

# Do It Green! Minnesota

## 2011 Annual Report

### 2012 Planning Summary

---



### Table of Contents:

1. Organizational Information
2. Staff/Interns/Board
3. 2011 Programs Summary
4. What the Future Brings in 2012
5. 2011 Financial Summary

## Do It Green! Minnesota Organizational Information

### Mission Statement

The purpose of Do It Green! Minnesota is to educate Minnesotans about green and sustainable living and promote building healthy, local communities through:

- The printed guidebook *Do It Green! Magazine* and web site *www.doitgreen.org*
- Community workshops and skillshares
- Creating a resource center for educational workshops and research

Do It Green! Minnesota will ensure that people of all incomes will have access to our publication and activities, and we will serve as a model for other cities and states nationwide.

### Our Organization

Do It Green! Minnesota consists of a core Do It Green! Team of 15 and over 100 volunteers for events and special projects. Do It Green! Minnesota offers:

- Do It Green! Resource Center inside the Midtown Global Market in Minneapolis
- Do It Green! Magazine Annual
- Do It Green! Directory listing green businesses and organizations throughout Minnesota
- Green Living Monthly Workshop Series
- Annual November Green Gifts Fair and Earth Day celebration events
- Online Green Living Database with 850+ articles and resources

Other organizational activities include e-newsletter, facebook, twitter, skillshares and information tabling.

### History

Do It Green! Minnesota planted the seed in 1999 as a 501c3 organization that brought Twin Cities residents together to share ideas that improved their lives and communities in green and sustainable ways. To help foster our mission, we grew our roots by publishing a green living guidebook with articles, tips and projects to empower individuals to have a smaller ecological footprint in Minnesota. This guide, *Do It Green! Magazine*, is now published annually. In 2004, we extended our roots by offering hands on workshops to help bridge Minnesotans from learning to doing. Some topics offered include: Build Your Own Rain Barrel, Simple Living, Green Building, Rain Gardens 101, Global Warming & You, and Solar Made Simple. As our roots spread beyond the cities, we appropriately changed our name from Twin Cities Green Guide to Do It Green! Minnesota in 2008 to reflect the interest and work we are doing in the metro and Greater Minnesota area. 2010 marked our 10 year anniversary as Do It Green! Minnesota.

## Do It Green! Team, Interns & Board Members

### Do It Green! Magazine Team

Ami Voeltz-Schakel, *Editor-in-Chiefette*  
Sara Grochowski, *Editor-in-Chiefette*  
Katrina Edenfeld, *Editor-in-Chiefette*  
Traci Rassmussen-Myers, *Chief Editor*  
Hagdis Tschunko, *Chief Proofreader*

Michael Kooiman, *Publication & Ads Designer*  
Emily Ronning, *Checklists Editor & Designer*  
Deb Pierce, *Cover Illustrator*  
Jeff Bender, *Do It Green! Directory*

#### *Do It Green! Team Writers*

Katrina Edenfeld, Sara Grochowski, Alena Hyams, Eva Lewandowski & Ami Voeltz, in addition to the many writers who have contributed articles in this guide.

#### Do It Green! Team

Ami Voeltz - *Executive Director/Programs Director*  
Sara Grochowski – *Accountant & Do It Green! Magazine Co-Editor*  
Mike Kooiman – *Graphic & Web Designer*  
Emily Ronning – *Magazine Asst. & Green Gifts Fair Designer*  
Heidi Meyer – *Grantwriter, Rain Drop Project Team Member & Green Gifts Fair Coordinator*  
Jeff Bender – *Individual and Business Membership Coordinator & Magazine Retail Manager*  
Eva Lewandowski – *Workshop Coordinator & Rain Drop Project Team Member*  
Kirsten Barta – *Media Coordinator & Resource Center Staff*  
Erica Sponsler – *Do It Green! Resource Center Manager*  
Carlos Zhingre – *Do It Green! Resource Center Staff*  
Deborah Pierce - *Do It Green! Resource Center Staff*  
Lindsey Chaplin – *Green Gifts Fair Communications Team Member*  
Renee Barker – *Fashion Show Coordinator as Green Gifts Fair Team Member*  
Sohee Yook – *Office Assistant*

#### Do It Green! Interns

Maia Baldauf – *Green Gifts Fair Demo Assistant*  
Kyia Linda – *Green Gifts Fair Demo Assistant*

#### Do It Green! Board Members

The Advisory Board meets bi-monthly (6 x year) to discuss strategic planning, to review organizational financials, and to make important decisions for the organization's growth and expansion.

