



## **& Local Living Festival**

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# Annual Report 2011

## **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. Strongly positive Evaluations.

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

Evaluation results polled very strongly positive. Topics included:

- Bees & Beekeeping for Novices - monthly discussion groups and three workshops
- The Ark Gathering for Local Homesteaders - three events
- Pruning Your Apple Trees & Other Orchard Fruits
- Nutritious, Delicious (and Cheap!) Cooking Class - two events
- Traditional Maple Sugaring
- Community Contra Dances - three events
- Community Seed Swap
- Start Your Garden Seedlings Indoors
- Scything Skill-Share: Dancing While You Mow
- Garden and Home Food-Waste Composting - three events
- Green Home Tour: Living Roof and Yurt
- Cecilie Garden Planting Party
- Roll up Your Sleeves: Spring Bicycle Maintenance Workshop
- Green Home Tour: Crazy Jerry's Off-Grid Tinkerer's Paradise
- Wild Leeks & Spring Edibles Nature Walk
- Sun Oven and Wonder Wash Demonstration
- How to Dry Flowers and Herbs

## Outreach

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### Events

The SLP attended nearly twenty-five outreach events with an interactive agenda and professional, yet home-spun, booth display:

The Wild Center's Build a Greener Adirondacks Expo  
Adirondack Non-profit Network (ANN) Retreat  
St. Lawrence University's CBL (Community Based Learning) Festival  
NARFE (Nat'l Assn of Retired Federal Employees) Luncheon -- as presenters  
Ogdensburg City Planning Dept. (presentation)  
YEEE (Youth Energy & Environment Expo) -- served as Science Fair judge  
Really Big Show  
Dairy Princess Parade  
Power & Equipment Museum Annual Antique Engine & Spring Planting Exhibition  
Bee Week at St. Lawrence University  
Earthapalooza! at SUNY Potsdam  
SUNY Potsdam Composting Information Event  
SLU Earth Day Celebration  
Seedcorn's Annual Meeting  
Ninth Annual Burt Symposium -- as presenters  
The Mare's Wares Arts Festival  
International Food Day: Youth Summit  
Common Ground Alliance Annual Gathering  
Potsdam Summer Festival  
Colton's Country Day  
SENIORAMA ~ A Celebration of Senior Citizens  
Power & Equipment Museum Old Fashioned Harvest Days  
Farm to Fork Festival, Saranac Lake

### Other Community Outreach

One Sustainable Thing Pledge Campaign employed at Summer outreach events.  
Website advertisement solicitation to wellness practitioners conducted on our behalf.  
"Greenhorns" movie presented at Cinema 10 during Local Living Festival week.  
Community Contra Dance listserv and e-mail management assumed  
Sign-up sheets during major outreach events and workshops swelled our e-mailing list to about 1100.  
Nearly one thousand promotional brochures were distributed.

### Benefit Concerts

Two benefit concerts were presented in support of the Sustainable Living Project.  
Many thanks to Robin McClellan and Paul Meyers.

## **Media & Advertisements**

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

### **Featured Media**

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 Student Videographer, Kitty Higgins, did a campus video on our participation with the Community Based Living program at <http://www.facebook.com/video/video.php?v=572308916459&oid=7323146307&comments>

### **Advertisements**

North Country This Week (Gardening special section)

NY-Northeast Organic Farming Assn. (NOFA) newspaper

Northeast Region NOFA newsletter Legume/Cover Crop Supplement

Potsdam SummerFest Program ¼ page tabloid ad

Non-Profit Guide (Johnson Newspapers) ¼ page ad

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

## **Administrative**

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Planning began for incorporation and 501(c)3 status of our own, instead of under the aegis of Seedcorn, Inc.

Strategic planning began for The Hub Agricultural Depot & Rural Resource Center.

Reporting requirements to our parent non-profit, 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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Gross workshop income: \$1,639.00

Donation/outreach/benefit income: \$14,941.41

Non-Festival merchandise sales: \$150.00

### **Local Living Festival Income**

- Gate receipts: \$2,555.00
- Merchandise sales at Festival: \$892.00
- Sponsorships: \$3,800.00
- Income from Home Tours: \$182.00
- Special donors: \$2,000

