



IMPACT REPORT 2023-24 HOLIDAY SEASON

Neighborly
GIFTS



THE RIPPLE EFFECT

Small businesses build strong neighborhoods

When we think of small businesses, we think of innovation and creativity. We think of family, hard work and opportunity. We think of the domino effect of every dollar that stays in the local economy. In this report, we are pleased to introduce you to some extraordinary makers who exemplify the best of entrepreneurship and community building. They are job creators and passion seekers who put it all on the line to better their businesses *and* their neighborhoods. **The result is a series of ripples that lead to waves of lasting change in the communities around us.**

\$874,569

IN ECONOMIC IMPACT OVER THE 2023-24 HOLIDAY SEASON*

60+

BUSINESSES INCLUDED IN
NEIGHBORLY GIFTS PROGRAMS

27,739

GIFTS SOLD

*1.48 multiplier based on an American Independent Business Alliance economic analysis finding that 48% of each purchase at an independent business is recirculated locally



THESE ARE OUR PEOPLE

“Gifting local allows us to not only express gratitude to our team, but also to give a big shout-out to the *small businesses that are the heartbeat of our community*. It’s a win-win that brings smiles all around and strengthens the ties that keep our community thriving.”

— Valerie Cooper, Vice President/BIG Champion, Think Bank



40+ small business gift vendors

Small businesses are the backbones of our neighborhoods — which is why every year we work with dozens of emerging entrepreneurs and community staples alike to ensure corporate gifting dollars stay local.

Annie B's (MN)

AVenue Orchard (WI)*

Bold Bean Coffee (FL)

Broth Bombs (FL)*

Café Steam (MN)

Carroll's Corn (MN)

Cerreta Candy Co. (AZ)

Chocolate Shoppe (MN)*

Chocolaterie Stam (MN)

Desert Provisions (AZ)*

Driftless Provisions (WI)*

Four Daughters

Vineyard & Winery (MN)*

FreshJax (FL)

Freshwater Sauces (MN)*

Hiker's Brew Coffee (WI)

Hippy Feet (MN)

Huppy Bar (AZ)*

John Hardy's (MN)*

Johnston Honey (MN)

Joyful Bath Products (MN)

Knotty Willow (WI)

Lakehouse Candle Co. (MN)

Light + Bark (AZ)

Little Black Box (FL)*

Lovejoy's (MN)

Milkhouse Candle Co. (IA)*

Monsoon Chocolate (AZ)*

Neighborly Creative (MN)

Oleavia (MN)*

Orchard Pond (FL)*

Popus Gourmet Popcorn (MN)*

Press Coffee (AZ)

Sam Sa'House (MN)

The Bee Shed (MN)

Topsy Toffee (FL)*

Trail Creek Coffee Roasters (MN)

VIR (MN)

Well Rooted Teas (MN)

Wenonah Body Lab (MN)

Wildwood Specialty Foods (WI)*

* new additions for 2023-24



3,043

*Bags of Carroll's Corn
Triple Mix Popcorn*



1,524

*Jars of John Hardy's
BBQ Sauce*



2,923

Packs of Annie B's Caramels

2,033

Milkhouse Candles



1,688

*Bottles of
Bee Shed Honey*



"Neighborly is a great resource for local wholesalers who can benefit from a large distribution channel. We appreciate that they handle the customer service aspect of gifting."

— *Seamus, Carroll's Corn (Rochester, MN)*

"Since working with Neighborly Gifts, our online sales from customers within Rochester — and the surrounding area — is growing. We now commonly have 2-3 orders a week from Rochester. I attribute this success directly to our partnership with Neighborly Gifts."

— *Jay, Wenonah Body Lab (Winona, MN)*

1,046

Boxes of Chocolate from Ceretta Candy Co.



760

Bags of Orchard Pond Jerky



790

Bags of Café Steam Coffee



1,001

Assorted Boxes from the Chocolate Shoppe



627

Sampler Sets from Well Rooted Teas



“As a small and local business, we greatly appreciate your concept and thoughtful approach to curating gifts while including the community ... Thank you for making this happen and supporting local vendors.”

