Community is for everyone.
People need community.

Communities need people.

People and communities meet at ic.org
Are you worried?
Problems of today feel insurmountable?

You’re concerned about the rising epidemic of loneliness and isolation, the threats of climate change, and the systems of inequality that hold it all in place.

You know that any solution has to come from people working together, rebuilding our sense of belonging in the process.

You want all people to have the satisfaction and security of being part of a community that cares about them, where what they do matters.
“Over 40% of American adults suffer from loneliness.

Isolation is as dangerous to our physical health as smoking 15 cigarettes a day, increasing the risk of cardiovascular disease, diabetes, cancer and more.”

-Dr. Vivek Murthy, former U.S. Surgeon General
FIC has over 33 years of partnership with hundreds of intentional communities.

At a time when people are desperate for more social connection and answers to complex problems, intentional communities offer hope in an increasingly broken world. **Through community we transform...**
LONELINESS into...

BELONGING AND MEANING
CLIMATE CRISIS
into...

SUSTAINABLE ECOLOGICAL DESIGN
ECONOMIC INEQUALITY into...

COOPERATIVE ECONOMY
“Intentional community feels closer to how humans are meant to live. Being separated into individual homes and economic units means we're all exhausted, all struggling for resources and are yet isolated from one another.”

- ic.org user
“Intentional communities are about creating attachment, the feeling that someone has your back. ... ‘Who would you call in the middle of the night if you were really sick or scared?’ Intentional communities can help you have an answer to that question.”

-Robert Waldinger, Director of the Harvard Study of Adult Development
We help people connect to and learn from intentional communities.
Our free online Directory of intentional communities is searched by 500,000+ people every year and the numbers continue to grow.

We estimate there are a total of 3,500+ intentional communities in the United States alone.

We have the people, we have the communities, what we need now is a better meeting place.

- 240+ communities in directory 1990
- 697+ communities in directory 2010
- 1000+ communities in directory 2019
This summer hundreds of people participated in our research to learn how to make ic.org better than ever before. We heard that people want an easier way to find and connect to the community that is right for them. They also need easier access to our wealth of resources and content.

1-ON-1 PHONE CALLS
ONLINE SURVEYS
EXTENSIVE ANALYTICS

“Qualified member review process”
“...better resources archive”
“We need communication tools!”
“...more detailed user profiles”
Based on all this feedback, we are revolutionizing ic.org as the meeting place for people seeking community and the communities who are seeking them.
Introducing a new platform for communities and seekers coming in 2020.
Borrowing ideas from:

- Airbnb
- Facebook
- Ok cupid
- Craigslist
## Features

### Individual Profiles
- Basic search of the Directory
- Access to Knowledge Base
- Download from the community Document Library
- View Discussion Forum
- Purchase ads and products

### Community Pages
- Display description and key stats
- Display up to 3 images
- Appear in matchmaking
- Participate in Discussion Forum

### Free Features

- Matchmaking to people and communities (including saved searches)
- Access internal messaging
- Participate in Discussion Forum
- Priority customer service

### Premium Features

- Display products, openings, and services
- Display image and video gallery
- View page analytics
- Access internal messaging (as Community Page)
- Priority customer service
<table>
<thead>
<tr>
<th>Source</th>
<th>Projected Monthly Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Individual Profiles</td>
<td>$21,250</td>
</tr>
<tr>
<td>$10/month</td>
<td></td>
</tr>
<tr>
<td>Premium Community Pages</td>
<td>$5,440</td>
</tr>
<tr>
<td>$20/month</td>
<td></td>
</tr>
<tr>
<td>Ad sales</td>
<td>$2,000</td>
</tr>
<tr>
<td>$30 for 1 month, $60 for 3 months</td>
<td></td>
</tr>
<tr>
<td>$120 for 6 months, $240 for 1 year</td>
<td></td>
</tr>
<tr>
<td>Knowledge Base purchases</td>
<td>$600</td>
</tr>
<tr>
<td>Items priced per product</td>
<td></td>
</tr>
<tr>
<td>Donations</td>
<td>$3,000</td>
</tr>
<tr>
<td>One-time and monthly donor program</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$32,290/month</td>
</tr>
</tbody>
</table>
Website Traffic and Users

40-50k unique users per month

- 63% Come from organic search
- +85% Navigate to directory pages
- +87% Live in the United States

ic.org receives up to 10x greater traffic than websites that use the same keywords

Organic search traffic

<table>
<thead>
<tr>
<th>Organic keywords</th>
<th>5k</th>
<th>10k</th>
</tr>
</thead>
</table>

Organic traffic

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Traffic</th>
</tr>
</thead>
<tbody>
<tr>
<td>GENCohousing</td>
<td>100k</td>
</tr>
<tr>
<td>NuMundo</td>
<td>10k</td>
</tr>
<tr>
<td>Twin Oaks Community</td>
<td>10k</td>
</tr>
</tbody>
</table>
Communities Currently in Directory

- Established: 53.8%
- Forming: 41.1%
- Re-Forming: 4.4%

1076 COMMUNITIES*

- +99% are open to visitors and new members
- +97% are open to visitors but not new members

603 ESTABLISHED
462 FORMING
50 RE-FORMING
10 DISBANDED

*The actual number of communities in the Directory at any given time fluctuates between 1,000-1,500 listings.
User Interest

28% interested in joining or starting a community

70% interested in visiting communities or learning community skills

2% already live in intentional communities
Development Roadmap

**PREP**
DEC 2019 - JAN 2020
- Fundraising
- Initial UX Design
- Website development planning

**START-UP**
FEB - MAR 2020
- Platform development
- Knowledge Base development
- Admin & Operations development
- Alpha Testing

**LAUNCH**
APR - JUN 2020
- Beta Testing
- Transitioning existing operations to new system
- Launch new website
Our Team

Kim Kanney
Operations, Sales, Knowledge Base

Adam McKenty
IT, Web Development, Operations

Cynthia Tina
Marketing, Design, Communication

Yana Ludwig
Personnel, Fundraising, Organizational Development

Sky Blue
Operations, Fundraising, Admin
FINANCIALS

**Initial Required Costs**
January - June 2020

- FUNDED FROM EXISTING SOURCES: $24,000
- TOTAL EXISTING & START-UP EXPENSES: $240,000
- $216,000 TOTAL START-UP FUNDS NEEDED

**Ongoing Operations**
Projected avg. monthly cash flow

- MONTHLY INCOME: $31,300/MONTH
- MONTHLY EXPENSES: $30,000/MONTH
- +$1,300/MONTH NET PROFIT
**Investment**

Our Financial Projections allow for $120,000 of start up funds to come in the form of loans, assuming a **5-7 year payment** plan **averaging 2-5% annual interest** beginning August 1st, 2020.

Let’s find a mutually beneficial agreement.

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**Philanthropy**

We are seeking a **minimum of $96,000** of start up funds in the form of donations. We welcome **one-time or recurring payments**, as well as bequeathments.

Join the family of FIC supporters and friends.
FIC has been at the forefront of this movement before it was even a movement.

We have done an incredible amount on a shoestring budget for decades. Now is the time to **radically increase the impact** of our work.

We are seeking a few key individuals to help make it happen.

**Will you join us?**