

Neighborly

GIFTS



2022/2023 HOLIDAY
IMPACT REPORT



Friends and Neighbors,

As we reflect on this past holiday season, we are once again filled with gratitude for all of the contributions from our clients, vendors, and team members. It is through this shared commitment to support local that we are able to create a cycle of gifting that keeps dollars circulating in our small business communities.

Together we were able to sell nearly 18,000 gifts through the Mayo Clinic—Neighborly Gifts Private Store between November 2022 and February 2023, contributing to an economic impact of more than \$600,000 in the four states we now serve. This included a product catalog featuring more than 70 small business vendors, as well as our new Restaurant Voucher program which allows recipients to choose where redeem their gift from dozens of participating establishments in MN, WI, AZ & FL.

The exciting news is we continue to take new orders daily as we transition into our first full year as a year-round store. This means our clients—and soon the public—will have a local gifting alternative for other occasions, such as anniversaries, retirements, and employee recognition days. We look forward to sharing updates as this work progresses. In the meantime, if you have any feedback you want to share with us regarding your experience with Neighborly Gifts, we encourage you to reach out.

Thank you for your support of Neighborly Gifts,



Sarah Richardson

Founder & CEO, Neighborly Group

TEAM



Sarah Richardson

Founder, CEO

Hannah Nelson

Operations Manager

Sean Baker

Warehouse Manager

Audrey Hunt

Creative Director

Briana Beyerstedt

Creative Team

Julia Hurley Hermanson

Creative Team

Mark Richardson

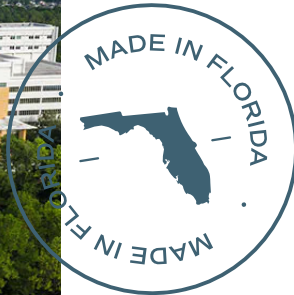
Peggy Richardson

Hawa Camara

Bryan Lund

Landon Miller

Neighborly Gifts is a family endeavor. We are grateful for the support of all of our team members and volunteers who made this holiday season a success.



Thanks to our continued collaboration with Mayo Clinic, we were able to expand gift offerings to four states, following their enterprise footprint. This opened the door for new small business vendors, while also expanding the reach for our existing partners. We are grateful to Mayo Clinic for their commitment to keeping dollars circulating in our small business communities.

2022/2023
HOLIDAY IMPACT REPORT

17,819 GIFTS
SOLD

1,292 TOTAL
ORDERS

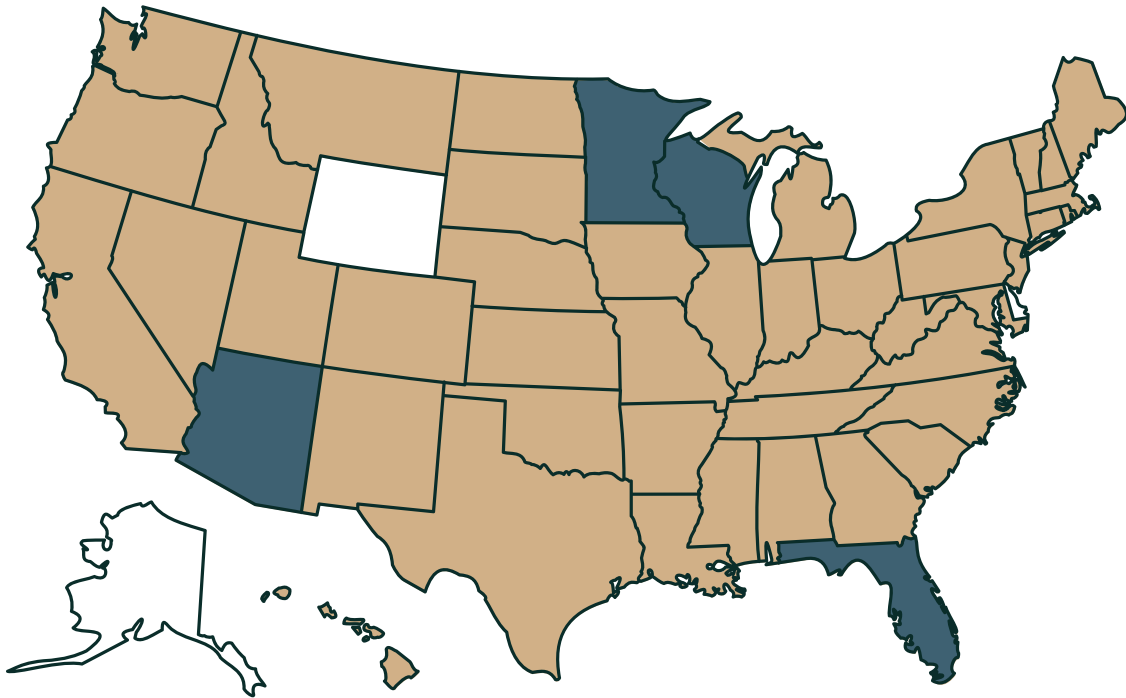
This year, we shipped gifts
across the country to

