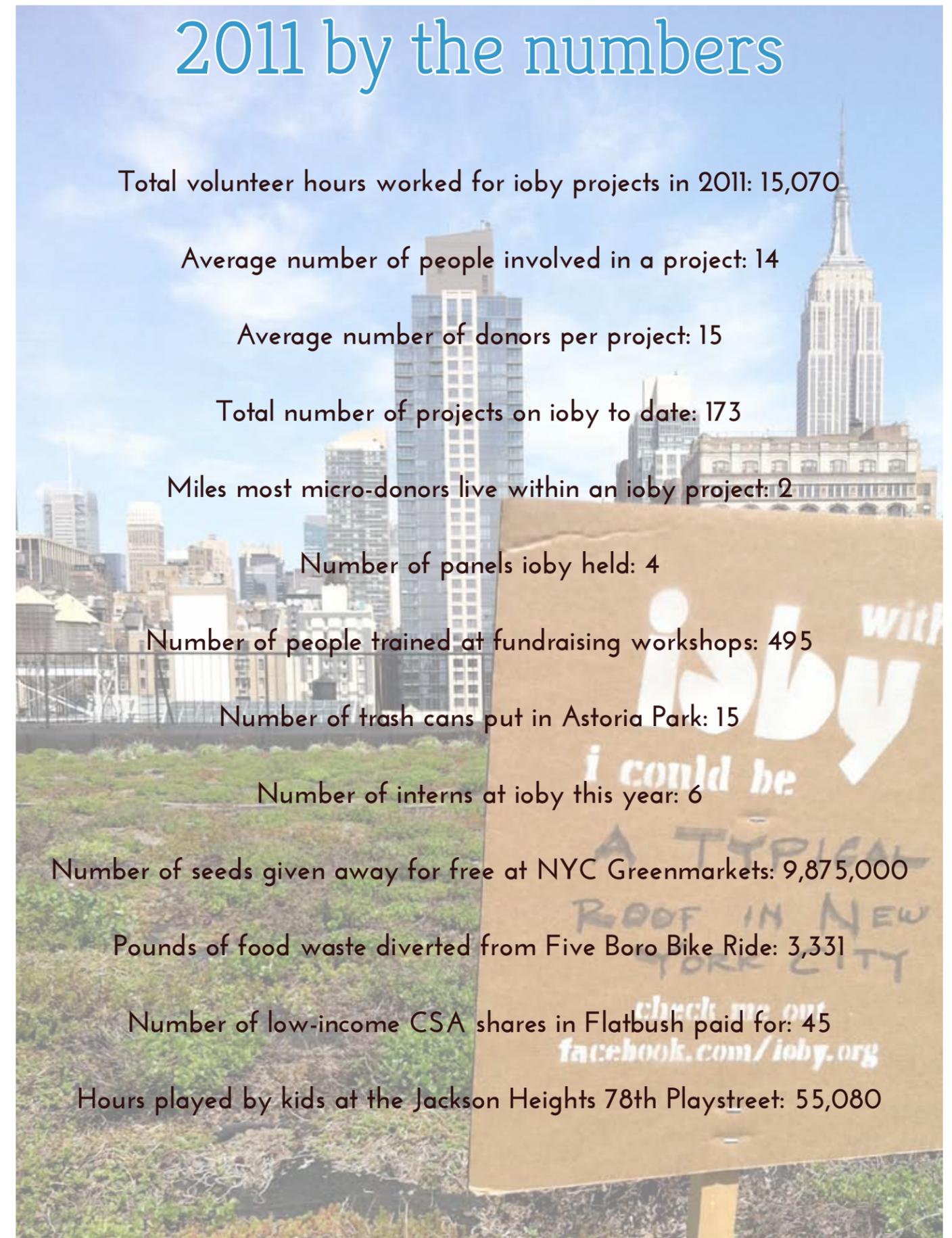
Number of interns at ioby this year: 6

Number of seeds given away for free at NYC Greenmarkets: 9,875,000

Pounds of food waste diverted from Five Boro Bike Ride: 3,331

Number of low-income CSA shares in Flatbush paid for: 45

Hours played by kids at the Jackson Heights 78th Playstreet: 55,080



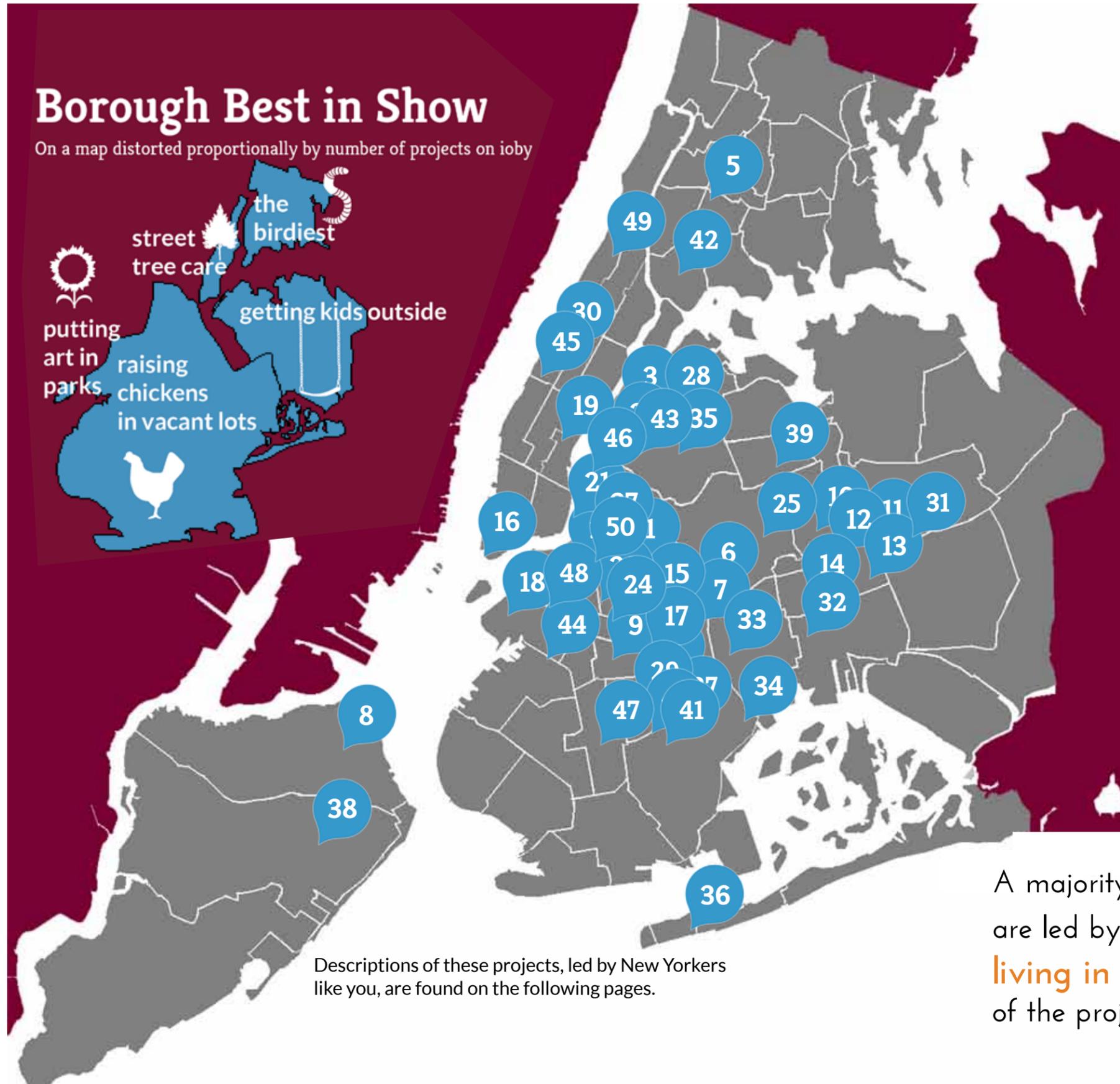
guide to getting green done

Between December 14, 2010, and December 13, 2011,
you have given

\$105,894

to local environmental
initiatives in your own
neighborhoods

...fully
funding 50
important
projects
across
the five
boroughs
in 2011.

A majority of ioby projects are led by **volunteers** living in the neighborhood of the project site.



1

Bed-Stuy residents are helping transform **462 Halsey Street**—a lot that has been vacant for over 20 years—into a community garden. The **\$1,417** raised will help buy the planters, seeds, and tools this garden needs to get off the ground.

2

ioby micro-donors gave **\$324** to help **596 Acres** raise awareness that there are—*wait for it*—596 acres of vacant public land in Brooklyn, in efforts to get community members and their local government to start thinking differently about open space and urban agriculture.

3

Supporters of the **Astoria Park Alliance** gave **\$425** to purchase 15 new garbage cans for Astoria Park. **Let's Talk Trash, Beyond the Can** not only decreased the amount of litter in Astoria Park; it also raised community awareness of environmental issues and promoted stewardship of public space.

