

January 2020 - Snowmageddon shuts down the roads for a week. But website traffic is great! The 'go local be vocal' golo campaign gets on the go.

March 2020— #meet you at the market feature gets underway and is doing great until COVID-19 puts the world on pause. Natalie moves on to a different opportunity.

April 2020 - Guide to the Good responds to the pandemic with new initiatives like We Got This, a series designed to inform and inspire toward a sustainable future and a g2g member facebook group. And traffic is growing steady.

May 2020 - A 'go local be vocal' newsletter tem-

plates gets underway. We partner with The Murphy Centre on the g2g map project. Hannah Blundon from Memorial Digital and Social Media program joins g2g.

June 2020 - Maham Rahim joins the Board as Treasurer as Gail Ryan wraps up her term. Omar Abdelkhalek joins g2g through the Centre for Social Enterprise. Ashley Quirke starts work on the g2g maps. The world loses Katherine Saunders to a tragic accident.

July 2020 - Rebekkah Bourne joins the Board of Directors as Meghan Keating wraps up her service. g2g has 152 members!

August 2020 - Member Newsletter 'Let's Do Some Good' is launched to great response.



ANNUAL REPORT - ANNUAL GENERAL MEETING - SEPTEMBER 23 2020

As we enter the third quarter of 2020, looking back at the events of 2018 and 2019 is an exercise in disbelief. What 2020 brought - Snowmageddon which shut down much in Newfoundland in January, COVID-19 which shut down most of the world in March, and most personally the tragic passing of our former Publication Specialist Katherine Saunders in June of 2020 have created a very different world for thegreenrock.ca.



Katherine Saunders

Yet all three of these life-changing events underscore the importance of our work. With its tonnes and tonnes and tonnes of snow, Snowmageddon showed us the importance of local sourcing with food security writ large. With its international production-stopping side effects, COVID-19 reinforced the importance of self-sufficiency, demonstrated that public good is a very relevant thing in our time, and it showed with remarkable clarity that our geographic isolation can be a help rather than a hindrance.

And Katherine's passing brought home the message she shared with the world every day: that every single moment is precious, and that life is an opportunity to connect and show people their value and their worth. Time spent doing anything else is wasted.

So we dedicate this Annual Report to Katherine. And we keep going.

thegreenrock.ca ~ Live Sustainably NL BOARD OF DIRECTORS 2020

*Bobby Bessey, Chair, St. John's ~ Maham Rahim, Treasurer, St. John's
Kelly Bavis, Secretary, Katy Texas ~ Rebekkah Bourne, St. John's ~ Erin Molloy, Paradise
Emad Rizkalla, St. John's ~ Jeff Tulk, CBS*

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Centre for Social Enterprise
Department of Business Admin.
Genesis Centre
The Harris Centre

Government:
ACOA
Gov NL - Department of Advanced Education and Skills
Gov NL - Tourism, Culture, Industry & Innovation
Office of Climate Change
City of St. John's

Media
Telegram
Overcast
NTV News
VOCM News
CBC
The OGM
VOCM Sunday Drive

Businesses and Associations
Anthony Insurance
International Association of Business Communicators - NL
Federation of Agriculture
Newfoundland and Labrador Organization for Women Entrepreneurs

The EXTRAordinary Women
Newfoundland and Labrador Environmental Industry Association
Common Ground
I Buy Local
United Nations Green Spaces
Planeet Consulting
Clean St. John's
Rogue Penguin

Community Organizations
JFW- NL
NLEN, Newfoundland and Labrador Environment Network
St. John's Farmers Market

Nature NL
Winter Market
Humpday Market
Some Good Market
Community Sector Council
Suncor Fluvarium
Green Drinks - St. John's
Happy City of St. Johns
Wellness Coalition Avalon East
Canada Day Committee
Food First NL
Cochrane Street United Church
Brother TI Murphy Centre

and others

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2018 - present

exciting times! the all-new Guide to the Good platform was launched in November of 2019. the year before and after were spent

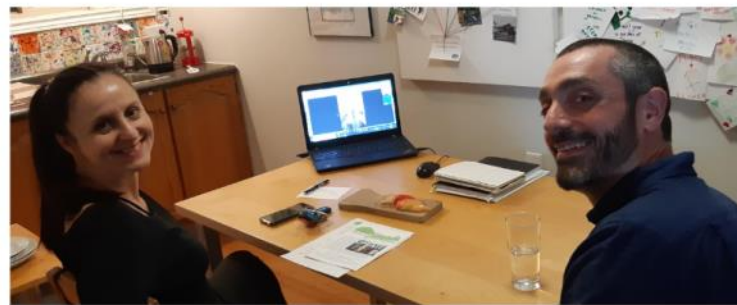
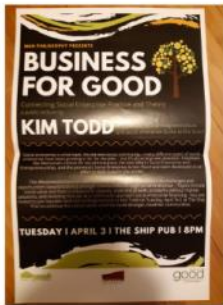


October 2018 - Here comes Guide to the Good! With support from the federal and provincial governments, and a loan from MBO we get on the go. Katherine Saunders joins the team, PullApps becomes partner. We announce the plan at the St. John's Farmers' Market and show off our new brandmark. We receive the Google Ad Words grant for \$120,000 US per year!

November 2018 - thegreenrock.ca wins the Golden Broom Award from Clean St. John's (City of St. John's) for our work. Guide to the Good media outreach begins!

December 2018 - thegreenrock teamed up with JFW to plant Christmas trees at the Market, and later thegreenrockers Christmas party was a great celebration!

doing market research, accepting awards, spreading the 'good' word with traditional and social media, building relationships, and



January 2019 - We welcomed our first paying customer— Ian Winter and Trinity Coffee Company. New platform market research begins as Bluedrop offers space for focus groups. The g2g Advisory Board gets underway.

Spring 2019 - g2g hits the circuit with NLOWE, Husky Energy, the Social Innovation Challenge, Wellness Coalition Avalon East et al - and we introduce the g2g quilt! Erin Molloy comes on as a Director and the Board holds a strategy session at PRNL. Cochrane Street United Church joins g2g to create the Spirit Connection hub.

getting out in the community and learning how to build a sustainable social enterprise. we made a lot of great friends.



Summer 2019 - The Inside Scoop starts up! Natalie Haire joins the team part-time through the Centre for Social Enterprise and we 'buy local' downtown as a community movement.

Fall 2019 - Katherine moves on to another position, and Natalie moves in full-time.

November 27 2019 - The all-new Guide to the Good goes live! There is much rejoicing. We're ready to sell! g2g members are a regular feature on VOXM Sunday Drive with Darrell Power.