

g2g members, and ran a Go Zero Trivia game for fun and prizes.

All of these opportunities were great in all senses of the word.

They all lent insight to the fundamental value of what Guide to the Good brings to the community.

While it's easy to say and easy to accept that local, social, green, diverse, inclusive choices bring value to their communities, actually measuring the impact of thegreenrock and Guide to the Good efforts is a little more difficult to pin down.

Happily, though, with IRP support, Kim and Amanda have been on an intense training journey in Impact Measurement with LIFT Impact Partners.

The Board is excited to explore how we position our impact in the community, and expect to present our revised Impact Statement in 2024. Also, Kim has taken on the Rural Propel challenge of LEAP Sales Training, and executive management training with MC Advisory.

All good and inspiring! But there is the ground-

ing effect of reality on this wonderful hope and opportunity.

Reality.

We're living in challenging times. Inflation, the housing crisis, addictions, mental health, health care and international strife are having a profound effect on how the average Newfoundland and Labradorian pursues their day.

At thegreenrock we believe that the things we are striving for - increasing local, social, green, diverse, and inclusive choices for purchase and lifestyle will contribute to a province of sustainable communities where all members of the community flourish - are in large part a solid response to these challenges.

But.

We have very limited resources accessible to bring the overlap of hope and opportunity to fruition.

We keep working to find ways to make those connections.



FRIENDS & COLLABORATORS

Businesses and Associations

BlueDrop
Business and the Arts
CBDC
Conception Bay Area Chamber
CME
Economic Developers Association
NL
EcoNext

IABC NL
MNL
NLOWE
Metro Business Opportunities
Navigate
Portugal Cove St. Phillips Chamber
Pull Apps
Reflective Marketing

TechNL
WRDC
Community
ABC Life Literacy
Community Sector Council
Destination St. John's
Downtown St. John's
Eastern Edge Gallery
Food First NL

Genesis Centre
JFW - NL
Nature NL
NLEN - NL Environment Network
St. John's Farmers Market
Thrive
and others

FINANCIAL & HR SUPPORTERS



Junior Forest Wardens
Giant Squid



ANNUAL REPORT - ANNUAL GENERAL MEETING - OCTOBER 22, 2023



2022-2023 where hope, opportunity and reality intersect

The Board and staff of thegreenrock came out of the 2022 AGM prepped and ready for an exciting year ahead.

Hope flowed like a river as people found freedom after COVID. With a refreshed focus on supporting Digital Marketing efforts for small business, and delight to see the population growth with newcomers to the province, we set out to finally action our objective to expand Guide to the Good.

Reaching people was the focus, especially in regions of the province outside the Northeast Avalon.

The plan was supported by opportunity.

The promise of our 'Digital Is DoAble' efforts were buoyed by a federal government initiative in the Canadian Digital Adoption Program (CDAP) called Grow Your Business Online. This \$2400 grant opportunity to help small businesses in the digital realm seemed tailor-made for Guide to the Good. After preliminary research, we developed bundles to meet the needs of small business.

We were buoyed up by a Job Creation Partnership (JCP) with the province to support a Marketing Sustainability Outreach position that would be instrumental to bringing Guide to the Good's work to communities throughout the province. We were the proud recipient of an Investment Readiness Program (IRP) grant that would prepare us for next-level growth.

We partnered with Memorial University, the Centre for Social Enterprise, and MITACS to gain a better understanding of our place in the marketplace and how to optimize what we offer to meet the needs of the community.

In September, we participated in the Atlantic Social Impact Exchange conference in St. John's, and heard much about Social Finance and more support opportunities from the province.