Mark Snyder (since 2005) - *Minnesota Pollution Control Agency – Board Chair*  
Andy Schakel (since 2008) - *Health Partners - Board Co-Chair*  
Sara Grochowski (since 2008) - *Certified Accountant – Financial Reporter*  
Ami Voeltz (founder since 2000) – *Executive Director/Board Secretary*  
Ellen Telander (left position Oct 2011) - *E.D. Recycling Association of Minnesota – Board Member*  
Karla Hook (left position Dec 2011) - *Accountant, SuperValu, Inc. – Board Treasurer*  
Corrine Bruning (joined Jan 2011) – *Board Member*  
Emily Barker (joined Jan 2012) – *Board Member*

## 2011: Year in Summary

### Publication Updates:

1. **Do It Green! Magazine 2011**
2. **Do It Green! Magazine 2012**
3. **Monthly E-Newsletter**
4. **Social Marketing – Facebook/Twitter**

### Do It Green! Magazine 2011 & 2012

#### **2011 Magazine:**

We printed 3,500 guidebooks with a cover price of \$8 and a printing cost of \$9,291. We realized an income of about \$6,653 (\$5,878 from retail sales, \$775 from event sales) through sales at 75+ (29 were new retailers) locations throughout Minnesota. We also donated 2,000 guides to libraries, schools, environmental educators and neighborhood events. Additional income comes from publication sponsorships, ads and sales of the Do It Green! Directory of local businesses.

#### **2012 Magazine:**

We printed 3,500 guidebooks with a cover price of \$8 and a printing cost of \$11,554. We will realize an income through sales at 75+ (8 are new retailers, 8 smaller retailers were lost) locations throughout Minnesota. To date we have sold over 1,000 guidebooks through retail locations.

#### **2011 Do It Green! Magazine Guidebook Donations** (40% of our print run is donated)

- CERTS Conference
- Will Steger Summer Teacher Training
- Environmental Educators Conference
- Recycling Association of Minnesota Fall Conference
- Wood Lake Nature Center Benefit Dinner
- Living Green Expo
- Neighborhood Sustainability Conference
- Perennial Plate documentary series fundraiser dinner
- Bioneers Conference
- The Smooch Project
- Earth Day Celebration at the Midtown Global Market

#### Other:

- Classrooms/teachers who participate in tours at the Do It Green! Resource Center
- Neighborhood organizations for auctions/fundraiser events
- Community Earth Day/Green events throughout the year
- General community events seeking donations for auctions/fundraisers

### Monthly E-Newsletter

We published a monthly green living e-newsletter offering local news, resources, tips, new eco products, events and job/internship opportunities. The newsletter was sent to a database list of 4,161, 11 times in 2011.

### Social Networking – Facebook & Twitter

We started a Facebook and Twitter account to promote the Green Gifts Fair and Workshop events in 2010. We currently have 1,055 Facebook fans and 1,063 Twitter followers.

### Programming Updates:

1. **Do It Green! Directory**
2. **6<sup>th</sup> Annual Green Gifts Fair**
3. **Do It Green! Workshop Series**
4. **Do It Green! Resource Center**
5. **Rain Drop Project**
6. **MGM Green Team/Global Goes Green**

### Do It Green! Directory (formerly Minnesota Green Pages Directory)

#### **2011:**

Do It Green! Minnesota had 95 Do It Green! Directory members published online and in print. The organizations and businesses that appear in the Do It Green! Directory have passed a sustainability criteria created by the Do It Green! Review Team. The Team reviews each application by an approved list of principles and requests additional information when necessary. Due to the tight budgets for small businesses and businesses closing, the directory was smaller this year.

#### **2012:**

Do It Green! Minnesota had 95 Minnesota GREEN PAGES Directory members published online and in print. Due to some budgets allowing for more advertising dollars again, we were able to grow the directory some this year.

**Individual Members:** In addition, we launched an Individual Membership program in 2010. We have not promoted the membership as best as we could. In 2010 we had 34 individual members. In 2011, we had 29 individual members.

### 6<sup>th</sup> Annual Green Gifts Fair

Do It Green! Minnesota offered our annual Green Gifts Fair on Saturday, November 19<sup>th</sup> from 10am-5pm at the Midtown Global Market on Chicago and Lake St. in Minneapolis. There were an estimated 4,500 in attendance with 75 local vendors. The event was our kick off event for the 2012 Do It Green! Magazine publication. The event is also meant to introduce Twin Cities' residents to green gift options over the holidays by bringing in local green and fair trade vendors and artists to sell gifts in one place.

