


MiddSTART

Small Gifts, Big Ideas



Microfinance

Kiva

Lend About Community Updates My Portfolio

Empower people around the world with a \$25 loan



Mujeres Bendecidas 1 & 2 Group
Dominican Republic | Retail | Plastics Sales
Altigracia is the coordinator of her group, Mujeres Bendecidas 1 & 2 (Blessed Women). She lives in a simple structure with her long-term...[more](#)
[Lend Now](#) or [Browse all loans](#)

How It Works [Learn more](#)

- 1 Choose a borrower
- 2 Make a loan
- 3 Get repaid
- 4 Repeat!

[Ready? Find a loan](#)


98.93%
repayment rate to date.

What's New
Kiva Blog Update
Passport Series: Tanzania: Part 2: Microfinance [»](#)

[Like](#) 106,748 people like this. Be the first of your friends.

Follow us: [f](#) [t](#)

Kiva has been awarded Charity Navigator's highest rating



Kickstarter


?! What is Kickstarter? We're the world's largest funding platform for creative projects. [Learn more!](#)

KICKSTARTER [Discover great projects](#) [Start your project](#)


[BLOG](#) [HELP](#) [SIGN UP](#) [LOG IN](#)

A NEW WAY TO
Fund & Follow Creativity


FEATURED IN [CNN](#) [WIRED](#) [600](#) [Pitchfork](#) [npr](#) [The New York Times](#)

**New Year's Weave**
by Dee Clements
To make a collection of hand woven, hand dyed textiles for the home & body.
Chicago, IL
69% FUNDED \$2,446 19 DAYS LEFT

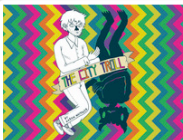
PROJECT OF THE DAY
There's nothing cooler than holding a beautifully hand-woven craft in your hand, which is why we're glad Dee Clements is creating a collection of lovely utilitarian textiles that combine traditional elements with innovative styles.

**Guns of Icarus Online**
by Muse Games
Captain a steampunk airship and fly with your friends in this thrilling MMO air combat game set in a post-apocalyptic world.
New York, NY
113% FUNDED \$11,311 33 DAYS LEFT

VIDEO GAMES
The creators of *Creavures* are back, this time with a team-based, first-person multiplayer airship combat game set in a post-apocalyptic, steampunk world. In *Guns of Icarus Online* you'll be right in the middle of all the action as you fly around and battle other airships.

**Nonunion Designer 3D Glasses**
When it comes to 3D glasses, there is a massive divide between style and function. Hoping to bridge that gap are Kira and Einy

DESIGN

**THE CITY TROUL** is a graphic novel by cartoonist Aaron Whitaker. He has been making mini-comics and collaborating on comic books for the past couple of

COMICS

Microphilanthropy

Middlebury

Search Midd

Midd **START**

A network of microphilanthropy that supports Middlebury students.

About

Apply

Projects

People

Donors

Successes

Midd Venture Community Speaker Series

Total needed: **\$2,000**
Deadline: **Mar 31, 2012**
\$848 and 73 days to go

[Details »](#)



Bring the Solar Decathlon House Home

Total needed: **\$7,500**
Deadline: **Feb 28, 2012**
\$6,495 and 41 days to go

[Details »](#)



Team Kohn Scholarship

Total needed: **\$10,000**
Deadline: **Jun 30, 2012**
\$2,290 and 164 days to go

[Details »](#)



