

# NEWS RELEASE

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## Neighborhood Grow A Crowdsourcing Platform to Build Communities

**Neighborhood Grow** empowers local businesses and individuals who care about their community to address issues without waiting for grant cycles or funders. The place-based crowdfunding platform is a new initiative launched by Economics of Compassion Initiative (ECI), a Cincinnati-based nonprofit. Neighborhood Grow combines money, in-kind support and the talent of volunteers to directly develop and implement projects that are identified by people living in a particular community.



Neighborhood Grow is currently underway in Spring Grove Village. Spring Grove Village is home to diverse residents and businesses with significant underused resources and untapped opportunities. Through Neighborhood Grow, Spring Grove Village residents and supporters are sponsoring a project to re-energize the neighborhood's identity with a goal of filling vacant commercial spaces with new businesses and attracting young families. Lower Price Hill is also in the process of working with Neighborhood Grow.

The platform is designed and supported by Econogy Talent Group, a consulting firm that unites interdisciplinary teams of top student talent, young professionals and industry experts to rapidly solve problems for businesses and organizations.

“The project allows citizens and community members to make the changes they want to see happen themselves,” said Jenny Niemeyer, Econogy’s Project Catalyst. “Through Neighborhood Grow, they work with us to create a campaign or undertake a project and we help them find support, resources and funding.”

The **Neighborhood Grow** platform allows people to review an interactive map of the Greater Cincinnati area. This map helps identify projects, everything from park improvements to developing strategies to help the business district grow and thrive, that might improve the vitality

of the neighborhood.

“When a community is trying to make change or get something accomplished, they don’t always know how to do it,” said Aniruddh Subramanian, Neighborhood Grow Special Projects Manager. “Neighborhood Grow lets them raise funds, and use talents in neighbors, students, and community members to fuel the community.”

To learn more visit the Neighborhood Grow [website](#).

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**About ECI:** *ECI works to engage the public—both secular and religious—in conversations around the vision of an economics of compassion, as it continues to promote and support local examples of this new and more just and compassionate way.*

**About Econogy Talent Group:** *Econogy is committed to advancing the success of growing businesses, non-profit organizations and economic ecosystems. Through problem-based consulting, Econogy Talent Group leverages a trained network of experienced professionals, academic experts, and selected student talent to maximize impact, creativity and efficiency.*