

***Raise an Aim***

Civic

Crowdfunding

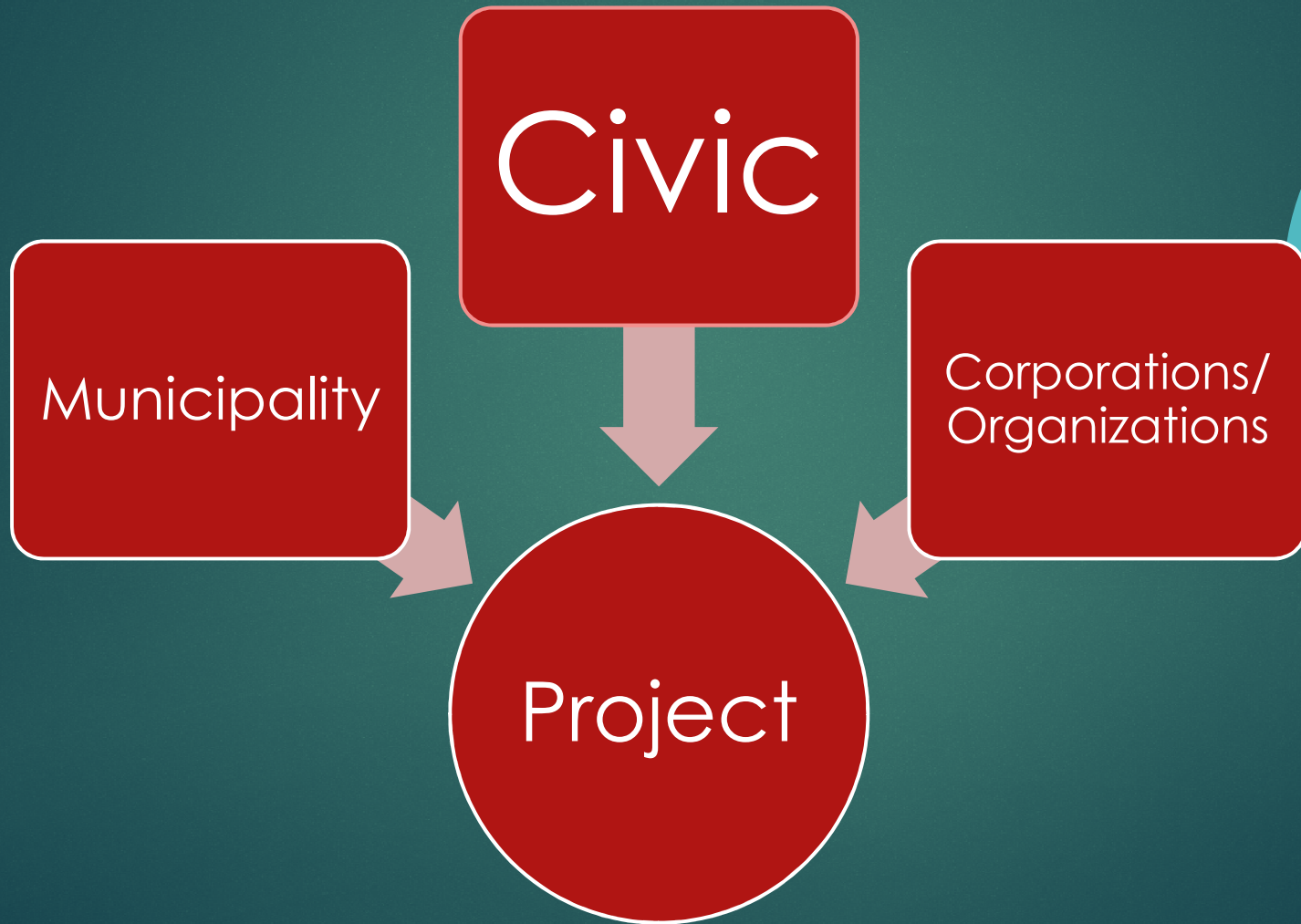
CIVIC NATURED/GOVERNMENT APPROVED PROJECTS OR INITIATIVES

# What?

- ▶ RAIM (Raise an Aim) is for Municipalities + Citizens + Community stakeholders to bring civic natured projects to life.
- ▶ Crowdfunding is a way for people to pledge money towards something they care about.
- ▶ In return they inherently become a part of what they support depending on the nature of the project.