International Student Scholarship

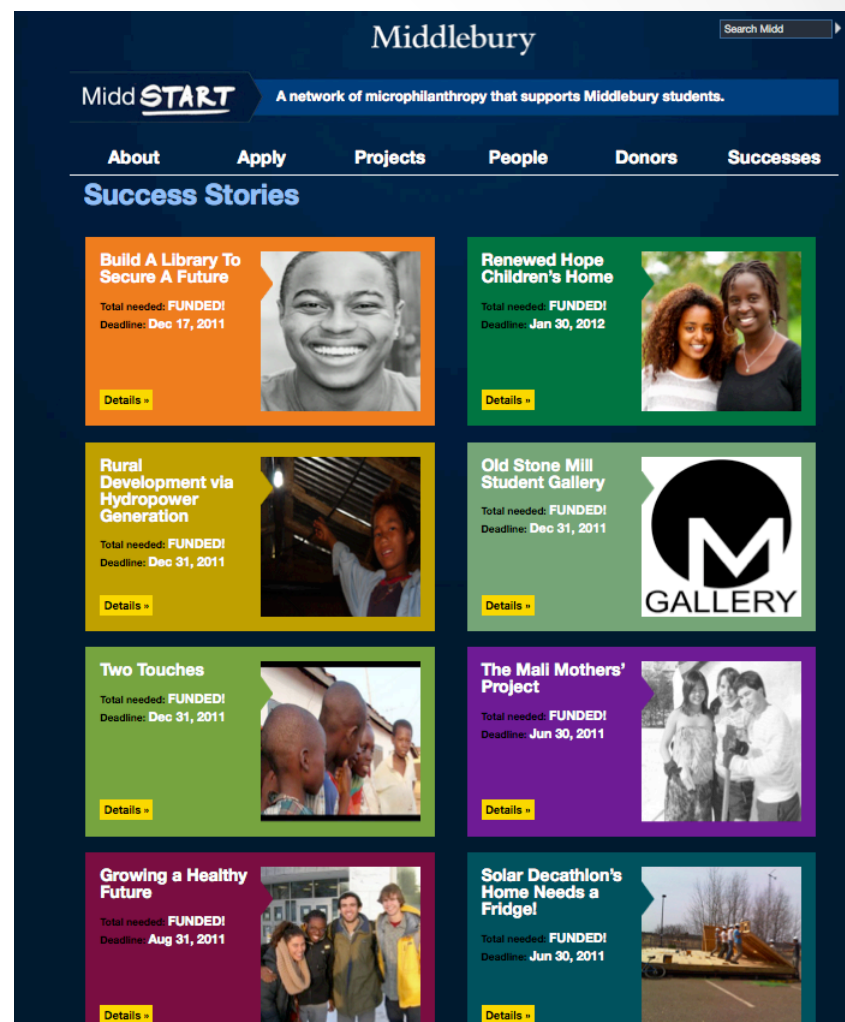
Total needed: **\$10,000**
Deadline: **Jun 30, 2012**
\$7,800 and 164 days to go

[Details »](#)



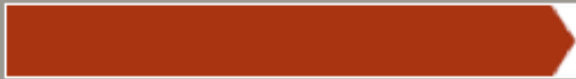
Goals

- Fund more students projects; encourage innovation
- Connect donors to students
- Encourage interaction
- Demonstrate impact to AF donors
- Provide more personal stewardship to AF donors
- Promote team and affinity giving
- Increase giving among international alumni, YA alumni, nondonors
- New tools for class agents



The Process

Dollars Raised: 77%



46 people gave \$7,710



\$2,290 and **166 days** to go



Fund this project!

