



## **& Local Living Festival**

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## **Annual Report 2011, Abridged**

### **Review of Programs**

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#### **Local Living Festival (LLF)**

September 25 & 26 at the Cornell Cooperative Extension Living Farm, Canton, NY. Featured 78 adult workshops, 14 children and teens workshops, 61 Exhibitors, 1300+ attendees -- nearly 10% of attendees used non-fossil fuel means to arrive to the Festival. Three homes featuring renewable energy and "green" building were toured by 27 people the following weekend. Positive Evaluations.  
**See [www.SustainableLivingProject.net](http://www.SustainableLivingProject.net) / Local Living Festival**

#### **Year-Round Rural Skills Workshops & Events**

Evaluation results polled very strongly positive. Ongoing sessions include Bees & Beekeeping, Garden & Home Food-Waste Composting, Nutritious, Delicious (and Cheap!) Cooking Seminars, Community Contra Dances, The Ark Gathering for Local Homesteaders, and continuing Green Home Tours. Many seasonal offerings.

**See [www.SustainableLivingProject.net](http://www.SustainableLivingProject.net) / Workshops & Events**

#### **Outreach**

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The Sustainable Living Project (SLP) attended nearly twenty-five outreach events, reaching thousands of people with an interactive agenda and professional, yet home-spun, booth display.

**See [www.SustainableLivingProject.net](http://www.SustainableLivingProject.net) / Workshops & Events / Outreach Events / Tabling Displays Booths**

One Sustainable Thing Pledge Campaign employed at Summer outreach events.

"Greenhorns" movie presented at Cinema 10 during Local Living Festival week.

Two benefit concerts were presented in our support.

Community Contra Dance listserv and e-mail management assumed

Our e-mailing list swelled to nearly 1100 recipients.

Nearly one thousand promotional brochures were distributed.

#### **Media & Advertisements**

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Conducted a highly successful, near-weekly media campaign for events promotion.

Our website more than doubled the size in content from 2010.

Facebook page was created and regular postings made: <http://www.facebook.com/pages/Sustainable-Living-Project-Local-Living-Festival/173368836038454>

SLU campus video on SLP participation with the Community Based Living program at <http://www.facebook.com/video/video.php?v=572308916459&oid=7323146307&comments>.

Advertisements in North Country This Week, NY-Northeast Organic Farming Assn. (NOFA) newspaper, Northeast Region NOFA newsletter Legume/Cover Crop Supplement, Potsdam SummerFest Program, and the Local Non-Profit Guide.

Local Living Festival blitz: North Country This Week insert to 11,000; website button ad; print advertisements; saturation coverage of lawn signs and posters.

## Administrative

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Planning began for incorporation and 501(c)3 status for The Hub Agricultural Depot & Rural Resource Center, not under the aegis of Seedcorn, Inc.

Reporting requirements to Seedcorn, Inc. were met, as were all reporting requirements and benefit disbursement obligations for our funding partners.

Hired Dr. Rajiv Narula as a part-time Project Organizer on an independent contractor basis on June 19, 2011. Total paid hours for 2011: 453.50

## Finance & Fundraising

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Income: \$27,968.68, Expense: \$25,354.26 Beginning balance 2012: \$5,396.62.

See Financial Report for more detail.

[www.SustainableLivingProject.net/donations-volunteers-mentorship/major-mentorship/financial-reporting](http://www.SustainableLivingProject.net/donations-volunteers-mentorship/major-mentorship/financial-reporting)

## Sponsors & Donors

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Twenty-eight major donors made our work possible, for which we are grateful.

[www.SustainableLivingProject.net / Donate\\*Volunteer\\*Sponsor / Major Sponsorship](http://www.SustainableLivingProject.net/Donate*Volunteer*Sponsor/Major Sponsorship)

## Partnerships & Collaborations

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Fruitful collaborations and networks were formed with nearly fifty local organizations, farms, businesses and in-kind event sponsors in 2011.

[www.SustainableLivingProject.net / About Us / Partnerships, Networks & Collaborations](http://www.SustainableLivingProject.net/About Us/Partnerships, Networks & Collaborations)

## Volunteers & Interns

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95 volunteers assisted the Local Living Festival, 40 assisted the SLP as a whole.

Eleven Interns were mentored. They came from the Community Based Learning program at St. Lawrence University, the SUNY Potsdam Community Health Program, SUNY Potsdam Sociology Department, and the SUNY Potsdam Office for Experiential Learning. Interns contributed to workshop, display, and multiple survey creation and execution, as well as assisting the Sustainability Forum for Colleges and zero-waste efforts for the *Local Living Festival*, plus "CSA" marketing display creation.

Please see [www.SustainableLivingProject.net / Campus Related / Interns](http://www.SustainableLivingProject.net/Campus Related/Interns)

### Volunteer and Intern Hours Log:

Local Living Festival 2011 - 1212.00 Intern hours - 513.00

Sustainable Living Project - 251.50 Volunteer Coordinators - 2200.00

**IN-KIND VOLUNTEER & INTERN HOURS, 2011 TOTAL - 4176.50 hours**

## Evaluations

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All Workshops and the *Local Living Festival* utilize Evaluation forms for attendees that are referenced in ongoing planning. Additionally, a post-Festival evaluation meeting, of and by the coordinators, discussed the overall impact of the Festival and potential areas of improvement. These are fully reflected in future organizing efforts.

## Future Plans

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\* The Hub Agricultural Depot & Rural Resource Center (0-3 years)

\* Homesteading College (3-5 years)

Please see [www.SustainableLivingProject.net / Future Plans](http://www.SustainableLivingProject.net/Future Plans)