4

BK Farmyards created **Cooking the New \$1 Menu**—a 10th grade health class at the High School for Public Service—in educating students on urban farming and nutrition. Donors in Brooklyn gave **\$1,771** to buy culinary tools for student chefs.

5

The **Bronx Guild Garden** raised **\$162** to provide fresh vegetables and eggs to students and peers. This community garden taught students how to grow food and the importance of eating healthily.

6

ioby donors bought **\$500** worth of a Groupon deal to provide organic chicken feed for **Bushwick City Farms'** hardworking hens. The eggs produced are given to those in need in the local community while the farm helps to provide a model of responsible food production.

7

Bushwick City Farms raised another **\$178** on ioby to convert a vacant lot into a community garden, buying and transporting top soil for garden beds to provide free food to the local community.

8

The **5th Annual St. George Festival** was created by a volunteer grassroots organizing committee of local artists, activists and community organizers—the **Community Association of Tompkinsville Park Promoting Arts and Fun**—to celebrate the story and lessons of St. George & the Dragon, in St. George, Staten Island. ioby micro-donors gave **\$1,040** to purchase art supplies for children, sound equipment, and other festival supplies.

9

Brooklyn residents donated **\$2,030** to **Compost for Brooklyn** to buy materials to build new composts bins, a lumber shed, and a rainwater harvesting system on Newkirk Avenue and East 8th Street, where locals can drop off composting scraps.

10

To reduce the amount of toxins in our landfills, the **Cornucopia Society** collects old batteries and ship them to be recycled. With **\$238** bought large boxes to ship these batteries back to the manufacturer.

11

Ink cartridges are getting a second life through the **Ink and Toner Recycling Program** established by the Cornucopia Society. Micro-donors gave **\$86** to buy flyers, bags, and boxes for the program.

12

Each year millions of cell phones are discarded and leak toxins into the waste stream. The **Cornucopia Society** is changing the status quo with the **Used Cell Phone Recycling Collection**. With a budget of just **\$178**, the Cornucopia Society gathers discarded cell phones, converts them to emergency use phones and gives a lifeline to seniors and parks officials.

13

The **\$110** raised for the **Veterans Square Beautification Project** helped to buy mulch and flowers for Veterans Square located on Sunrise Highway in Rosedale, Queens. The square, dedicated to those who served in both World Wars, can now be enjoyed by all who pass by.

14

Another project from the **Cornucopia Society**, the cleanup of the **Vietnam Monument** located in Rosedale, Queens has been successfully funded thanks to the help of supporters. The **\$22** raised purchased heavy duty garbage bags used to clean up the area to make it more enjoyable.

15

Dare 2 Dream Leaders raised **\$994** on ioby to divert plastic bottle caps from landfills and our waterways into recycled art. The **Green is Best Recycling and Art Program** has educated students on the detrimental impact of plastic bottle caps and put collection bins around the local community.

16

Earth Matter with New York Harbor School raised **\$1,230** on ioby for their **Island Compost** project to buy a local Worksmans tricycle to transport compostables on Governors Island. The students and staff of the New York Harbor school joined forces to compost cafeteria waste and use the “black gold” for the school’s garden.

17

Flatbush Farm Share raised **\$1,858** on ioby to provide 45 low-income members of the Flatbush community with discounted CSA farm shares.

18

Wanting more for the **Urban Meadow** in Red Hook, the **Friends of the Urban Meadow** raised **\$862** on ioby to purchase new composters and to teach the community to compost.

19

The **Green Map System** raised **\$452** on ioby to help fund several events over the summer. These creative, hands-on events encourage participants to personally take part in creating green maps to easily identify green spots in their neighborhoods.

20

The **Green Acres Community Garden** raised **\$312** to purchase native plants for their community garden in Bed-Stuy, Brooklyn.

21

The **New New York Block Party** raised **\$1,102** to sponsor local non-profit participation at their October 1st street event organized by GreenHomeNYC

22

ioby donors gave **\$2,124** to provide instruction and materials for a 3-day workshop at the Growing Up Green Charter School for the entire second grade. **Bags for the People** taught students to reduce to use of plastic bags by making their own reusable bags.

23

With a thriving farm market, the **Hattie Carthan Community Garden** sought the help of supporters to build a greenhouse in order to extend the growing season to provide even more produce. With the help of matching grant from the Atelier 10 Foundation, they raised **\$2,310**. Hattie Carthan can continue their mission of teaching local residents the importance of eating and living healthy.

24

ioby donors helped to support the **Hattie Carthan Community Garden** by raising **\$470** to create a summer gardening program for children in Bed-Stuy. With obesity on the rise, particularly in low-income neighborhoods, this summer program gave children the opportunity of being outdoors and learning healthy eating habits.

