



Community is
for everyone.



FOUNDATION FOR
INTENTIONAL
COMMUNITY



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.

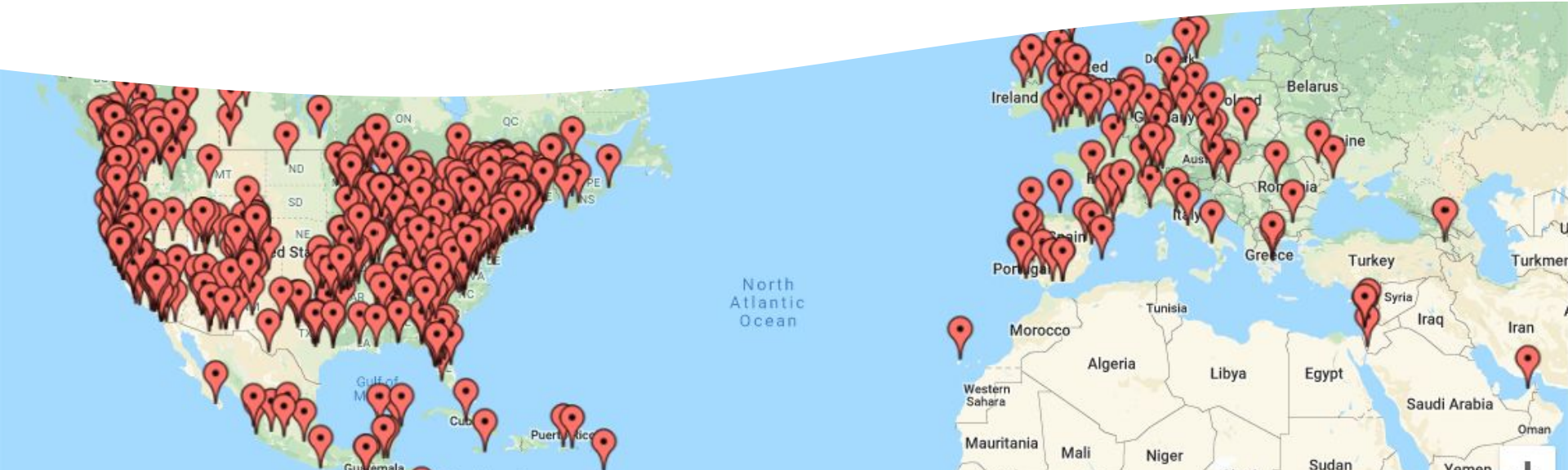
Isolation is as dangerous to our physical health as smoking 15 cigarettes a day, increasing the risk of cardiovascular disease, diabetes, cancer and more.”