47
STATES

AND THE DISTRICT
OF COLOMBIA

112
**SMALL
BUSINESSES**

From the four states
included in the program



1,240

MANAGERS REQUESTING
ACCESS TO HOLIDAY STORE

268

PRODUCTS IN THE
HOLIDAY STORE

7,938

RESTAURANT
VOUCHERS SOLD

\$406,761.06

TOTAL DOLLARS BACK INTO SMALL
BUSINESSES IN OUR NEIGHBORHOODS

\$602,066.37

COMMUNITY ECONOMIC IMPACT BY
SUPPORTING LOCAL THIS HOLIDAY SEASON

\$1,637,214.00

2020 - 2023 TOTAL ECONOMIC IMPACT BY GIFTING LOCAL

**Small independent businesses return more
than three times as much money to the
local economy over their chain competitors,**

according to the American Independent Business Alliance.

Its economic analysis found that 48% of each purchase at a
local independent business was recirculated locally (a
multiplier of 1.48), compared to less than 14% percent of
that same purchase at a chain store (multiplier of 1.14).



TOP SELLING GIFTS

7,938

Restaurant
Vouchers

1,482

Carroll's Corn
Minnesota

915

Chip Magnet Salsa
Wisconsin

898

Nothing Bundt Cakes
Minnesota

464

Chocolaterie Stam
Minnesota

450

The Bee Shed
Minnesota

441

Strife Etching
Minnesota

269

Fiddlehead Coffee
Minnesota

265

Ama La Vita
Minnesota

230

Joyful Bath Products
Minnesota

216

Adourn
Minnesota

We love our neighbors! Our holiday offerings included gifts from over 70 physical gift vendors.

MINNESOTA

A World of Scents Candle Co.
Adourn
Ama La Vita
Ames Farm
AY Design
Becky A Cyr Art
Benedict's
Bleu Duck Kitchen
Carroll's Corn
Chocolaterie Stam
Clover & Rose
Colorway Coffee Roasters
Downtown Detail
Dwell Local
Excelsior Candle Co
Fiddlehead Coffee Co
Folly Coffee
Henke Foods LLC (Annie B's)
Hippy Feet
Isadore Nut Company
Joyful Bath Products
KISA
Lakehouse Candle Co.
Leki's Honey

Lovejoy's
Neighborly Gifts
North Mallow
Nothing Bundt Cake
People's Food Co-op
Pooches and Palomas
Renning's Flowers
Roasted Bliss Coffee
Roseline's Candles
Sam Sa'house
Sanborn Canoe Company
Scrub Me Good LLC
Social Mixers
Strife Etching
Sweet Haven Tonics
This is Food Union
Thumbs Cookies
Trail Creek Coffee Roasters
Tuscan Dreams
VIR
Virginia Wright-Peterson LLC
Watercolor Devo - Amarylis
Well-Rooted Tea
Wenonah Body Lab

ARIZONA

[POPPED] Artisan Popcorn
Cerreata Candy Co
Highland Ridge Decor
Iconic Cocktail Co.
Light + Bark
Paige Poppe Art
Provision
See Salt

FLORIDA

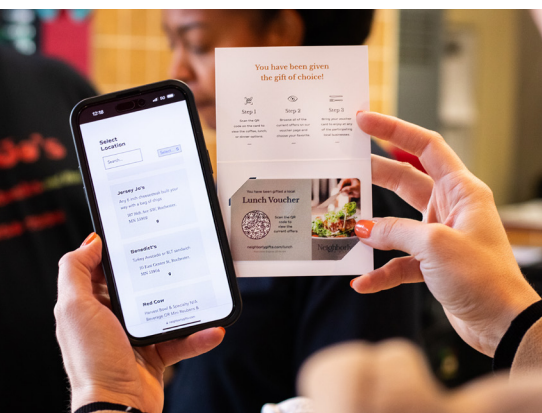
Bold Bean Coffee Roasters
Camp Cocktails
FreshJax

WISCONSIN

American Hazelnut Company
Canvasback Coffee
Chip Magnet Salsa
Hiker's Coffee
Knotty Willow
Maple Valley Cooperative
Mayana Chocolate
Tactile Craftworks
Wisco Pop Beverage Co.