25

The **Jackson Heights Green Alliance** successfully shut down traffic on 78th Street this summer, providing their community with some much-needed public space. ioby donors gave **\$3,402** to outfit the Playstreet with picnic tables, umbrellas, and soccer goals for everyone.

26

The **Junior Composter** course was an eight-week internship for youth from underserved communities created to engage them in composting, urban agriculture, and environmental activism. The **\$2,262** raised by ioby donors was able to provide books, t-shirts, stipends and greenmarket tokens for the youths.

27

A brand new group, **Our Neck of the Woods** volunteer group picked up litter, planted flowers around homely tree stumps, and installed pet waste bag dispensers in an effort to spruce up East 14th Street in Brooklyn. ioby donors contributed **\$616** towards this beautification.

28

Peaceful Gardeners raised **\$1,664** on ioby to buy materials to construct a bioreactor. The biodigester, located in the Two Coves Community Garden in Astoria, will divert waste from landfills for fuel.

29

Members and volunteers at **Prospect Farm** raised **\$843** to construct a three-bin compost system. These bins have given Brooklynites a place to bring their food scraps and learn about the composting process.

30

The residents of West 137th Street raised **\$1,975** to install metal tree guards as a part of their overall “**Proyecto de Embellecimiento**,” or beautification project, which also included planting numerous flowers, an educational campaign, and a community-level stewardship program.

31

The **Queens Boulevard Restoration Group** raised **\$170** to clean out tree pits along the group’s namesake roadway. They collected trash, aerated soil, and mulched like crazy to beautify and rejuvenate the tree-lined median.

32

Each year the **Queens Coalition for Parks & Green Spaces** distributes thousands of daffodil bulbs in memory of the New Yorkers who perished on September 11th, 2001. Bulbs are given to people who promise to plant them in public gardens; the **\$324** raised through ioby went towards providing those volunteers with proper planting tools.

33

Every year the **Queens Coalition for Parks & Green Spaces** recognizes outstanding volunteers that have worked towards cleaning and greening the borough at the **Emerald Awards**. ioby donors helped honor them by donating **\$324** for program materials.

34

Going Green in Queens is an annual public event coordinated by the **Queens Coalition for Parks and Green Spaces** that offers a variety of workshops, short film viewings, and a plethora of educational materials to attendees all centered around sustainability practices. This year, ioby donors gave **\$443** to help print educational materials for the event.

35

The volunteers at the **Queens County Farm Compost Project** used the **\$262** donated to give even more back to eastern Queens. They built two compost tumblers, initiated a community food scrap drop off point and compost education program, and of course, provide the Queens County Farm with more compost.

36

ioby donors gave **\$600** to the **Rockaway Waterfront Alliance**, **Recycle-A-Bicycle**, **Bike NY** and **DOT** sponsored **Queens Bike Bonanza & Rockaway Bike Parade**, a day created to show kids that riding bikes, being outside, and artistic expression all go hand in hand. The funds went to transport bikes to the waterfront, advertising, and craft materials used to decorate bikes for kids.

37

Having successfully created a space where their neighbors can grow their own vegetables, the members of the **Southside Community Garden** in Williamsburg raised **\$2,160** on ioby to construct a patio, a budding community social space complete with shade structures and a grill.

38

Staten Island OutLOUD has been coordinating free community readings of classic literature and poetry for New Yorkers in parks and other public spaces for over ten years--in over twenty languages. ioby supporters donated **\$324** towards the printing and distribution of the 2011-2012 event.

39

ioby donors gave **\$3,240** to the renovation and expansion of the **Barnett Avenue Garden in Queens**. Project leaders added a layer of topsoil, built compost bins, a new compost intake area, and erected fences to prevent soil erosion.

40

Sustainable Flatbush wanted to create a compost system for the **Church Avenue Communal Garden**. **\$420** bought materials to construct a three-bin system, and community members rallied together to compost leaves and food scraps collected around the neighborhood.

41

The **Church Avenue Communal Garden** seeks to serve the Flatbush community by providing green space, fresh food, and educational opportunities for neighborhood residents of all ages. **Sustainable Flatbush** raised **\$864** on ioby to provide community volunteers materials to build plant containers, seeds to plant, and tools.

42

Velo City gives opportunities to high school students through their three-tiered mission: "Explore. Empower. Envision." This summer, the group organized **Soundview Bikesplorations**, a program that taught South Bronx kids about urban planning and architecture in the Bronx through a series of bike tours and lectures from professionals in the field. This hands-on experience offered kids a new and healthy way to look at their city, and wouldn't have been possible without the **\$3,240** given by ioby donors.