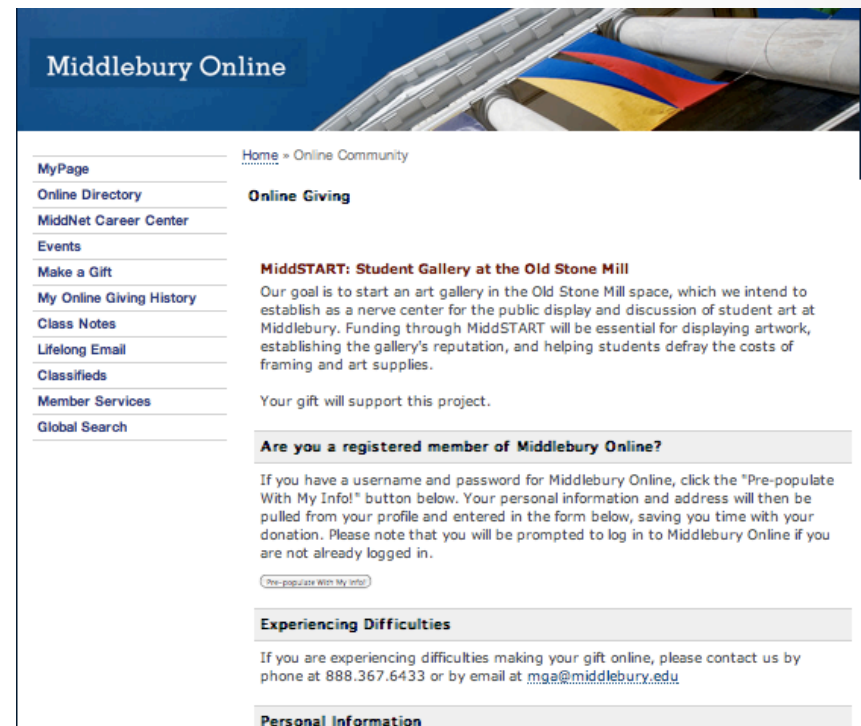
- Took two years from concept to launch
- Determine Key Features
- Engage IT
- Promote with donors and students

Middlebury			
Midd START A network of microphilanthropy that supports Middlebury students.			
About	Apply	Projects	People
Donors	2011-2012	2010-2011	
Nawras Abureehan	Fiifelo Aganga	Kirsten Aguilar	Victoria Aiello
Brett Alessi	Catherine F Alexandre	Victoria Alleyne	Michele L Almeida
M Dejan Amilcar	Febe Armanios	Sean Victor Astrakhan	Lucy Van Atta



The Basics


- Set achievable goals; make sure you succeed.
- Every project has its own fund agreement and online giving form
- Wherever possible, we do the purchasing to avoid tax implications for students



Key Factors

- Institutional support
- Partner office that works with the students
- Partners in technology group, budget office, gift processing
- Be flexible
- Learn from mistakes

Response to MiddSTART



To kick off the new year, we'd like to share with you data on your blog's activity in 2011. You may start scrolling!


This report is public [Make a report](#)

Crunchy numbers

The concert hall at the Sydney Opera House holds 2,700 people. This blog was viewed about **52,000** times in 2011. If it were a concert at Sydney Opera House, it would take about 19 sold-out performances for that many people to see it.

In 2011, there were **23** new posts, growing the total archive of this blog to 25 posts.

The busiest day of the year was November 16th with **2,632** views. The most popular post that day was [Projects](#).



This report only shows data since you connected Jetpack.

By the Numbers

FY11

- **\$58,955:** Dollars raised
- **380:** Number of donors:
- **117:** Donors who made more than one gift
- **\$155:** average gift size
- **\$50:** median gift size
- **\$100:** average Annual Fund gift to Middlebury

FY12

- **\$26,183:** Dollars raised:
- **214:** Number of donors
- **34:** Donors who made more than one gift
- **50:** MiddSTART repeat donors
- **\$122:** average gift size
- **\$30:** median gift size

By the Numbers

FY11

- **233:** Alumni donors
- **102:** YA donors
- **32:** YA non-donors
- **29:** Student donors
- **43:** International alumni
- **17:** International students
- **187:** Donors with no previous giving history

FY12

- **103:** Alumni donors
- **45:** YA donors
- **8:** YA non-donors
- **37:** Student donors
- **15:** International alumni
- **21:** International students
- **109:** Donors with no previous giving history

Engaging Donors

- Donors want control over their dollars
- Scholarships, athletic trips, internships are either budget relieving or priorities or both
- Most of the dollars raised are budget relieving
- Projects generating excitement, new donors

Old Stone Mill Student Gallery



Our goal is to start an art gallery in the Old Stone Mill space, which we intend to establish as a nerve center for the public display and discussion of student art at Middlebury. Funding through MiddSTART will be essential for displaying artwork, establishing the gallery's reputation, and helping students defray the costs of framing and art supplies.