In October, green was the focus as Guide to the Good partnered to build the first Zero Waste Festival in the province. The Guide to the Good booth repped more than a dozen

Continued page 4

thegreenrock ~ Live Sustainably NL

BOARD OF DIRECTORS 2023

Steve Blackwood, Chair, Corner Brook

~ Maham Rahim, Treasurer, Montreal

~ Andrew Bourne, St. John's ~ Donna Curran, St. John's

Erin Molloy, Paradise ~ Amparo Montoya, St. John's

thegreenrock.ca was incorporated in Newfoundland and Labrador in February 2014. Incorporation Number 71941

Guide to the Good numbers 2022-23

Members - 176

Videos - 210

Social: Facebook - 2535 / Insta - 1055

Google AdWords Grant

to date - \$194,000 US /

in the past year—\$88.800 US

Staff: Employed 30+ people to date



thegreenrock On The Go **October 22-23**

As always, the reason underlying our focus on local, social, green, diverse, inclusive choices were a priority: we made a point of putting off projects that connected people to themselves, to community, and to the planet.

People and Partners

The past year has brought great new relationships with people.

Kim Todd & Amanda Russell held steady, while Melissa Wong completed her contract and has stayed on as a contractor for special projects.

We welcomed Andrew Bourne to the Board of Directors.

With support from the province, for our marketing sustainability outreach efforts we welcomed Joanne Stirling (December - March) and Ryan Young (April - August). With his digital expertise, Ryan is staying on for contract work.

Through our partnership with Memorial University, MITACS and the Centre for Social Enterprise, we welcomed Gilbert Mensah (May-August) and Nancy Leung (October - February '24) to aid our Research efforts.

Outreach

EDANL Conference, Bonavista

Amanda returned to her hometown and repped Guide to the Good at the Economic Developers Association of Newfoundland and Labrador Annual Conference in May. She got the word out and shared good goodies from Trinity Coffee Company, Mudders' Soap, and Wild Island Tea.

As part of our province-wide expansion effort, in June, with support from Municipalities Newfoundland and Labrador, Guide to the Good sent sunflower seeds and a raring to GROW flyer to municipalities and town halls throughout the province. We were [raring to GROW](#)

MASTERCLASSES

West Coast Newfoundland was a major focus. Through the year we put off 4 public MasterClasses to share digital marketing tips, info and opportunities. One online and three live. They included:

- CDAP Grow Your Business Online with CBDC—October 2022 More than 50 people registered from all over the province - and there were many newcomers.
- Digital Marketing Boot Camp - January, Corner

Brook in partnership with Navigate and Centre for Research and Innovation

- Selling the Shoulder Season - August, Corner Brook, Rocky Harbour, Deer Lake

PROJECTS

[Digital Is DoAble](#)

12 episodes livestreamed from the Digital Is DoAble facebook group. Digital Is DoAble is free, fun, and a gift from Guide to the Good grow offering tips and hints that help local companies thrive online, so our communities flourish.

[Inside Scoop livestreams](#)

Inside Scoop is the Guide to the Good livestream video series that shares secrets, events, and cool info from the innovative minds of local leaders and entrepreneurs. We've added 13 to the series since the last AGM.

[2022 Remembrance Day Tree Plant](#)

With support from the community, we were delighted to host the 2022 Remembrance Day Tree Plant on November 11, 2022. More than 50 volunteers participated in the event.

[Getting to Know You](#)

With support from the province Seniors Social Inclusion grant, through 2023 we put off an intergenerational project that brought residents/staff of Katherine House together with members of the Guide to the Good community to do fun and interesting things.

[Looks Like Social Enterprise](#)

Developed in partnership with Community Foundation Newfoundland and Labrador, Looks Like Social Enterprise is a livestream series exploring the social, cultural and environmental purposes that underpin the social enterprises.

[Zero Waste Festival](#)

We were delighted to rise up the green side for a groundbreaking event celebrating sustainability, eco-conscious living. The inaugural bilingual Zero Waste Festival happened in St. John's on October 15, 2023. It was an inspiring gathering of individuals committed to making a positive impact.

Community Garden

With support from Junior Forest Wardens Giant Squid, the O'Regan Conway Canada Day Committee, and the City of St. John's, thegreenrock built a community garden.

