



In April thegreenrock celebrated incoming and outgoing Directors - what came before and what's coming up at BlueDrop in downtown St. John's. Back row l-r, Melissa Wong, Erin Malloy, Bobby Bessey, Emad Rizkalla, Jeff Tulk, Amanda Russell, Kim Todd, Amparo Montoya. Missing from photo - Steve Blackwood, Kelly Bavis, Rebekkah Bourne, Donna Curran, Maham Rahim

When the SKY is the LIMIT we keep GOING!

In the fall of 2020 a year after g2g launch and 8 months into COVID, Directors Erin and Rebekkah met with staff to brainstorm the next phase for Guide to the Good.

On the giant white board in the office, under **Marketing Priorities** is written four bullets:

- members - audience connection
- member collaboration
- engage associations and organizations
- zero in on community for outreach

A few months later at the Strategic planning session, 'Digital Marketing' and 'newcomers' were added as priority themes

And we've been working it! We're in it to build sustainable communities throughout this province and connecting, collaborating, leveraging and sharing with PEOPLE is the best way – probably the only way - to do it!

People are our greatest strength - Guide to the Good has been building relationships throughout the community, and using the strength of connection to uplift and inspire local, social and green choices.

We are helping 'Make Digital DoAble' for local companies through workshops, info sessions, and leveraging common objectives.

We're working in community to find ways to support a growing diverse population so that this place and all the people who call here home, flourish. It's a hard go. But it's all good.



Members - 155 Videos - 140
Social: Facebook - 2033 / Insta - 980 / Twitter 329
Google AdWords Grant
 to date - \$131 262 US / in the past year - \$89 047
Staff: Employed 26+ young people to date
Winner: EDANL Marketing Award 2020, Golden Broom Award 2018, IABC Pinnacle Award 2017, Social Innovation Challenge 2016

Feb '22 - Virtual meetings swing into high gear, with Digital Guide presenting to the Wellness Coalition Avalon East and joining Sheilagh O'Leary and Ingrid Percy a Sustainability in the Arts podcast at Grenfell. Melissa participated in EcoCanada's EcoConference and wraps up her contract. Bobby Bessey, Emad Rizkalla and Jeff Tulk retire from their Director positions, and Steve Blackwood (Chair), Amparo Montoya, and Donna Curran are welcomed to the Board. Google Ads traffic is increasing.

Mar '22 - With funding support through the College of the North Atlantic, Nwokedi Nwatu joins the team. Melissa returns to thegreenrock as Green Action Coordinator through a Project Learning Tree Grant. The second Let's Get Digital MasterClass is well-attended. Based on the interest shown for the Remembrance Day Tree Plant, g2g and JFW begin an public outreach campaign. Kim is thrilled to join DonE Coady on Out of the Fog to talk Guide to the Good. Archival videos are re-released in updated format to optimize SEO and celebrate the good things that have been going on. Guide to the Good welcomes new Grower, SOAR.

April '22 - The Community Spirit Treasure Hunt starts in partnership with project originator Dominique Hurley Art & Inspiration. An overdue live event to celebrate Directors is held at BlueDrop. Melissa officially gets engaged.

May '22 - Work begins with SEO guru Alison Knott Consulting to bring g2g content to the next SEO level. Thegreenrock goes to the dogs as Ija Rawlins Goose and

Juniper join greenrock families. Ija becomes the Digital Is DoAble puppy. Come Home 2022 gets in full swing as Covid lessens its grip.

June '22 - Through Canada Summer Job funding Katie Balam joins g2g to work on the Community Heartprint App. The third Let's Get Digital MasterClass was a success. The Let's Get Better At Award in memory of Katherine Saunders is launched with a call for nominations. Kim and Melissa enjoy the Annual Gathering of the Wellness Coalition and an Tors Cove adventure with Running the Goat.

July '22 - Through an initiative of the Red Cross, Guide to the Good begins distributing COVID Test Kits to members and supporters. Come Home 2022 blogs prove to be big traffic drawers! Amanda and Kim celebrate her birthday on the PedMall - the other two greenrockers were off due to COVID. Thegrock is approved for a Community Garden.

Aug '22 - Members of thegreenrock participate in the 'Testing and Feedback' phase of a pilot training. Melissa stays on through a Finders Keepers program of the Community Sector Council. Two staff participate in CSC workshops on various components of fiscal responsibility. We leverage the full value of the Google AdWords \$10K US grant!

Sept '22 - The next Let's Get Digital MasterClass series focused on measurement and analytics. On the 30th, staff wore orange and observed Orange Shirt Day in moments of quiet reflection.

thegreenrock.ca FRIENDS & COLLABORATORS thegreenrock.ca

Memorial University Academic Memorial University Grenfell Campus College of the North Atlantic	Media CBC HuffPost NTV Out of the Fog Rogers Saltwire The Gazette VOCM	Conception Bay Area Chamber CME Economic Developers Association L EcoNext IABC NL NLOWE Metro Business Opportunities Portugal Cove St. Phillips Chamber Pull Apps Reflective Marketing Stingray TechNL The ExtraOrdinary Women NL WRDC	Community ABC Life Literacy Cochrane Street United Church Community Sector Council Destination St. John's Downtown St. John's Eastern Edge Gallery Food First NL Genesis Centre JFW - NL Key Assets NL Local Immigration Partnership - City of St. John's MWONL	Nature NL NLEN - Newfoundland and Labrador Environment Network Paradise Sparks and Guides St. John's Farmers Market Thrive Wellness Coalition Avalon East <i>and others</i>
Government ACOA Gov of Newfoundland and Labrador City of St. John's Town of Paradise	Businesses and Associations AKC Consultants BlueDrop Business and the Arts CBCD			

FINANCIAL & HR SUPPORTERS



thegreenrock ~ Live Sustainably NL BOARD OF DIRECTORS 2022

Steve Blackwood, Chair, Corner Brook ~ Maham Rahim, Treasurer, St. John's
Kelly Bavis, Secretary, Katy Texas ~ Rebekkah 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