[Talk about it »](#)

[Follow this project »](#)

Dollars Raised: 104%

11 people gave \$2,070

[Fund this project!](#)

Funding Details

Deadline: Dec 31, 2011

Total needed: \$2,000

People



Nerissa Khan '12, *History of Art and Architecture*, New York, NY

Elori Kramer '13.5, *Geography*, Saint Louis Park, MN

Lilah Leopold '12.5, *Studio Art and History of Art and Architecture*, Montclair, NJ

Cha Tori '12.5, *Literary Studies*, Moab, UT

Related Links

www.themgallery.org

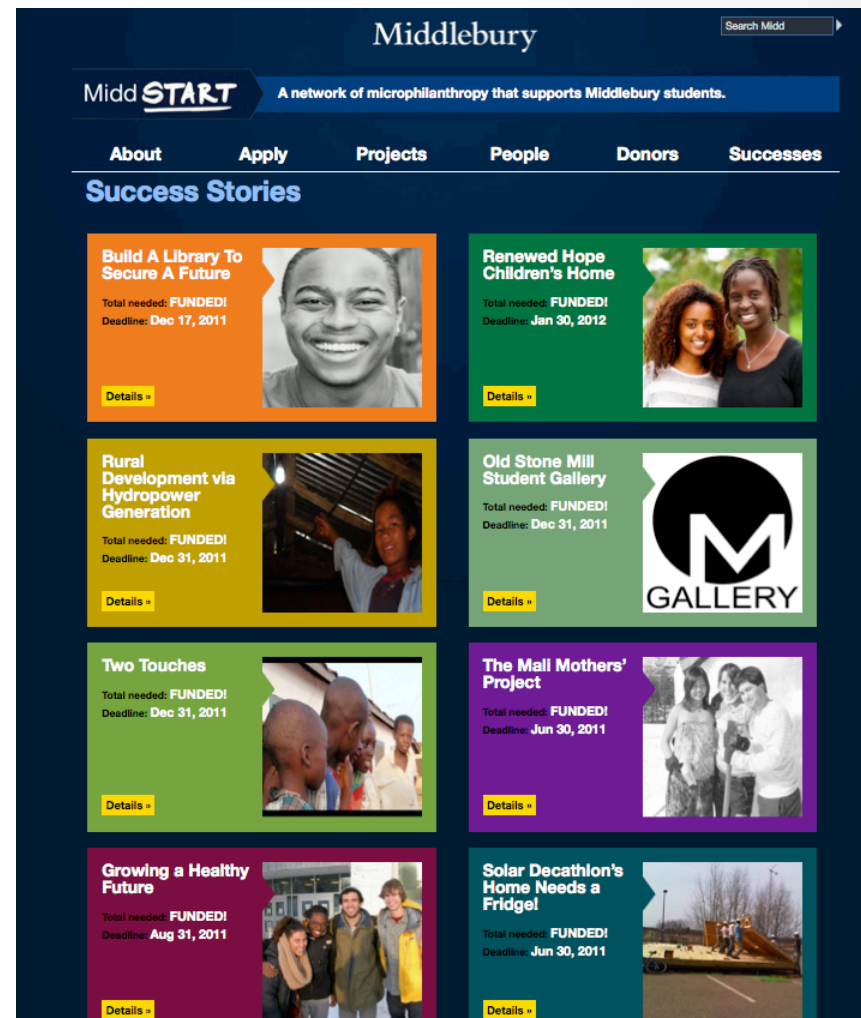
Media



There is an incredible body of artistic talent at Middlebury, but we feel that the community lacks a formal setting for the display of artwork. With

Student Projects

- Students apply online; committee reviews applications
- Range of ideas, both global and local
- Not all projects are successful
- Unfunded project dollars go to PCI
- Students must promote their own projects



Let Children Be Children

BLOGS.DOT.MIDDLEBURY the Middlebury blog network Create a Blog Search Blogs Log In

Middlebury Search Midd

MiddSTART A network of microphilanthropy that supports Middlebury students.

