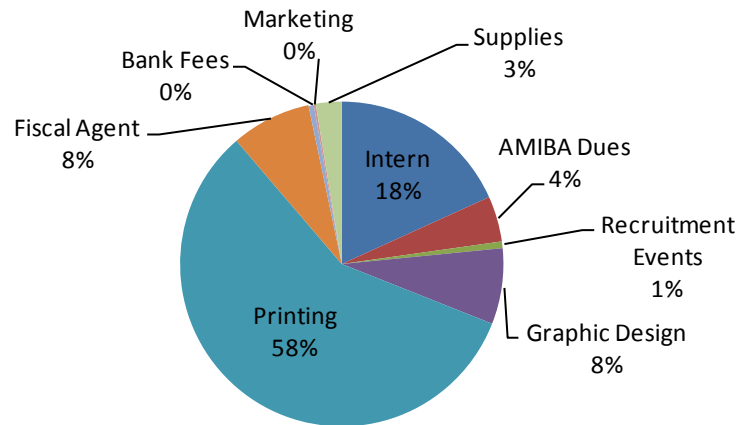
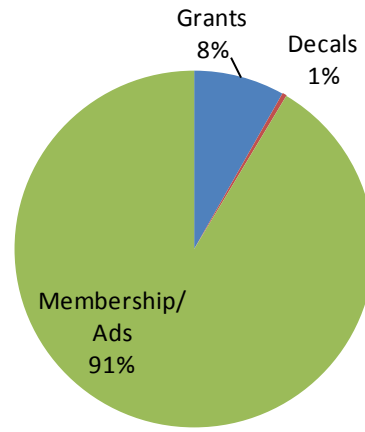


	<u>2011</u>
Ordinary Income/Expense	
Income	
Grant	\$1,250
Support MBL Decals	\$62
Membership/Ads	\$13,921
	\$15,233
Expense	
Intern	\$2,400
AMIBA Partnership	\$600
Recruitment Events	\$89
Graphic Design	\$1,000
Printing	\$7,610
Fiscal Agent Fee	\$1,048
Bank Fees	\$69
Marketing	\$27
Supplies	\$338
	\$13,181
Net Ordinary Income	\$2,051

MBL 2011 Income



MBL 2011 Expense

Monadnock Buy Local
25 Roxbury—Suite C
Keene, NH 03431
<http://monadnocklocal.com>
MonadnockBuyLocal@gmail.com
603-352-5063



2011 ANNUAL REPORT



2011 Highlights

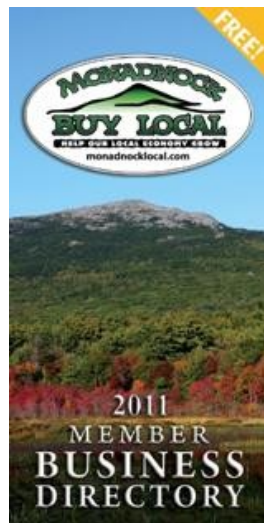
Second Annual MBL Member Directory

According to an online community survey,

109 people will use the MBL Directory when they shop

Members Listed in Directory: 91 (68% increase from 2010)

Copies Distributed: 10,000 copies (2010: 3,500 copies)



New Partnerships

Business Alliance for Local Living Economies

American Independent Business Alliance

Media Partner:

Monadnock Shopper News

Published Monthly MBL Article

Monthly MBL Member Ad Section

Continued Partnerships:

New England Local Business Forum



AMERICAN INDEPENDENT
BUSINESS ALLIANCE



The Original Keene Shopper - "The Weekly with a Heart"

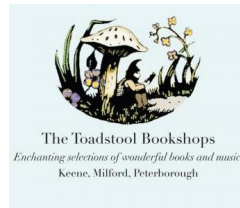
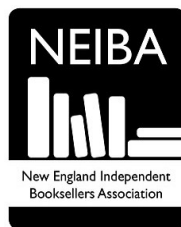
Secured Funding

Grant Received:

New England Independent Booksellers Association

Founding Members:

Three businesses each gave \$250 or more support to MBL



Strengthened Social Media Efforts & More Earned Media

Plaid Friday Campaign (National)

Shift Your Shopping Campaign (National)

Social Media Marketing:

Facebook: 1,165 Fans

Twitter: 1,012 Followers

LinkedIn (Members Only): 24 Members



Monadnock Buy Local is a network of locally- owned & independent businesses, organizations and citizens working together to build a stronger local economy and more vibrant community in southwestern New Hampshire.



Monadnock Buy Local's Goals

- Organize a campaign that educates customers, businesses, and government agencies about the benefits of purchasing from locally-owned businesses.
- Increase the visibility of locally-owned businesses in our region and the number of citizens who shop local first.
- Bring together independent businesses for mutual benefits and networking opportunities.

Steering Committee:

Jack Ellerkamp, W.G. Ellerkamp

Bonnie Hudspeth, Neighboring Food

Co-op Association

Tracy Keating, Life is Sweet Candy Store

Jen Risley, Hannah Grimes Center

Willard Williams, Toadstool Bookshops

Advisory Group:

Ann Heffernon, Pocketful of Rye

Steve Chase, Antioch University

New England

Marcia Duffy, Monadnock Table Magazine

Patti Powers, Cheshire Garden

Mark Rebillard, Deep Roots Massage

John Sepe, MindFull Books & Ephemera