Beginning balance January 1, 2011: \$2,782.20

Income: \$27,968.68

Expense: \$25,354.26

Ending balance December 31, 2011: \$5,396.62

## **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.

Cornell Cooperative Extension of St. Lawrence County  
The Greenhorns/ National Young Farmers Coalition  
The Art Farm  
LittleGrasse Foodworks  
WCKN-TV at Clarkson University  
Musicians Paul Meyers and Larry Hamm  
A Better Footprint-NY  
Bittersweet Farm  
St. Lawrence University Student Life Assn.  
Thelomathesian Society of St. Lawrence University  
Swingin' Saints  
St. Lawrence Nurseries  
Earthwood Building School  
The Ark Gathering of Local Homesteaders  
Bittersweet Farm  
St. Mary's School  
SUNY Potsdam's Middle Ground  
The League of Women's Voters-SLC  
The Treadmill  
Hands on Health Holistic Healing  
Sow's Ear Farm  
AAUW - St. Lawrence Country Branch  
The Center for Excellence in Communication at Clarkson University  
The Institute for a Sustainable Environment at Clarkson University  
SUNY Potsdam's Environmental Studies Program  
Little River Community School  
Cinema 10  
TAUNY (Traditional Arts in Upstate New York)  
St. Lawrence University's Greenhouse  
Clarkson ECO Group  
350.org's Moving Planet  
The Locavore Challenge of NOFA-NY  
Canton Remington Arts Festival  
Dig In! Conference 2012 - partnering with the St. Lawrence Health Initiative,  
GardenShare, U Share, Cornell Cooperative Extension, and the Office of  
Educational Partnerships at Clarkson University  
The Potsdam Food Co-op  
Elliott's Winthrop Agway  
Value Added Training Institute of the  
NY State Small-Scale Food Processor's Assn.  
Empire State Honey Producers Assn.  
ANCA Scenic Byways - St. Lawrence Valley/Adirondack Foothills Advisory Team  
Cecilie Garden Project  
Birdsfoot Organic Farm  
The Potsdam Farmer's Market Association

## **Sponsors & Donors**

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St. Lawrence University administering Andrew W. Mellon Foundation support  
Anonymous Benefactor  
Stewart's Shops  
Liam Hunt & Kathleen Stein, Generous Benefactors  
Institute for a Sustainable Environment at Clarkson University  
Schulze Construction & Fine Woodwork  
Northern New York Community Foundation  
Grassroots Fund  
Maple Ridge Charitable Fund  
Casella Waste Systems  
Curran Renewable Energy, LLC  
SUNY Canton Campus Dining Services  
Beaver Creek Farm & Building Supply  
Coakley Ace Hardware  
Alcoa Massena Operations  
Hands-On Health  
Robin McClellan  
Mind's Eye Farm & Herbarium  
North Country Savings Bank  
SeaComm Federal Credit Union  
Potsdam Food Co-op & Carriage House Bakery  
SunFeather Factory Outlet Store  
Wildshadows Farm  
Blackbird Cafe  
Great Northern Printing  
Friends of the Nature Center at Robert Moses State Park  
Potsdam Farmer's Market  
Sweetgrass Foundation

## **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.

## Volunteers & Interns

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### Volunteers

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

#### **Volunteer and Intern Hours Log:**

Local Living Festival 2011 - 1212.00 hours

Sustainable Living Project - 251.50 hours

Intern hours - 513.00 hours

Coordinator volunteer hours - 2200.00 hours

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

### Interns

Three interns, Pete Clancey, Charlie King, and Matt Burke, plus mentor liaison Lilli Donahue, from the Community Based Learning program of the Center for Civic Engagement at St. Lawrence University. A survey of SLU students, professors, and administrators was prepared and deployed asking for feedback on potential speakers for the Festival. 100 hours total.

SUNY Potsdam Intern Brandi Bishop successfully completed her 37-hour a week, seven week session with us. She worked on grant writing, creating social media, the Nutritious Delicious workshop resource hand-out and created an exportable Campus event with complete instructions for other groups to employ a Sustainable Living Week pledge campaign at their school or institution. 260 hours.

Four SUNY Potsdam Sociology Interns (Chris Deck, Ian Glaser, Danny Graves, and Nate Maser) created four topical displays, provided interesting and topical Facebook posts, assembled a final version of a Home Tour Survey and assisted in pre-survey contact with potential tour sites. 48 hours total.

SUNY Potsdam Art Intern Jaimie Martineau created posters for the Sustainable Living Week campus event and the graphics for four topical displays. 25 hours.

SUNY Potsdam intern Alyssa Lemmerman helped with the Sustainability Forum for Colleges, workshop procurement, zero-waste committee, "CSA" display creation, and other projects related to SLP and the Festival. 80 hours.

**INTERN 2011 TOTAL HOURS - 513.00 hours.**

A SUNY Potsdam Community Health Internship of 37 hours per week for 7 weeks in the Spring semester and two 88-hour CBL students from St. Lawrence have also been contracted for 2012.

## Future Plans

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\* The Hub Agricultural Depot & Rural Resource Center

\* Homesteading College

Please see the "Future Plans" page at [www.SustainableLivingProject.net](http://www.SustainableLivingProject.net)