

*Crowdfunding and Community Health
Projects: A Quick Intro for Public
Health Professionals*

2013 Oregon Public Health Association Annual Meeting and
Conference

Presenter:

Hope Leman, MLIS

Research Information Technologist
Center for Health Research and Quality
Samaritan Health Services
Corvallis, Oregon

So what the heck is
crowdfunding, anyway?



Basically, you try to get large numbers of people excited about your project...



So that they will give you a lot of
this...



In the old days, we would apply for
grants and wait and wait and wait
and wait.



Sometimes we got the grant...



but sometimes we did not.



How is crowdfunding different from the process of getting grants?

- Crowdfunding is a very public process. It is conducted online and in front of the whole world of the Web.
- Crowdfunding can take quite a bit less time—the writing process can be less arduous and detail-heavy.
- Crowdfunding requires more showmanship than traditional grantsmanship.

Crowdfunding is not going to solve all our funding problems. Running a crowdfunding campaign is hard work. But it does offer some advantages:

- Because crowdfunding is fairly new just the novelty of engaging in crowdfunding can raise the visibility of your project locally.
- Crowdfunding can leverage talents and creativity among your staff that are not often utilized in traditional grantsmanship.
- Crowdfunding can engage stakeholders in new ways and engage new audiences.

Disadvantages

- If you don't meet your funding goal, you will have failed a lot more publicly than is the case with traditional grantsmanship.
- Crowdfunding often involves (but does not require) the use of video, which requires some know-how and often more time than anticipated.
- On Kickstarter you have to provide “rewards” to backers and this requires some planning and adherence to Kickstarter's rules (and Kickstarter itself takes its own cut).
- Because crowdfunding is new, many of your stakeholders may not be comfortable backing the whole idea or of pledging online themselves.


Where can you try to crowdfund a community improvement project?

Invest in civic projects you care about · Neighbor.ly - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Back Forward neighbor.ly

Discover Projects » Recently Launched ... Invest in civic projects you care about ...


 **neighbor.ly**
The Civic Crowdfunding Platform

[Submit Project Idea](#) [blog](#) [help](#) [sign up](#) [login](#)

Invest in places and civic projects you care about

Enhance cities and earn perks.
Create jobs and save taxes.

Everyone wins. You're the solution you've been waiting for.



DR. ROBERT A. ANDERSON PARK *Location*

00:49 HD vimeo

★ Featured Project

Rockledge Dog Park

Rockledge, FL

Rockledge Florida's very own off-leash dog park located within Dr. Robert A. Ander...

[view project](#)

\$2,100 (12%)
SO FAR

41 days
LEFT

[feedback](#)

Recommended



Around the 'hood...

Help Us Build a Playground for All Children

by Sean

A group of passionate and dedicated parents of children with

There are others, such as

The screenshot shows a Mozilla Firefox browser window displaying an Indiegogo campaign page. The browser's address bar shows the URL www.indiegogo.com/projects/we-are-public-health. The Indiegogo logo is visible in the top left, with navigation links for 'browse', 'learn', and 'create'. A search bar is located in the top right.

The campaign title is **We are Public Health!**. Below the title, the text reads: "Help the CHPPD Student Committee raise funds to attend the American Public Health Association (APHA) Annual Meeting in Boston." The location is listed as "Health – College Station, Texas, United States".

Navigation tabs include "Campaign Home", "Updates / 0", "Comments / 1", and "Funders / 1".

The main visual is a group of seven young women smiling and looking upwards, wearing white t-shirts with red trim. The t-shirts feature the text "THIS IS PUBLIC HEALTH." and the website "www.thisispublichealth.org".

To the right of the image, the campaign progress is shown as a green bar with the amount **\$25** raised. Below this, it states "Raised of \$2,500 Goal". A timer icon indicates **28 days left**. A prominent red button says **CONTRIBUTE NOW ▶**.

At the bottom, a section titled **Flexible Funding** explains: "This campaign will receive all funds raised even if it does not reach its goal. Funding duration: October 25, 2012 - November 04, 2012 (14:00:00 UTC)".

The pitch:

- **What is CHPPD Section of APHA and the CHPPD Student Committee?**
- *Community Health Planning and Policy Development (CHPPD) Section develops and advocates for health planning, policies and practices to eliminate disparities through community empowerment and social justice.*
- *The main purpose of the CHPPD Student Committee is to build a peer network by creating a sustainable role for student representation in all business and governance of the CHPPD Section and APHA.*
- **What We Need & What You Get**
- The APHA Annual Meeting attracts more than **13,000 national and international public health professionals and health care workers** from across the United States. From research presentations to learning institutes to job fairs to professional networking; this meeting is a one stop opportunity for students and aspiring professionals like us! Not only does the APHA Annual Meeting help to keep students up to date with the latest research, but a little time talking with the person sitting next to you during the conference proceeding might be a potential employer or collaborator on a research project! To learn more visit: <http://www.apha.org/meetings/AnnualMeeting/>
- **Proposed BUDGET**
- APHA Membership + Conference Early Registration = \$275
- Transportation (airfare/public transportation in host city) = \$300 - 400
- Off-Site Hotel = \$100-200/day = \$600-800
- Meals = \$120 (@\$30/day)
- *As a BIG thank you for your kind contribution, we have several perks to offer!*

Let's stick for the rest of this talk with my personal favorite, Kickstarter.