In addition, the Green Gifts Fair offered 10 eco holiday tables and information displays on how to have a low waste, green holiday season. Tables included alternative holiday tree and decorating ideas, non-toxic cleaning information and activity to make your own cleaner, food print display and game, recycled paper/holiday cards activity, alternative ways to wrap gifts display table, and the Eco Fashion Show. Over 500 fair attendees participated in the information tables and activities including lead toy testing, non-toxic cleaner making, alternative give wrap, sewing cloth gift bags, eco twister, and more. We also offered a free bus/light rail pass to the event through Metro Transit.

Our 2011 community partners/sponsor for the event were: Midtown Global Market, City Pages, KFAI, Home Depot & Metro Transit

### Do It Green! Educational/Outreach Pieces

We offered a series of workshops quarterly on backyard chickens, electric cars, repurposing clothing/clothing swap and edible gardening. We held 4 workshops reaching 52 people held at our Do It Green! Resource Center.

We also co-sponsored the Earth Day Celebration event at the Midtown Global Market Earth Day weekend. We hosted 15 community educational tables as well as hands-on activities inside our Do It Green! Resource Center. Over 4,000 in attendance.

We also hosted Twin Cities Green Drinks for June, July, August & September with 75 non-repeat attendees. <http://www.greendrinks.org/MN/Minneapolis-St.%20Paul>

**June** – Ami Voeltz, Executive Director of Do It Green! Minnesota on Tools for Sustainable Living

**July** – Neely Crane-Smith, Minnesota Energy Challenge Program on Energy Efficient Living

**August** – Angie Timmons, Hennepin County Environmental Services on Creating Behavior Change

**September** – Molly Hermann, Kitchen in the Market chef on Seasonal Living Cooking Demo & Tasting

Other Community Outreach Tabling Events:

- The Homegrown Experience
- Bioneers Conference
- Living Green Expo
- Neighborhood Sustainability Conference

### Do It Green! Resource Center

We have hosted the Do It Green! Resource Center inside the Midtown Global Market since April of 2010. Do It Green! Minnesota is proud to collaborate with the Midtown Global Market to host the Do It Green! Resource Center and an office located in the lower level next to MGM's offices. The Do It Green! Resource Center's mission is to:

- Educate Twin Cities Metro area residents about living green, sustainably and building healthy communities through books, handouts and live staff five days a week.
- Providing hands-on tools and workshops to help residents make high impact changes for the environment.

- Provide a check-out system for books, videos and educational kits to community members and organizations.

The Resource Center is located conveniently inside the Midtown Global Market and is chock full of resource materials, flyers, books, and media to help visitors take the next step toward living more sustainably and becoming a deeper shade of green. The Do It Green! Resource Center offers displays, action ideas and workshop or expert events on a different topic each month.

### **2011 Educational tables and displays:**

- Ongoing monthly displays in our Do It Green! Resource Center including topics such as: alternative ways to wrap gifts, why compost, eco back to school supplies, reducing your footprint, and water conservation.

Do It Green! Resource Center fiscal sponsors for 2011 included: Hennepin County Environmental Services and Natural Built Home.

### **Do It Green! Resource Center Usage for 2011**

Total staffed hours: 300

Total unique visitors during non-event staffed hours: 1,400

Total visitors during special event hours: 750

Total number of kids reached through tours and other programs: 232

### **Do It Green! Minnesota Special Events:**

- Host for Green Drinks June-September: 4 events, 75 non-repeat visitors one-on-one
- Earth Day Celebration Event April: Reached an additional 250 in the center, plus exposure to 4,000 in attendance for the event
- Wine & Cheese Fest October: Reached an additional 50 in the center, plus exposure to 3,000 in attendance
- Green Gifts Fair November: Reached an additional 400 in the center, plus exposure to 5,500 in attendance for the event

### **Total exposure year-round: Midtown Global Market visitors**

Mondays-Thursdays are typically 3000-3500

Fridays and Saturdays are typically 3500-4000 (and more if there are events on Fri night or Saturday day)

Sundays are typically 2000-3000

### **Top ten areas of interest from visitors in 2011:**

1. Do It Green! Minnesota's programs and library resources
2. Questions from displays in center (rotating and permanent)
3. Composting, gardening, rain barrels and rain gardens
4. Recycling, reuse, energy and water conservation
5. Children/parents playing or coloring in center
6. Green building, natural building materials and Natural Built Home display
7. Alternative transportation including bus, train and biking
8. Organic food, recipes and cooking
9. Non-toxic options and toxic materials
10. Earth Day, Green Gifts Fair, Living Green Expo and presentations to visiting groups



### Rain Drop Project

The Rain Drop Project was funded by the Mississippi Watershed Management Organization (MWMO) grant program. We received a \$1,500 Mini Grant in 2011.