-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

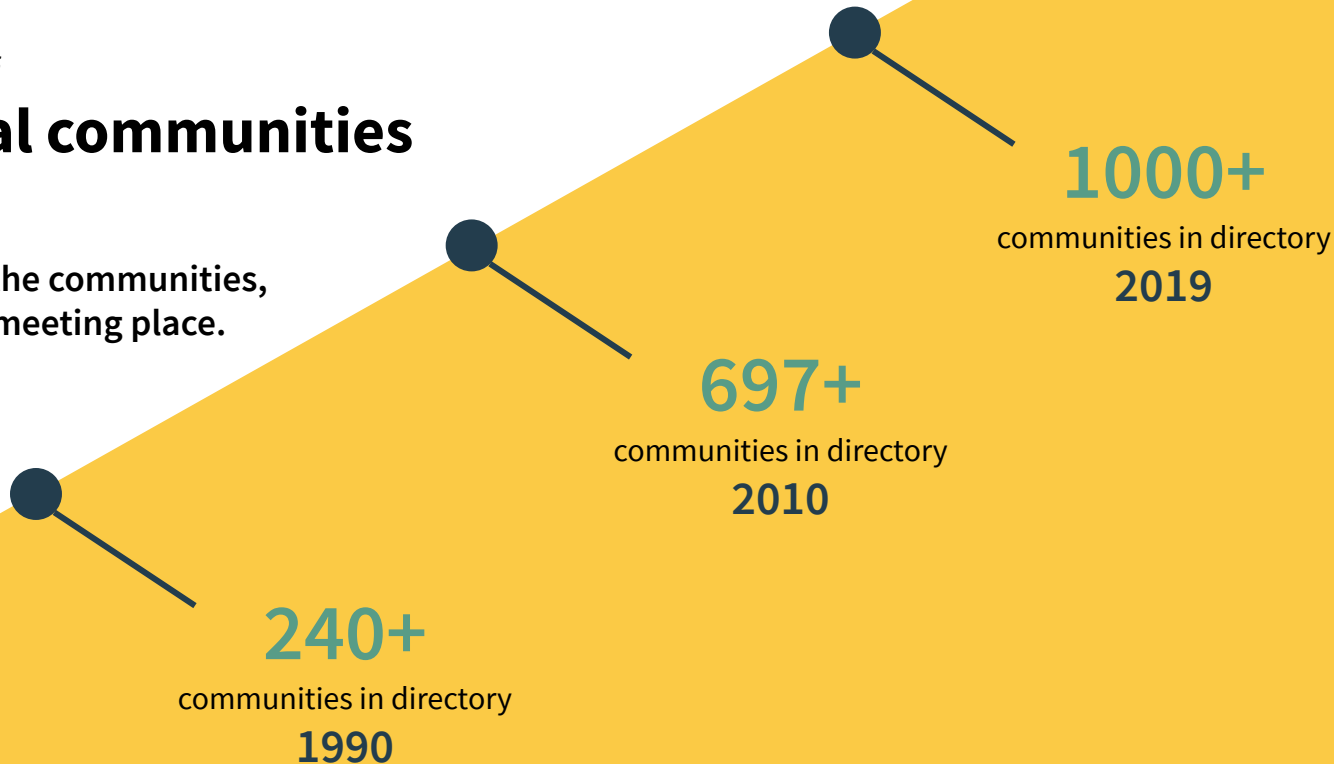
and the numbers continue to grow.

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.**



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.



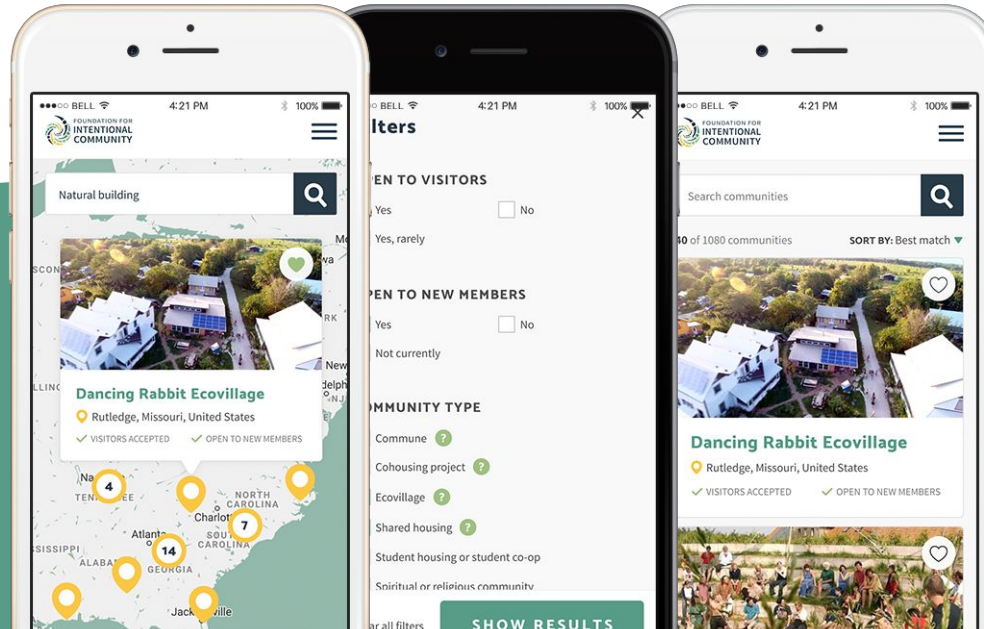
Borrowing ideas from:



facebook

okcupid

peace craigslist





FEATURES



Individual Profiles



Community Pages



Free Features

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

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



Premium Features

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

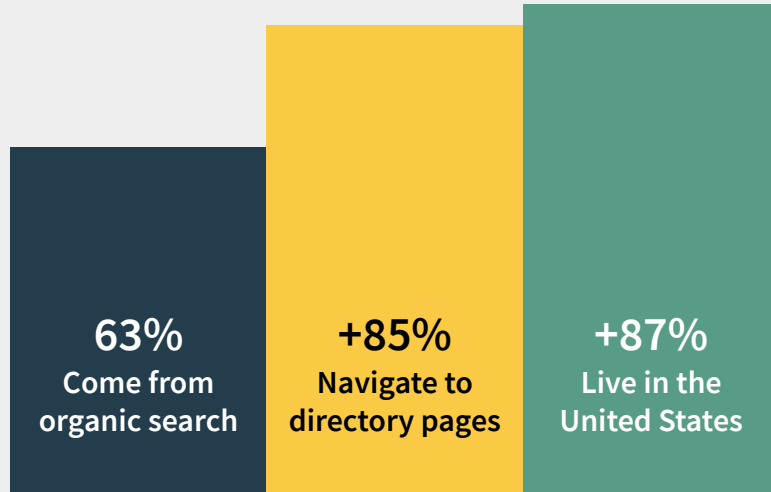
- Display products, openings, and services
- Display image and video gallery
- View page analytics
- Access internal messaging (as Community Page)
- Priority customer service

REVENUE STREAMS

Source	Projected Monthly Revenue
Premium Individual Profiles \$10/month	\$21,250
Premium Community Pages \$20/month	\$5,440
Ad sales \$30 for 1 month, \$60 for 3 months \$120 for 6 months, \$240 for 1 year	\$2,000
Knowledge Base purchases Items priced per product	\$600
Donations One-time and monthly donor program	\$3,000
Total	\$32,290/month