Discover Projects » Recently Launched — Kickstarter - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Back Forward www.kickstarter.com/discover/recently-launched?ref=sidebar#p1 Reload Stop indiegogo Home Greasemonkey

Discover Projects » Recently Launched — Ki... +

KICKSTARTER What is Kickstarter? Discover great projects Start your project Search projects Help Sign up Log in

Discover / Recently Launched

The newest and freshest projects on Kickstarter!

The Fertile Fiend From Outer Space
by Trevor

Comedy about an evil alien that comes to Earth who plans to take over by impregnating our women, and the brave few who aim to stop

Los Angeles, CA

0% FUNDED \$0.00 PLEDGED 9 DAYS TO GO

Art/sustainability/spirituality: a bike quest in New Zealand
by Sally Schoolmaster

To research and explore through words, photographs and videos the intersection of art/sustainability and spirituality.

Auckland, New Zealand

0% FUNDED \$0.00 PLEDGED 28 DAYS TO GO

Band Extreme Copyright First Album
by Extreme Copyright

We are trying to raise money to do our first official album. We have a unique style. Soft Rock, Folk, Rap, Reggae...and more

Knoxville, TN

0% FUNDED \$0.00 PLEDGED 24 DAYS TO GO

★ FEATURED

- Staff Picks
- Popular
- Recently Launched
- Ending Soon
- Small Projects
- Most Funded
- Curated Pages

📁 CATEGORIES

- Art
- Comics
- Dance
- Design
- Fashion
- Film & Video
- Food
- Games

start Discover Projects » R... Microsoft PowerPoint ... 11:29 PM

The most common public health/community health projects on Kickstarter are those related to community gardens or farmers' markets.



This one is in Boston:

KICKSTARTER

What is
Kickstarter?

Discover
great projects

Start
a project

Search projects

Help



159



Me

City Growers - Converting Urban Lots into Sustainable Farms

by Margaret, Glynn and team · You're a backer

Home

Updates **6**

Backers **245**

Comments **2**

Boston, MA

Food

Funded! This project successfully raised its funding goal on Aug 7.



245

backers

\$29,305

pledged of \$15,000 goal

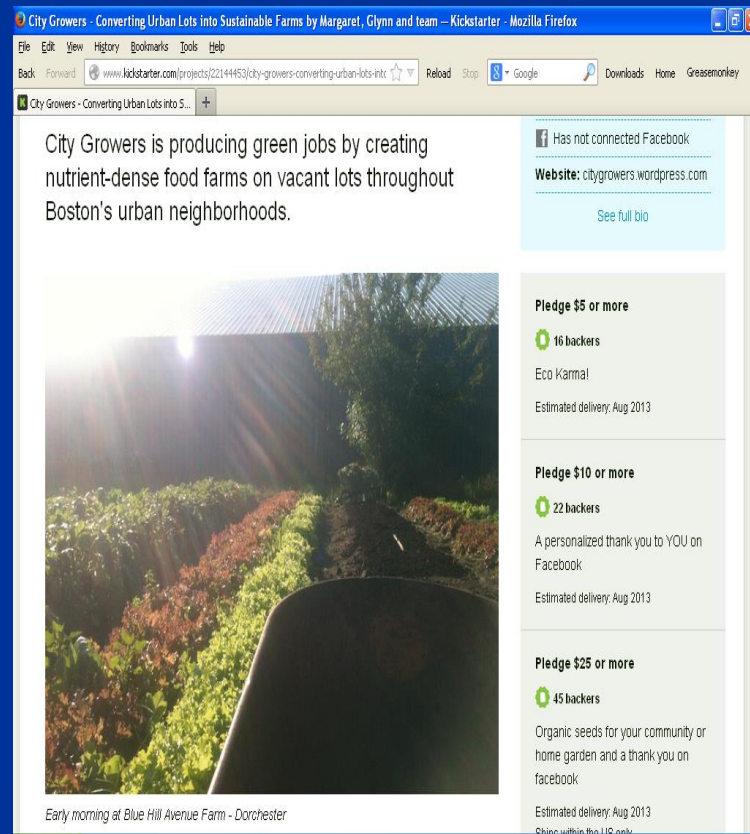
0

seconds to go

Funding period

Jul 11, 2013 - Aug 7, 2013 (26 days)

- It emphasizes both jobs and food production.