The Mini Grant Project will be completed in May 2012. The grant includes translating our water conservation checklist into Spanish and to hire a Spanish speaking intern to help educate Spanish speaking homeowners about additional things they can do in their home to reduce toxins in our water and conserve water. An intern was hired, and key events in the community have been identified to attend in 2012 to distribute the checklist and host an information table. In addition, our intern has been hosting one shift a week at our Do It Green! Resource Center as well.

### MGM Green Team / Global Goes Green

In June of 2010, Do It Green! Minnesota Team members and interns worked with Midtown Global Market (MGM) staff to create an MGM Green Team to work on internal and public waste issues. There have been concerns through our Green Gifts Fair surveys stating that the market is wasteful with vendors only using styrofoam and disposable food serving options. In addition, recycling is available but only on a limited access and it is currently not being separated properly for effective recycling. The team met monthly to set up a year, 5 year and 10 year plan for the market focusing on three main areas:

1. MGM Office Practices
2. MGM Vendor Practices
3. MGM Events/Public Spaces

A pilot group of seven vendors were to start using compostable serving items in early 2011. MGM vendors seemed to have lost interest and stopped attending the MGM Green Team meetings in early 2011. There has been some discussion to work on recruiting residents of the apartments above and community members in the surrounding neighborhoods to keep this work going. It is too difficult for MGM business owners to find time for meetings when they are working 8am-8pm shifts daily.

### What the Future Brings in 2012:

#### **Do It Green! Minnesota Organizational Retreat**

The board is planning a Team/Board/Community Partner retreat for March 10, 2012 at the St. Paul Waldorf School to assess the organization and help to build community partners.

#### **Do It Green! Resource Center**

We will continue to focus our energy on activity in the resource center including Eco Experts, promoting and hosting classrooms/tours, partnering on on-going events in the Midtown Global Market (e.g. Apple & Cheese Fest, Baby Fest, etc.). In addition, we will utilize our \$3,000 Wells Fargo Mortgage Grant on upgrading resource center displays, shelves, and media materials. We will also work towards the goal of staffing the resource center five days a week.

### **Rain Drop Project**

Do It Green! received a Mini grant from the Mississippi Watershed Management Organization to promote water conservation to Spanish speaking residents. Our hired intern will be hosting a shift at the Do It Green! Resource Center weekly as well as



attending community events to distribute our translated home water checklist as well as other water related materials in Spanish. This project will be completed by May 2012.

### **7<sup>th</sup> Annual Green Gifts Fair**

The annual growth, interest and success of the Green Gifts Fair indicates that the event should continue. The Fair Coordinator, Heidi Meyer, has agreed to the position for the 2012 event. A Green Gifts Fair Team will need to be formed. Planning will begin in June.

### **2013 Do It Green! Magazine**

Due to budgetary concerns and lack of content for a next edition, the board has agreed to halt production for a 2013 issue. During this time, magazine publishers will take time to assess the magazine for a 2014 edition. The 2012 issue "The Ultimate Sustainable Living Toolkit" can be reprinted without a 2012 date to continue retail sales through 2013.

### **2012 Workshop Series**

Our 2011 workshop series focused on the lost skills of past generations and how to implement them in our urban culture/lifestyle including gardening, canning, chickens, beekeeping and sewing. Some discussion is taking place about offering monthly expert sessions instead that would not require power point, set up, or RSVP's which all take up a lot of volunteer time. We are hoping to host this Ask the Expert series starting late winter at the Do It Green! Resource Center presented by DIG team members, Do It Green! Directory members and community partners as Eco Experts. These sessions would be offered in person and through social media.

### **Do It Green! Sewing Group**

The Do It Green! Sewing Group lost steam in 2011 and was not a program this last year.