Website Traffic and Users

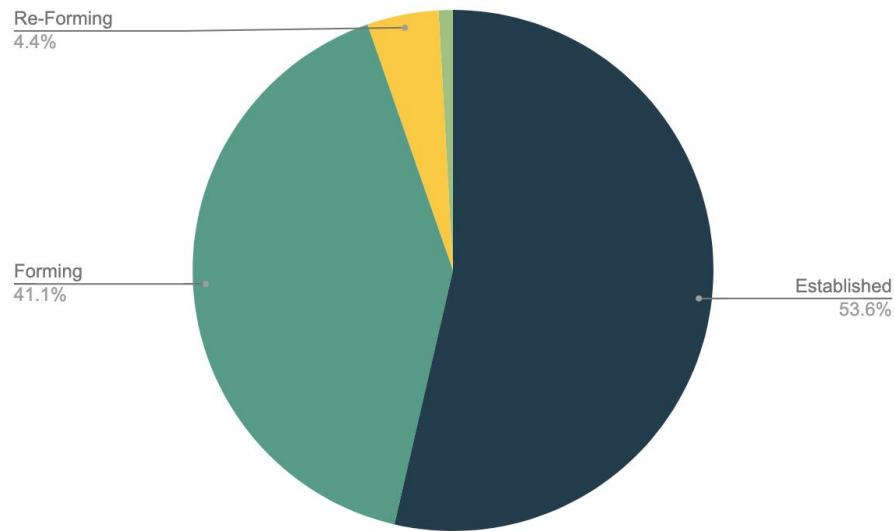
40-50k unique users per month



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



Communities Currently in Directory



603
ESTABLISHED

462
FORMING

50
RE-FORMING

10
DISBANDED

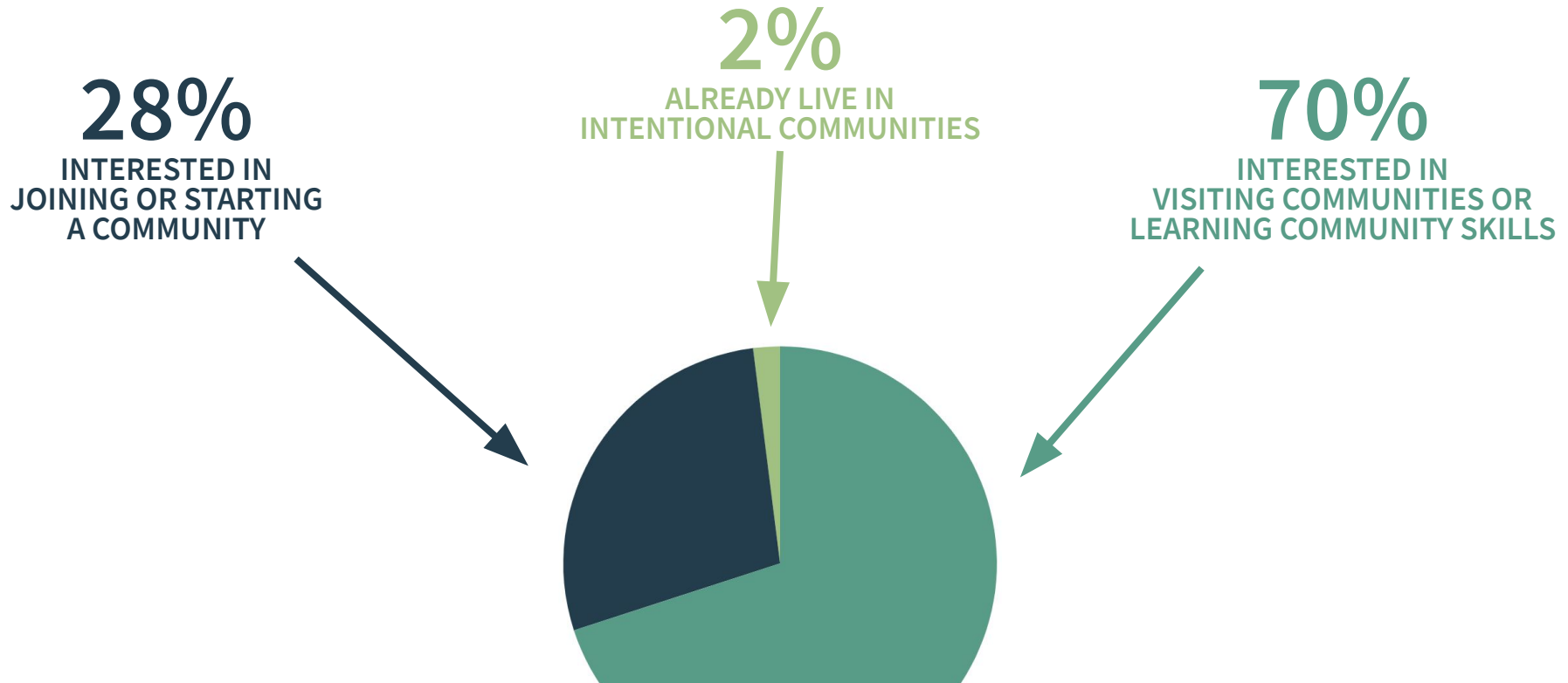
1076
COMMUNITIES*

+99%
are open to visitors
and new members

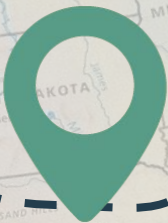
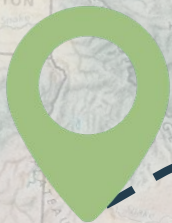
+97%
are open to visitors
but not new members

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

User Interest



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



Cynthia Tina
Marketing, Design,
Communication



Sky Blue
Operations, Fundraising,
Admin



Adam McKenty
IT, Web Development,
Operations



Yana Ludwig
Personnel, Fundraising,
Organizational Development

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.



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?





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