About Apply Projects People Donors Successes

Let Children Be Children

I will use the funding from MiddSTART to paint, decorate and buy play therapy materials for four children's counseling rooms in the Gender Violence Recovery Center at Nairobi Women's and Children's Hospital.

[Talk about it »](#)
[Follow this project »](#)

Dollars Raised: 131%

80 people gave \$2,610

[Fund this project!](#)

Funding Details
Deadline: Jun 30, 2011
Total needed: \$2,000

People

Ansally Kuria '12,
Neuroscience, Nairobi, Kenya

Media

Protect the children.
End Gender Based Violence

[www.gvrc.or.ke](#)

The Gender Violence Recovery Center (GVRC) is a non-profit and charitable trust of the Nairobi Women's and Children's Hospital which currently has two branches: Hurlingham and Adams in Nairobi, Kenya. Two more branches, one in Ongata Rongai and the other in Mombasa are set to open by June. These branches will provide free medical treatment and psychosocial assistance to the survivors of Gender Based Violence.

11. Charity says:
May 12, 2011 at 8:13 pm
Great initiative Ansally. Wow!!
[Reply](#)
12. Ansally says:
May 12, 2011 at 5:19 pm
\$ 1026 in 6 days!!!!!! This is amazing!!!!!! I am so humbled. Thank you so so much for all your support....for believing in me. It means more than you can imagine! 974 to go. We can do this!!!
[Reply](#)
13. Beda says:
May 11, 2011 at 10:32 am
Such a step is the true meaning of having a big heart. You go girl. Let kids be kids.
[Reply](#)
14. Joyce says:
May 10, 2011 at 6:04 pm
Thanks for letting me know about this! I think this is a great cause and I am happy to tell my friends about it so that they can give too! Good luck with your efforts girl!
[Reply](#)
- o Ansally says:
May 14, 2011 at 10:02 pm
thank you girlfriend!
[Reply](#)
15. Robin says:
May 7, 2011 at 11:17 am
We support you and the organization all the way to bring back meaning to the lives of children survivors of gender based violence.
[Reply](#)
16. Njuguna mu7ny says:
May 7, 2011 at 6:25 am
Thats my friend doing it big as always..am proud of you
[Reply](#)
- o Ansally says:
May 14, 2011 at 10:01 pm
Thank you
[Reply](#)
17. Ansally says:
May 6, 2011 at 11:53 pm
Thank you so much to all of you who have given already. This is actually just part of the project I intend to do this summer. The other part of the project involves sexual and domestic violence awareness campaigns in schools. So the project is just not "curative" but "preventive" too... If you are interested in knowing more about GVRC, please use the link below.
<http://www.gvrc.or.ke/>

Scholarships

About Apply Projects People Donors Successes

Team Kohn Scholarship 2010 to 2011

Thank you for helping us reach our original goal of \$10,000; the lacrosse alumni are the first to fund a MiddSTART scholarship! The average grant given to a student that attends Middlebury is \$32,236 – let's make that the new goal for our scholarship! It is only fitting that lacrosse alumni, family, and friends honor the memory of Pete Kohn by providing financial support to current students at Middlebury. These students need our support now more than ever.


[Talk about it](#)
[Follow this project](#)

Dollars Raised: 201%

115 people gave \$20,106


[Fund this project!](#)

People



Middlebury Alumni Lacrosse Club

Media



The Middlebury people you see here—whether they teach theater, coach lacrosse, or study geography—know what it means to count on the Middlebury people who came before them. They've all received financial aid or benefited from knowing students and faculty who have. In this 3-minute video they'll tell you why it matters.