### **Living Green Expo 2012**

Do It Green! Minnesota staff has been a part of the Living Green Expo through many different roles since its inception in 2001 including Lifestyles & Recreation Topic Coordinator, Exhibitor Reviewer, and Workshops Coordinator contracting with the Minnesota Pollution Control Agency. Ami Voeltz has been serving on the Stewardship Council including mostly a group of original founders working with the Minnesota Environmental Partnership. Ami attends monthly meetings as well as serves on the Behavior Change and Vetting Committee for the 2012 event.

### **Web Page Redesign and Updates**

Ami Voeltz, Mike Kooiman (graphic designer) and Heidi Meyer attended a Drupal conference to learn more about our web site's capability. A home page redesign is ready for implementation in 2012. Ami has been working with Barry Madore with Advantage Labs on transferring our site from Sunday's Energy's server to theirs as well as implementing a new version of Drupal and a home page redesign all in 2012.

### **Office Space**

Do It Green! Minnesota's office is now housed inside the Midtown Global Market. The office space is set up with one working computer space.

### **Grantwriting**

On-going grantwriting and other fundraising opportunities will be sought throughout the year. Our grantseeking priorities are for general operating funds, to continue funding for our Rain Drop project and to support activities and workshops in our Do It Green! Resource Center. Team Members Ami Voeltz and Heidi Meyer will be working on grant research and writing in 2012.

## **Memberships – Individual and Directory**

Membership Coordinator Jeff Bender will work throughout the year to maintain and increase individual memberships and Do It Green! Directory memberships. This income will be an important chunk of income for the organization.

## **Administrative Tasks**

A number of administrative pieces will need to be maintained this year including:  
Financial management practices/systems  
Communications systems including Facebook, Twitter, and other web tools  
Registrations and forms for state/IRS  
Database building of contacts and partners

## **Team Roles Filled for 2012:**

- Executive Director – Ami Voeltz/Interim E.D. Jeff Bender Jan-March
- Green Gifts Fair Coordinator – Heidi Meyer
- Graphic Designer/Web – Mike Kooiman & Emily Ronning
- Accountant – Sara Grochowski
- Directory Coordinator – Jeff Bender
- Grant Research/Writing – Ami Voeltz/Heidi Meyer
- Workshop Coordinators – Eva Lewandowski & Heidi Meyer
- Do It Green! Resource Center Staff – Deb Pierce, Carlos Zhingre, Board/Team member rotations
- Rain Drop Intern – Carlos Zhingre
- Board Member – Emily Barker; new board member

## **Team Roles Needed for 2012:**

- Individual Membership, New Business Coordinator – (April – April 2013)
- Retail Coordinator – (August – August 2013)
- Do It Green! Resource Center Coordinator – Position has been posted Feb 2012
- Office & Distribution Assistant – Position has been posted Feb 2012
- Social Media Coordinator – Position has been posted Feb 2012
- Do It Green! Resource Center Educators – Recruiting through our networks from Feb 2012
- 6<sup>th</sup> Annual Green Gifts Fair Team Members (June – Dec)
- MGM Green Team/Global Goes Green Intern (April – April)

## **2012: Work Plan Timeline:**

### **January**

- ❑ Interim E.D. Jeff Bender, Ami Voeltz on leave for fundraising and web work only
- ❑ Year end details including 2011 budget and annual reports
- ❑ Plan Do It Green! MN Strategic Planning Retreat
- ❑ Plan Team and Board Meetings for 2012
- ❑ Publish online 2012 Do It Green! Directory members
- ❑ Distribute 2012 Magazine
- ❑ Promote available Team positions

## **February**

- Fundraising/Grant Research & Writing through March
- Web page work
- Workshop (Eco Expert) series planning
- Living Green Expo planning through May
- Earth Day planning through April
- Resource Center updates from Wells Fargo Grant

## **March**

- Do It Green! Mag evaluation
- All new team positions filled
- 2012 magazine articles online
- Build community partners/partnerships

## **April**

- Promote Do It Green! Directory begins for renewals through September
- Earth Day Celebration Event
- Attend community Earth Month events

## **May**

- Living Green Expo event
- Summary of magazine findings

## **June**

- Green Gifts Fair planning begins now through November
- Built neighborhood organization partners/partnerships

## **July**

- Directory print publication

## **August**

- Reprint of 2012 edition

## **September**

- Green Gifts Fair promo begins

## **October**

- To print

## **November**

- Green Gifts Fair and Magazine Kick-off & Promo
- Distribute magazine reprint edition? Directory?

