



Community Match Fund Frequently Asked Questions

Match Funding Eligibility

Who can access funding through the Sustainable CT Community Match Fund?

Anyone with a great idea for a project that fits with Sustainable CT's mission of building more sustainable, equitable, and resilient CT communities. Municipalities, public schools, nonprofits, community groups, and individuals can all participate in the Community Match Fund.

I see projects must be in Sustainable CT-registered towns to qualify for match funding. What should I do if my town/city isn't registered yet?

We can help you encourage your municipal staff and elected officials to register! Registration is free. It is an easy process and just requires a vote from your town officials. For information on the registration process click [here](#) or reach out to the Sustainable CT team at info@sustainablect.org to help get the process started.

What if my project involves multiple towns/cities?

Great! We encourage projects that span multiple towns/cities. Each town affected by and supporting your project is eligible to receive extra points towards Sustainable CT certification if they collaborate on your project.

If it involves multiple towns/cities, do they all need to be registered with Sustainable CT?

Yes. If your project spans multiple municipalities each one must be registered with Sustainable CT.

Can I use the Community Match Fund for general operating support for my organization?

The Community Match Fund is intended to support discrete projects and cannot be used to provide general organizational support or funding for maintaining ongoing programs. Overhead, regular operating expenses, and/or prorated costs for existing staff's time spent on a project are not eligible for funding through this program.

How the Match Works

How do I get approved for match funding?

Step one is to simply share your project idea with the Sustainable CT team! Email Sustainable CT at funding@sustainablect.org and a staff member will be in touch to learn more about your project and determine whether it aligns with Sustainable CT's eligibility criteria for the Community Match Fund. If your project is determined eligible, Sustainable CT will then provide instructions on how to formally apply and participate in the program.

If I'm approved for match funding, am I guaranteed to receive a specific 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. 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.

How does the match funding work and what happens if I don't meet my goal?

Sustainable CT will provide their matching funds once your project has reached its crowdfunding goal. Remember, this is a challenge match, and you must raise your half of the funds to activate Sustainable CT's match. In the event that you don't hit your fundraising goal, but your project can be scaled down and accomplished with a reduced budget, Sustainable CT may choose to provide a match to whatever you've raised through your fundraising campaign.

How much match funding can I receive on my campaign?

In general, \$7,500 is the maximum amount that will be matched in each Community Match Fund crowdfunding campaign, meaning that projects with a total budget of less than or equal to \$15,000 will receive a dollar-for-dollar match. Projects with budgets above \$15,000 are still eligible for this program, but they will have to fundraise the remaining amount without a match (ex: project with a \$20,000 goal will receive a \$7,500 match, leaving \$12,500 to crowdfund).

What if my project is small and I don't need \$7,500 or what if I don't think I can raise that much?

That's fine! This program is appropriate for small-scale grassroots projects, and we have lots of experience supporting smaller campaigns. You are not required to try to use the full \$7,500 in match funding. There is no minimum project size for this program and no project is too small.

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

No, it should reflect only the amount that you need to raise through your crowdfunding campaign, which should usually be 50% of your total funding need. For example, if you need \$4,000 to implement your project, your public goal on your crowdfunding page would be \$2,000, because once you raise that \$2,000, Sustainable CT will match it, fully funding the project.

Can I apply match funding to any donation?

Yes, but with some restrictions. A town contribution, donation from a nonprofit, grants, other funding sources, and individual donations are all eligible for matching funds, provided you meet our crowdfunding requirements. The Community Match Fund is designed to demonstrate strong community buy-in on the project leader's vision.

All campaigns must surpass a minimum donor threshold from different sources to receive match funding (take your fundraising goal and divide it by 100 to determine your minimum donor threshold), and no more than 35% of your fundraising goal can come from grants or other institutional sources. Additionally, if any one donation equals more than 35% of your total crowdfunding goal, Sustainable

CT will only match that donation up to the 35% threshold. The additional funding can be passed through to your campaign, but it will be unmatched.

When will I receive match funding?

Once you've finished your crowdfunding campaign and have completed the check-out process with Patronicity you'll receive the total you raised plus match funding as one lump sum, via bank transfer or check. Patronicity's fees will be retained from that total.

Patronicity's standard fees are set at 5% of the crowdfunding funds raised. Additionally, there is a 2.9% + \$0.30/transaction credit card fee collected by Stripe, the payment processor used by Patronicity. Patrons have the option to cover all fees at checkout thus reducing overall fees incurred. We find that on average 80% of online donors tend to do so, thus reducing overall fees to under 4%. These fees are calculated based only on donations received; there is no fee on the Sustainable CT match dollars applied to your campaign.

What if a donor wants to contribute by check?

That's fine! Patronicity does not require that checks or other offline donations be sent to them in order to be reflected in your crowdfunding dollars raised. If a donor wishes to donate by any offline method, they can simply contribute to you directly. To register that donation and have it reflected on your project's crowdfunding page you'll have to log an offline donation through Patronicity. Then, before closing out your campaign you'll need to authenticate the donation by sending Patronicity a photo of the check (if applicable) and a copy of the bank deposit slip.

About the Community Match Fund

How is this program funded?

The Community Match Fund is generously funded through the support of the Emily Hall Tremain Foundation, the Hampshire Foundation, Supporting Organizing Work CT, and the Connecticut Green Bank. Sustainable CT is actively seeking additional funders to increase the match pool so that they can support more community-led projects throughout Connecticut.

If you'd like to learn more, email supportus@sustainablect.org.

How long will match funds be available?

This depends on how many projects participate. Funding is distributed on a first-come basis. Thanks to the generous support of our funders, we have had sufficient funds to meet program needs since the Community Match Fund was launched in 2019.

What reporting is required later if I participate?

While there are no formal grant reports to fill out, reporting on project implementation is required for all projects that receive Sustainable CT Community Match Funds. Sustainable CT is interested in learning about the work that you do and will request some basic information as well as photos. This information will be collected through surveys sent out when you finish your crowdfunding campaign and shortly after when your project should have been completed (this projected date for project implementation will be based on information that you provide).

Reporting on project implementation through these surveys is required for all projects that receive Sustainable CT Community Match Funds. The photos shared from your implemented project may be used in public reports or blog posts to help share the power of your work and inspire other leaders.

Eligibility for Certification Points

What is all this talk about ‘points’? I’m not sure I understand.

Sustainable CT’s statewide certification program encourages towns to complete specific actions to receive points that count toward different levels of sustainability certification. You can learn more [here](#). If you’re not very familiar with Sustainable CT’s work, you can get your questions answered during your initial phone call with Sustainable CT Staff.

How can my town get points toward its sustainability certification through my match-funded project?

Your town can apply for certification points after your project is implemented. Sustainable CT team will advise you on how to apply for certification points and under which action.

How do I know how many points my town is likely to get for our match-funded project?

The number of points that your town is eligible to receive depends on which action your project aligns with, and whether other towns are involved in the project. When you speak with the Sustainable CT team to get your project approved for match funding, they will confirm for you and your town’s Sustainability Team which action or objective your project aligns with.

Other Questions?

Contact Sustainable CT at funding@sustainablect.org.