Our Restaurant Voucher program collaborates with food establishments of all kinds in multiple communities, and is continuing to grow.



MINNESOTA

Benedict's
Bleu Duck Kitchen
Canadian Honker Restaurant
Cabin Coffee Co., Plainview
Café Aqui
Café Steam
Fiddlehead Coffee
Forager Brewery
Hollandberry Pannekoeken
Jersey Jo's
Lumen Coffee
Old Abe Coffee Shop
People's Food Co-op
Red Cow
Roasted Bliss Coffee & Bakery
Salad Brothers Café & Deli
SMOAK BBQ
Snappy Stop
Sweet House Bakery
ThaiPop
The Fit Loon
Workshop Food Hall

ARIZONA

Cultivate Coffee
Press Coffee
Provision

FLORIDA

ABBQ Meat & Drink
Havana Jax
Lucky Goat Coffee
Murray Hillbilly
Round Bird Coffee Shop
The Happy Grilled Cheese

WISCONSIN

Burritos Xpress
Cabin Coffee Co., La Crosse
Hangar 54 Grill
People's Food Co-op
SmashThyme Southern Kitchen
Silly Serrano Mexican Restaurant
The Mexcal
The Root Note

Neighborly GIFTS

**We are committed to evolving
our small business to meet
the needs of our partners.**

We have expanded into MN,
WI, FL & AZ to support local
gifting requests from Mayo
Clinic and others.

Our store is now open year-round
for gifting needs such as
retirements, anniversaries,
and other celebrations.

Through the Restaurant Voucher
program, we now offer
card-holders the gift of choice
among dozens of establishments.

Ongoing investments in technology
are simplifying the online
purchasing experience, particularly
for bulk orders.

Our centralized fulfillment center
in downtown Rochester has
streamlined shipping and made gift
pick-ups more convenient.



\$100

Restaurant Voucher
Physical Gifts
Local Experiences

Filter by price

\$0 -- \$200

Shop by location

Arizona
Florida
Minnesota
Wisconsin



Whole Bean Coffee -
Woodland Blend
Minnesota
Fiddlerhead Coffee Co.
\$15.00



8" Wooden Tree
Wisconsin
Knotty Willow
\$15.00



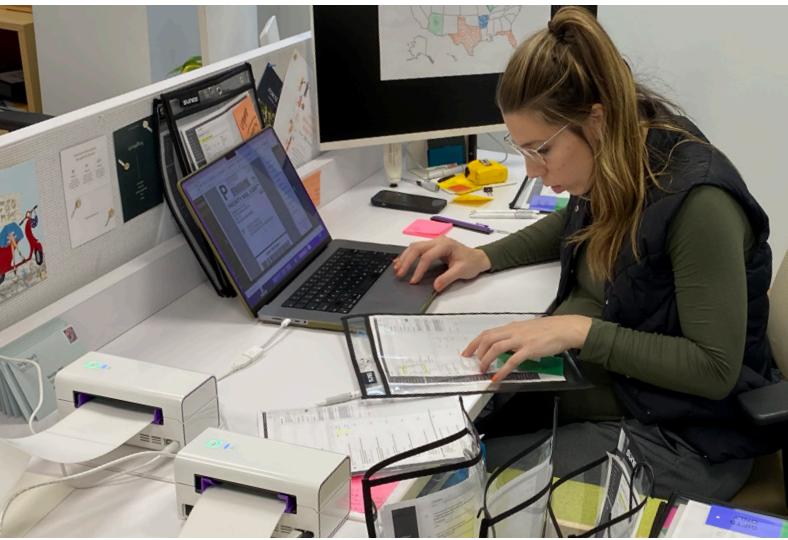
Scout Playing Cards
Minnesota
Sawtooth Canoe Co.
\$15.00





"Thank you so much for all of your help with our employee Christmas gifts this year. The success of your program has spread to other teams and interest has grown tremendously. Thank you everyone for working so hard to bring joy to our staff!"

- Summer, Mayo Supervisor



"The Neighborly staff were very helpful in getting us set up with the program. Prior to signing up for the program, we had a rather slow year, so the significant boost in sales through orders has been very exciting."

- Tom & Lindsey, Knotty Willow



"Thank you so much for all of your help, and for helping me to support local!"

- Heather, Mayo Supervisor



"We have had great response to our Restaurant Voucher offer. People that have never been here are coming in and learning about us!"

- Joseph, Jersey Jo's



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