About Apply Projects People Donors Successes

International Student Scholarship 2010 to 2011

Thank you for your generosity! Given the great success of the first scholarship, our new goal is \$20,000 for two international student scholarships. Help us continue to enrich Middlebury's community by making your gift today!

[Talk about it](#)
[Follow this project](#)

Dollars Raised: 109%

43 people gave \$21,838


[Fund this project!](#)

People

Humberto Garcia-Sjogrim '96
Lucienne Ide '97
Christiaan Wernink '94
Amer Dastgir '10
Gabrielle Jacquet '02
Abdur-Rahim Syed '02
Tushna Gamadia '96
Dimitar Apostolov '06
Sangwha Hong '97
Otis Gospodnetic '97
Jana Minn '02
Muchadel Zvoma '07

To see more people, please [click here](#).

Media



Chime Dolma '12 from Tibet and other students share their global Middlebury experience.

Funding Details







Deadline: Jun 30, 2011
Total needed: \$20,000

- [Team Kohn](#) and [International Student Scholarships](#)
- Alumni-driven effort
- Encouraged additional or larger gifts
- Provides platform for alumni interaction
- Exceeded our expectations
- Engaged target audiences

Retaining Donors


[About](#) [Apply](#) [Projects](#) [People](#) [Donors](#) [Successes](#)


International Student Scholarship




Last year, Middlebury's international alumni raised more than \$20,000 for two MiddSTART scholarships. We hope to build on that success and continue to support amazing international students this year. Your gift will bring great students to Middlebury from around the globe and will enrich the entire community!

[Talk about it »](#)
[Follow this project »](#)

Dollars Raised: 22%




 **7 people** gave **\$2,200**

 **\$7,800** and **163 days** to go

[► Fund this project!](#)







Funding Details
Deadline: **Jun 30, 2012**
Total needed: **\$10,000**

People
Current MiddSTART International Scholars
Marjeela Basij-Rasikh '15
Home Country: Afghanistan
First-Year Seminar: Jane Austen and Film
Career Goal: Medicine or other field where she can take critical skills home
Middlebury siblings: Shabana Basij-Rasikh '11 and Freshta Basij-Rasikh '14
Tawanda Chipwanya '14
Home Country: Zimbabwe
Major: Computer science
Favorite Professor: Daniel Scharstein
Favorite Music: Reggae and gospel
Project Sponsors
Humberto Garcia-Sjogrim '96
Lucienne Ide '97

Media




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Team Kohn Scholarship




Last year alumni of Middlebury's men's and women's lacrosse teams chipped in to create the very first scholarship to be funded through MiddSTART. The original goal was to raise \$10,000 through small gifts for a scholarship honoring our friend, the late Peter Kohn. But in just a short time, 123 members of the lacrosse community contributed enough to fund not one but two scholarships. We hope to build on that success and make these scholarships a continuing memorial to Pete. Please help us to carry on Pete's legacy of generosity and concern for students.

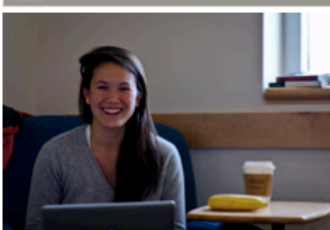

[Talk about it »](#)
[Follow this project »](#)

Dollars Raised: 77%


 **46 people** gave **\$7,710**

 **\$2,290** and **163 days** to go

People
Current MiddSTART Team Kohn Scholarship Recipients
Lily Nguyen '12
Home: Oakland, California
Major: Sociology
Career Goal: To start her own restaurant
Favorite place on campus: The Axinn Center
Lacrosse Position: Goalie
Athletic Honors: First-team All American last year
Alyssa Palomba '14
Home: Shrewsbury, Massachusetts
Major: Physics
Career Goal: Considering engineering or medicine
Loves to Play: Lacrosse, volleyball, squash, basketball, golf
Lacrosse Position: Goalie
Favorite Pastime: Playing golf with her dad
Project Sponsors
Middlebury Alumni Lacrosse Club