43

The **Western Queens Compost Initiative** raised **\$428** to compost the waste produced during the **Five Borough Bike Ride**. They succeeded in making a green event even greener by collecting food scraps at a large rest stop, transporting scraps to a local compost pile, and donating the compost to five local schools. This cut down on the time, money, and emissions that would have been created if the scraps had gone to landfill.

44

Julia was disheartened by the grassy lot in front of her building, but imagined that a facelift could give people reason to spend time there. **\$202** on a campaign called **Rays of Hope** helped the cleanup, boughts some fencing, a few solar lights, and transformed the space into a beautiful little park at the Carey Gardens at NYCHA.

45

ioby supporters gave **\$970** to restore **Septuagesimo Uno**, a city park on West 71st Street. Volunteers tilled soil, removed derbis and planted about 1,000 shade-loving plants in the garden.

46

The **Astoria Park Shore Fest** took place over three consecutive Sundays in August, and provided entertainment, food, and education to the community. Most importantly, it temporarily transformed Shore Boulevard from a busy motorway to a waterfront promenade. None of this would have been possible without the **Astoria Park Alliance** and donors through ioby, which amounted to **\$2,160**, and helped pay for the sound system, cleanup equipment, and advertisement.

47

ioby donors helped the **500 Hancock Street Block Association** maintain the greenery on their street by donating **\$1,096** for their **Spring Cleaning & Planting Week**. This money allowed the community to revitalize 29 tree pits, fill ten planters, and come together to beautify their block.

48

ioby micro-donors gave **\$1,150** so the Sunshine Garden Environmental Expansion could engage 4th graders in gardening to jumpstart their exploration in an environmental issue (one that they identify) and find a proactive solution, at the **P.S. 107 Sunshine Garden**.

49

Hike the Heights 2011 raised **\$1,502** on ioby to take hikers through Northern Manhattan's extensive network of paved and unpaved trails that can take a hiker from 110th to 218th street through beautiful urban and natural vistas, falling in love with the parks every step of the way.

50

Brooklyn Park Glass raised **\$227** on ioby to clean up local Brooklyn parks. They collected dangerous broken glass parts and gave it to artists to reuse.

SPOTLIGHT ON: HIKE THE HEIGHTS



volunteer hours in managing the event: 450

total number of parks walked through: 6

six-park total acreage: 263

number of hike starting points: 7

educational opportunities: 17

number of hikers: 1,000

total miles hiked by all hikers: 1,750

calories burned: 600,000

new organizational relationships formed in northern manhattan: 12

number of potluck organizations participating: 20

days left until Hike the Heights 8: 170!

we are so grateful to...

Ahhy Morse
Ahigail DeAtley
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Arlam Black
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Ahmer Tigani
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And the learners and supporters of...

3333 Broadway Tenants Association
462 Halsey Street Community Garden
500 Hancock Street Block Association
596Acres
Added Value and Herhan Solutions
All Peoples Garden
American Littoral Society
Astoria CSA
Astoria Park Alliance
Bailey-Holt House
Ber-Stuy Campaign Against Hunger
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Bk Farmyards
Bronx Guild Garden
Brooklyn College Garden
Brooklyn Compost Collective
Brooklyn Park Glass
BrooklynShare
Bryant Hill Community Garden
Bushwick City Farms
CLIMB (City Life is Moving Bories)
Community Association of Tompkinsville Park
Promoting Arts and Fun
Compost for Brooklyn
Concrete Safaris
Cornucopia Society
Culinary Kids Culinary Arts Initiatives
Cypress Hills Verle (LDC)
Dare 2 Dream Learners
DontFlushMe
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HEALTH for Youths
Hoboken Cove Community Boathouse
Jackson Heights Beautification Group
Jackson Heights Green Alliance
JR Composter
La Finca del Sur
La Plaza Cultural
Lotus Music & Dance
Manhattan and Brooklyn Land Trust
NYC Auduhon
P.S. 107 PTA
P.S./M.S. 31x
Peaceful Gardeners
Prospect Farm
Proyecto de Emhellamiento 137th Street Beautification Project
Queens Blvd Restoration Group
Queens Coalition for Parks & Green Spaces
Queens County Farm Compost Project
River Garden
Rockaway Waterfront Alliance/ Recycle-A-Bicycle / Bike NY / NYC DOT
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Staten Island OutLOUD
Streetfilms
Sunnyside Community Garden
Sustainable Flathush
Sustainable South Bronx
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Urban Workshop
Velo City
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West 95th Street Residents Association
Western Queens Compost Initiative

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