# HOW?



# Why RAim?

- ▶ Canada's First & Only Civic Crowdfunding service for civic natured/government approved projects

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- ▶ Optional - student Engagement: Allows students in University/Colleges to pledge services to projects - gain skills, learn from civic leaders, connect with potential employers and in-return get a credible online skills portfolio “RAim Skills Portfolio” that is public and credible for future employment purposes.



# Reasons?

## Citizens

- ▶ More transparent government
- ▶ Have a say in where their money is being spent by local government
- ▶ Be part of government actions irrespective of age, gender, ethnicity (money talks)
- ▶ Co-invest with government on projects that affect them in a direct way
- ▶ Take part in shaping their city – Micro-philanthropy

## Municipalities

- ▶ Prioritize budget for high impact + high growth + sustainable economy
- ▶ Create jobs
- ▶ Harness a sense of belonging in its citizens
- ▶ Create self-sustaining neighborhoods
- ▶ Skill retention
- ▶ Build “Smart Cities”



# DOES IT WORK?

How to crowdfund civic projects... find out more about spacehive

Spacehive



Discover  
projects & initiatives

Create  
a new project

## Discover new projects

Showing 7 to 12 of 33 projects ...

< Previous 6 projects

Next 6 projects >



### Global Garden, Global Kitchen

Greater London

Status: Successful  
Category: Green Space, Food & Farms  
The Global Garden, Kitchen will transform unused space into a new community food garden and kitchen where local people can learn to grow and cook a mix of produce that reflects Tottenham's diversity.

Pledged	Goal	Status
£10,925	£11,104	Funded!



### Glyncoch Community Centre

Wales

Status: Successful  
Category: Civic Space  
From bingo to Taekwondo: help us build a brand new multi-purpose community centre that creates an active hub for Glyncoch!

Pledged	Goal	Status
£792k	£791k	Funded!



### Grow an Entrepreneur for Tomorrow

Buckinghamshire

Status: Successful  
Category: Something Different  
Help us turn an empty shop into a buzzing hub for young entrepreneurs! We'll create space where imaginations can be unleashed and bright business ideas brought to life.

Pledged	Goal	Status
£51,369	£51,353	Funded!



### Joan Littlewood Sculpture

Greater London

Status: Successful  
Category: Art & Performance, Civic Space

Help us produce a sculpture based on the iconic photo of legendary theatre director Joan Littlewood sitting on rubble outside Theatre Royal, to go in nearly the same spot as where the photo was taken.

Pledged	Goal	Status
£243k	£239k	Funded!



### Light-up Stalybridge this Christmas

Tameside

Status: Successful  
Category: Something Different, Something Different

Stalybridge Town centre has enjoyed the spirit of Christmas for many years. Traditionally, the highlight of the build up to Christmas is when Santa visits and switches on the Christmas lights.

Pledged	Goal	Status
£2,604	£2,699	Funded!



### Loop de Loop

Somerset

Status: Successful  
Category: Something Different, Civic Space

We want to convert the old blue toilet block in central Frome into four micro-galleries and a local food kiosk PLUS repair a unique heritage glass block artwork containing industrial artifacts.

Pledged	Goal	Status
£10,462	£10,559	Funded!

## How Rotterdam Crowdfunded

2

14 May 2013 | James D. Schwartz · Netherlands · Pedestrian Travel

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Prior to World War II, the Hofplein area in the centre of Rotterdam was a busy gathering place where pedestrians were king, and cars were second.



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