Media



- Students assigned to the scholarships
- Email sent from lead donors to all participants
- Appeals talk about recipients
- Thank you report will go to all donors in February
- Personal notes to lead donors

Marketing MiddSTART



The MiddSTART logo is a central blue circle with the text "MiddSTART" in white. It is surrounded by six circular images, each connected to the center by a dotted line. The images and their labels are: 1. A woman wearing a colorful headscarf, labeled "INTERNATIONAL STUDENT SCHOLARSHIP". 2. A modern building with solar panels, labeled "SOLAR DECATHLON". 3. A woman and a young boy looking at a book, labeled "MALT DOMINICAN REPUBLIC". 4. A person riding a bicycle, labeled "YOUPOWER MIDD". 5. A group of people standing together, labeled "MIDDBLOG". 6. A person wearing a baseball cap, labeled "TEAM KOHN SCHOLARSHIP".

What's the Big Idea?
Find out at go.middlebury.edu/middstart

Middlebury students have big ideas. All they need is a small investment to jump-start them. MiddSTART lets you choose a project, help to fund it, and get updates from the students. To discover other innovative ideas Middlebury students want to share, visit go.middlebury.edu/middstart.

Middlebury

SPRING 2013 1

- Soft launch
- Roll out to alumni and students in spring
- Begin push with full-page ad in magazine
- Follow-up with [e-appeals](#), postcard; use social media, promote teamwork
- Promote at reunion, other events
- Market to students, class agents
- Stewardship

Analytics

Stats for January 18, 2012, 4:49 pm

MiddSTART [\(Dashboard\)](#)

Check out the fireworks you created on your [2011 Annual Report](#).

At A Glance

Days Weeks **Months**



56,535
views all-time

131
[views today](#)

2,632
views on your busiest day, [November 16, 2011](#)

[Summary Tables](#)

Referrers

Today Yesterday [This week](#)

Referrer	Views
Facebook	8
middlebury.edu	8
mail.live.com	2
middlebury.edu/middstart/wp-admin/admin.php?page=jetpack	2

Top Posts & Pages

Today Yesterday [This week](#)

Title	Views
MALT Dominican Republic	33
Donors	29
Home page	27
Projects	10
Build A Library To Secure A Future	9

Building MiddSTART

MiddSTART Project

Giving Form ID

Box Color

Total Needed

Participation Goal
 ⓘ

Deadline

Blog URL

Credits







Enter a comma-separated list of people.

For the source code email:
imcbride@middlebury.edu


New Directions

- [Athletics fundraising](#)
- [Senior class gift](#)
- Internships as [reunion class gifts](#)
- Looking at other ways to use the model
- Twitter feed and Facebook group
- University of Delaware example

Middle GOAL A philanthropy network that supports Middlebury athletes. Go Blue!

About	Projects	Donors	Successes
Men's Rugby Total needed: \$20,000 Deadline: Jun 30, 2012 \$19,725 and 160 days to go Details »		Women's Lacrosse: Spring Trip 2012 Total needed: \$15,000 Deadline: Jun 30, 2012 \$7,490 and 160 days to go Details »	
Men's Tennis: Spring Trip 2012 Total needed: \$20,000 Deadline: Jun 30, 2012 \$17,350 and 160 days to go Details »		Women's Tennis: Spring Trip 2012 Total needed: \$18,000 Deadline: Jun 30, 2012 \$13,425 and 160 days to go Details »	
Baseball: Spring Trip 2012 Total needed: \$17,000 Deadline: Jun 30, 2012 \$16,450 and 160 days to go Details »		Crew: Spring Trip 2012 & Rowing Shells Total needed: \$35,000 Deadline: Jun 30, 2012 \$23,459 and 160 days to go Details »	

Univ. of Delaware

 UNIVERSITY of DELAWARE

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A-Z Index Maps People My UD Español



Marketing Area Headline

Marketing sub-head can go here if needed

As the year draws to a close, we asked some A List Apart readers to tell us what they learned about the web in 2011. Together their responses summarize the joys and challenges of this magical place we call the internet. We need to continue to iterate, to embrace change, and challenge complexity to keep shipping. Above all, we must continue to reach out to one another, to teach, to support, to help, and to build the community that sustains us.