The screenshot shows a web browser window displaying a Kickstarter campaign for 'City Growers'. The browser's address bar shows the URL: www.kickstarter.com/projects/22144453/city-growers-converting-urban-lots-into. The page title is 'City Growers - Converting Urban Lots into Sustainable Farms by Margaret, Glynn and team - Kickstarter - Mozilla Firefox'. The main text on the page reads: 'City Growers is producing green jobs by creating nutrient-dense food farms on vacant lots throughout Boston's urban neighborhoods.' Below this text is a photograph of a lush green farm with a large black water tank in the foreground. The caption for the photo is 'Early morning at Blue Hill Avenue Farm - Dorchester'. To the right of the main text, there is a Facebook connection status: 'Has not connected Facebook' and the website 'citygrowers.wordpress.com'. Below this, there are three pledge tiers: 'Pledge \$5 or more' with 16 backers, 'Pledge \$10 or more' with 22 backers, and 'Pledge \$25 or more' with 45 backers. Each tier includes a description of the reward and an estimated delivery date of August 2013.

City Growers is producing green jobs by creating nutrient-dense food farms on vacant lots throughout Boston's urban neighborhoods.

Has not connected Facebook
Website: citygrowers.wordpress.com
[See full bio](#)

Pledge \$5 or more
16 backers
Eco Karma!
Estimated delivery: Aug 2013


Pledge \$10 or more
22 backers
A personalized thank you to YOU on Facebook
Estimated delivery: Aug 2013

Pledge \$25 or more
45 backers
Organic seeds for your community or home garden and a thank you on facebook
Estimated delivery: Aug 2013
Ships within the US only.



Early morning at Blue Hill Avenue Farm - Dorchester

- This one is in Maine:

FARMS Community Kitchen -- Building a Local Food Economy

by FARMS · You're a backer 

Home Updates **19** Backers **270** Comments **4**

 Damariscotta, ME  Food

Funded! This project successfully raised its funding goal on Jun 2.



270
backers
\$21,991
pledged of \$20,000 goal
0
seconds to go

Funding period
May 2, 2013 - Jun 2, 2013 (30 days)

It emphasizes health education:

“The Community Kitchen will provide a space where people of all ages can learn and share cooking, preserving, and gardening skills.

What is FARMS?

FARMS, Focus on Agriculture in Rural Maine Schools, is an independent 501(c)(3) nonprofit organization based in Damariscotta, Maine. It was started in 2004 by a group of parents, teachers, farmers, and food service personnel who wanted to find ways to offer fresh, local foods in Maine school cafeterias. Over the years, FARMS has successfully offered hands-on culinary opportunities, garden curriculum, and local foods procurement assistance in nearby schools (over 200 such events so far this school year in 8 local public schools).”

- This one is in Chicago:

A Fresh Food Market with a Mission

by Garfield Park Community Council · You're a backer

Home Updates **11** Backers **110** Comments **6**

Chicago, IL Food

Funded! This project successfully raised its funding goal on May 17.



110
backers
\$7,171
pledged of \$5,775 goal
0
seconds to go

Funding period
Apr 2, 2013 - May 17, 2013 (45 days)

- It emphasizes livability and community involvement:

“The Garfield Park Fresh Food Market will create a safe place for residents to shop while strengthening community connections.

The Garfield Park Community Council has created a public safety campaign built around coordinated actions by businesses, community organizations and residents to revitalize the Kedzie Street business corridor on Chicago’s West Side. The campaign’s theory is that reducing crime along the commercial corridor will lead to greater business confidence and reduced fear among residents, resulting in more engaged community members and, ultimately, a safer and more livable community.”

- This one is in Virginia:

KICKSTARTER

What is
Kickstarter?

Discover
great projects

Start
a project

Search projects

Help Me

Hoist Up Our Hoophouse!

by City Schoolyard Garden · You're a backer

Home Updates **10** Backers **159** Comments **0**

Charlottesville, VA Food

Funded! This project successfully raised its funding goal on Apr 10.



159
backers
\$6,971
pledged of \$6,000 goal
0
seconds to go

Funding period
Mar 18, 2013 - Apr 10, 2013 (23 days)

- It emphasizes a specific construction project for a school-based community garden:

“The Buford Schoolyard Garden needs a hoophouse to grow seedlings for school and community gardens in Charlottesville.”

- These are just a few of the public health/community-health-related projects I have backed since I joined Kickstarter in September 2012. Crowdfunding is growing and a possible source of funding for your community partners and you.



Thanks for listening!