

## **WHAT IS CIVIC CROWDFUNDING?**

It is a high-tech and innovative approach to crowdfund government/municipal projects through civic + youth engagement (RAim strategy). Projects that are government approved/have enough community support with a possibility that part of the funds going towards the project will be government/municipality backed.

## **WHAT IS RAim (Raise an Aim Inc.)?**

RAim is the first and only Civic Crowdfunding service in Canada for civic projects that are approved or partially funded by local government. Citizens can also propose projects to RAim and we work with all concerned parties on selecting the right project and crowdfunding it across Canada. We work with project creators from start to finish while designating a project coordinator at the discretion of the project creator for accountability and optimal success.

## **ANY EXAMPLES?**

YES! SpaceHive.com (United Kingdom based) funded a project costing: 77,780 (British Pounds) to construct a pedestrian bridge that was entirely funded by the local civic.

Lifesize sculpture of Joan Littlewood in Theatre Square, Stratford London. Project cost: 243,129 (British Pounds) funded by local government + UK citizens – spacehive.com

## **OTHERS?**

There are a total of 3 known Civic Crowdfunders in the world:

- SpaceHive.com (UK)
- Neighbor.ly (Kansas City, USA)
- Citizeninvestor (Florida, USA)

**The 4th:** [www.raiseanaim.org](http://www.raiseanaim.org) (CANADA)

However, RAim is the first in the world with the capability to allow youth/young adults to engage with local civic leaders/projects and become more involved in their communities.

## **HOW WILL Raise an Aim be SUCCESSFUL?**

Connecting Canadian Civic and like-minded people across the country to contribute towards projects that they care about. If a project is a success in one municipality, other cities can learn from it and adopt that into their philosophy of civic engagement. Unique to RAim: Connect students at colleges/universities with community projects so they can build an online RAim skills portfolio which will show what project they have contributed their services towards + connect them with local organizations (RAim – Skill Retention Strategy)

**Build better, sustainable and vibrant Cities with high-tech innovative solutions.**

Follow us [@raimcanada](https://twitter.com/raimcanada)

Or Visit our pre-launch website: [www.raiseanaim.org](http://www.raiseanaim.org)

For more information on what we have built our service upon:

[www.SpaceHive.com](http://www.SpaceHive.com) (UK Based for UK Projects)

RAim is currently a client at MaRS Discovery District (Toronto) and is actively involved with their advisors and training seminars on the best strategy for success in its niche market.