## **December**

OFF

**Do It Green! Minnesota**

**2011 Detailed Income Statement**

Actuals For the Twelve Months Ending December 31, 2011

	2011	2010
	ACTUAL	ACTUAL
<b>Revenues</b>		
Sales - Magazine	\$ 7,429	\$ 6,603
Sales - Tote Bags	\$ 60	\$ -
Sales - Membership	\$ 7,490	\$ 7,162
Sales - Sponsorship	\$ 12,599	\$ 11,399
Sales - Sponsorship (rent)	\$ 3,000	\$ -
Sales - Membership Individual	\$ 1,610	\$ 1,090
Sales - Gifts Fair Booths	\$ 7,779	\$ 8,310
Sales - Gift Fair Auction	\$ 1,272	\$ 1,686
Sales - Advertising	\$ -	\$ 169
Sales - Workshops	\$ 300	\$ 238
Donations	\$ 47	\$ 400
Mini Raindrop Grant Income	\$ -	\$ 1,000
Raindrop Grant Income	\$ 7,500	\$ 2,500
Other Grant Income	\$ 1,000	\$ 500
Earth Day Event	\$ -	\$ 675
Interest Income	\$ 40	\$ 54
<b>Total Revenues</b>	<b>\$ 50,126</b>	<b>\$ 41,786</b>

	2011	2010
<b>Expenses</b>		
Administrative Expenses	\$ 9,613	\$ 8,774
Magazine Supplies & Expenses	\$ 17,942	\$ 13,279
Gifts Fair Supplies & Expense	\$ 4,365	\$ 4,136
Promotional Expenses	\$ 31	\$ 194
Team Member Expenses	\$ 13,540	\$ 11,696
Grant - Mini Raindrop	\$ -	\$ 1,162
Grant - Other	\$ 1,000	\$ -
Grant - Raindrop	\$ 7,500	\$ 3,500
<b>Total Expenses</b>	<b>\$ 53,992</b>	<b>\$ 42,741</b>
Net Income	\$ (3,866)	\$ (955)

For Management Purposes Only

**Administrative expenses**

	2011	2010
Professional dues	\$ -	\$ 50
Paypal fees	\$ 315	\$ 169
Banking fees	\$ 34	\$ 23
Technology asst fees	\$ 1,207	\$ 580
Computer purchase	\$ -	\$ -
Organizational fees	\$ 75	\$ 250
Insurance expenses	\$ 988	\$ 1,036
Supplies	\$ 540	\$ 636
Resource center	\$ 34	\$ 267
Office furniture	\$ -	\$ 75
Copying	\$ 554	\$ 803
Telephone & Internet	\$ 1,011	\$ 1,163
Postage	\$ 16	\$ 112
Rent expense	\$ 4,800	\$ 3,600
Workshop supplies	\$ 39	\$ 10
<b>Total</b>	<b>\$ 9,613</b>	<b>\$ 8,774</b>

**Promotional expenses**

	2011	2010
Tabling expenses	\$ 31	\$ 4
Design fees	\$ -	\$ 190
<b>Total</b>	<b>\$ 31</b>	<b>\$ 194</b>

**Team Member Expenses**

	2011	2010
Contractor fees	\$ 12,000	\$ 11,401
Team member gifts	\$ 1,246	\$ 14
Meeting expenses	\$ 294	\$ 281
<b>Total</b>	<b>\$ 13,540</b>	<b>\$ 11,696</b>

**Magazine expenses**

	2011	2010
Distribution	\$ 3,069	\$ 703
Photography	\$ -	\$ 75
Registration	\$ 25	\$ 25
Membership recruiters	\$ 1,912	\$ 2,099
Design	\$ 945	\$ 989
Printing	\$ 11,554	\$ 9,291
Postage - Magazine	\$ 389	\$ 85
Copying, Misc	\$ 48	\$ 13
<b>Total</b>	<b>\$ 17,942</b>	<b>\$ 13,279</b>

**Green Gifts Fair**

	2011	2010
Equipment rental	\$ 1,384	\$ 1,084
Space rental	\$ 1,185	\$ 1,095
Supplies, postage	\$ 281	\$ 387
Contractor	\$ 500	\$ 500
Printing	\$ 323	\$ 462
Design	\$ 198	\$ 140
Advertising	\$ 494	\$ 468
<b>Total expenses</b>	<b>\$ 4,365</b>	<b>\$ 4,136</b>