[Main Call to Action Here](#)

Current Projects

Sort projects by: Alphabetical | Date Posted | Points | Team Size

CURRENT POINT TOTAL 1,250



PROJECT: Simply Julia Totes

[Learn More](#) [Share this](#)

CURRENT POINT TOTAL 1,250



PROJECT: Hairline Hat Co.

[Learn More](#) [Share this](#)

CURRENT POINT TOTAL 1,250



PROJECT: Delaware Case Works

[Learn More](#) [Share this](#)

CURRENT POINT TOTAL 1,250



PROJECT: Alternative Breaks (UDaB)

[Learn More](#) [Share this](#)

CURRENT POINT TOTAL 1,250



PROJECT: Ran out of Titles

[Learn More](#) [Share this](#)

CURRENT POINT TOTAL 1,250




PROJECT: Business Launch Pad

[Learn More](#) [Share this](#)

Program Sponsors



 UNIVERSITY of DELAWARE

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A-Z Index Maps People My UD Español

Project Name Goes Here

CURRENT POINT TOTAL 1,250

Meet the Team



Jane Q. Student

As the year draws to a close, we asked some A List Apart readers to tell us what they learned about the web in 2011. Together their responses summarize the joys and challenges of this magical place we call the internet. We need to continue to iterate, to embrace change, and challenge complexity to keep shipping. Above all, we must continue to reach out to one another, to teach, to support, to help, and to build the community that sustains us.

[Connect on LinkedIn](#)

Support Actions

[Promote](#) - You love it! You really love it. A List Apart readers tell us who gets their candy hearts this year.

[Connect](#) - You love it! You really love it. A List Apart readers tell us who gets their candy hearts this year.

[Donate](#) - You love it! You really love it. A List Apart readers tell us who gets their candy hearts this year.

[Become a supporter](#)

About the Project



[Watch this Video](#) [Like this Video](#)

Join the Conversation

Enter your comments here...

[Add Comment](#)

Recent Comments

Jane Doe | December 7, 2011 at 3:12pm [Like](#) [Reply](#)

As freshman in college, Simply Julia Totes came from two pieces of tapestry lying on the floor of my mother's showroom. Since then, Simply Julia Totes has provided fully customizable handbags for women of all age ranges and now we are focusing on growing the brand on college campuses... [Read More](#)

Jane Doe | December 7, 2011 at 3:12pm [Like](#) [Reply](#)

As freshman in college, Simply Julia Totes came from two pieces of tapestry lying on the floor of my mother's showroom. Since then, Simply Julia Totes has provided fully customizable handbags for women of all age ranges and now we are focusing on growing the brand on college campuses... [Read More](#)

Jane Doe | December 7, 2011 at 3:12pm [Like](#) [Reply](#)

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Jane Doe | December 7, 2011 at 3:12pm [Like](#) [Reply](#)

As freshman in college, Simply Julia Totes came from two pieces of tapestry lying on the floor of my mother's showroom. Since then, Simply Julia Totes has provided fully customizable handbags for women of all age ranges and now we are focusing on growing the brand on college campuses... [Read More](#)

Our Supporters

1		Supporter Name
2		Supporter Name
3		Supporter Name
4		Supporter Name
5		Supporter Name

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[Student Support Projects](#)

[Create a Project](#)

Program Sponsors



How could microphilanthropy
work for you?

...

Questions?

...



Contact Us

go.middlebury.edu/middstart
blogs.middlebury.edu/middgoa.

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