

THE LOCAL CROWD MONADNOCK



2020 Annual Report



Leveraged our crowdfunding program to help local businesses respond to COVID-19 opportunities and challenges

- Launched TLC 4WARD, a campaign that empowered 253 individuals to support six local businesses that they don't want to live without. TLC 4WARD provided participating locally owned businesses with over \$14K to weather the COVID-19 crisis, meet changes in community needs and seize new opportunities to forward a more local, green and fair economy in the Monadnock Region.
- Jump-started an online marketplace for our region's locally owned businesses, called TLC Monadnock Mercantile, compiling local products, gift cards and takeout menus all in one site.
- Collectively raised over \$110K from 950 supporters for seven crowdfunding campaigns in 2020.

Kept Shop Indie Local efforts alive locally and nationally

- Served as program manager for Shop Indie Local, a program of the American Independent Business Alliance, that boosted the success of Plaid Friday and Cider Monday in our region and throughout the nation.

About us:

The Local Crowd (TLC) Monadnock leverages the power of crowdfunding to cultivate a stronger ecosystem of investors, service providers and local economy champions investing in a local, green and fair economy in the Monadnock Region.



Learn More: tlcmonadnock.com