— Umut, Oleavia (Edina, MN)

“Neighborly Gifts is great to work with and provides us plenty of time to get the orders processed and shipped. They have definitely provided us with something to look forward to in the holiday season.”

— Alec, Ceretta Candy Co. (Glendale, AZ)



ROCHESTER, MINNESOTA

Popus Popcorn

New businesses are always popping up in the Neighborly store. For the latest holiday season, this included Popus Popcorn, a family-run business in the heart of downtown Rochester. Made fresh and packed with flavor, Popus Popcorn quickly emerged as a popular choice among customers — selling more than 600 bags over the holidays.

“Partnering with Neighborly for the first time this year was an exceptional experience that significantly boosted our visibility and sales during the crucial holiday season,”

shared D’Angelo Tines, co-owner of Popus - Rochester. “We are immensely grateful for the opportunity. Sarah and Sean's genuine passion for supporting local businesses shines through in everything they do, making them truly valuable partners.”

JACKSONVILLE, FLORIDA

Little Black Box

So much of the fun of the Neighborly store is being introduced to small-batch vendors from the different neighborhoods we cover. And among the sweetest selections for customers over the holidays was a duo of delectable delights from Little Black Box. Leaning on local flavors from her home state, Crystal Israel got her start by using farmers markets as incubators for new flavors and ideas. Her preserves now reach customers across Florida and beyond, thanks in part to key community partnerships. “The impact was immediate,” Crystal said of working with Neighborly.

“Not only did their platform provide us with a wider audience reach, but their emphasis on supporting local businesses helped us connect with discerning customers who appreciate the care and craftsmanship behind our products.”



ROCHESTER, MINNESOTA

Café Steam

Café Steam has become a fixture of downtown Rochester for students, Mayo Clinic employees and just about anyone else looking for good vibes and even better coffee. With three shops — including a new, expanded location in the Discovery Square campus — Café Steam continues to be among the most visited spots in our Restaurant Voucher program. Co-owner Will Forsman says the business also saw a boost during the winter months with the introduction of their Heavy Rotation blend to the Neighborly store.

“Seasonal downturn hurts many businesses during the winter. Neighborly Gifts programs have allowed us to offset this downturn significantly and given us greater confidence about the stability of our business during the more stressful months. We are very thankful to Neighborly Gifts for continuing to work with us, and now look forward to our partnership each year!”



RESTAURANT VOUCHERS

We love to eat local

When we think of a neighborhood, we often think first about the local restaurants we love. Whether that's fine dining or a food truck, a favorite coffee spot or a quick lunch, Neighborly Gifts understands the important role our culinary establishments play in creating lively communities.

Now in its third year, our Restaurant Voucher program is made up of more than two dozen Rochester area restaurants, from neighborhood classics like Canadian Honker to burgeoning businesses such as Taco Lab. With new offers regularly being added, the Vouchers provide choice for card-holders — while presenting restaurants with new avenues to reach local customers.



Participating Rochester area establishments

- 01 Bad Ass Coffee
- 02 Benedict's
- 03 Bleu Duck Kitchen
- 04 Boulder Tap House*
- 05 Cabin Coffee Co. (Plainview)
- 06 Cabin Coffee Co. (Stewartville)*
- 07 Café Aqui
- 08 Café Steam (3 locations)
- 09 Canadian Honker Restaurant
- 10 Forager Brewery
- 11 Hollandberry Pannekoeken
- 12 Jersey Jo's
- 13 Latitude 44*
- 14 Lumen Coffee
- 15 Nothing Bundt Cakes
- 16 Old Abe Coffee Shop
- 17 Olde Brick House*
- 18 People's Food Co-op Rochester
- 19 Red Cow
- 20 Salad Brothers (2 locations)
- 21 Saladworks*
- 22 SMOAK BBQ
- 23 Snappy Stop
- 24 Taco Lab*
- 25 ThaiPop
- 26 The Fit Loon
- 27 Workshop Food Hall

* new additions for 2023-24

2023-24 HOLIDAY SALES



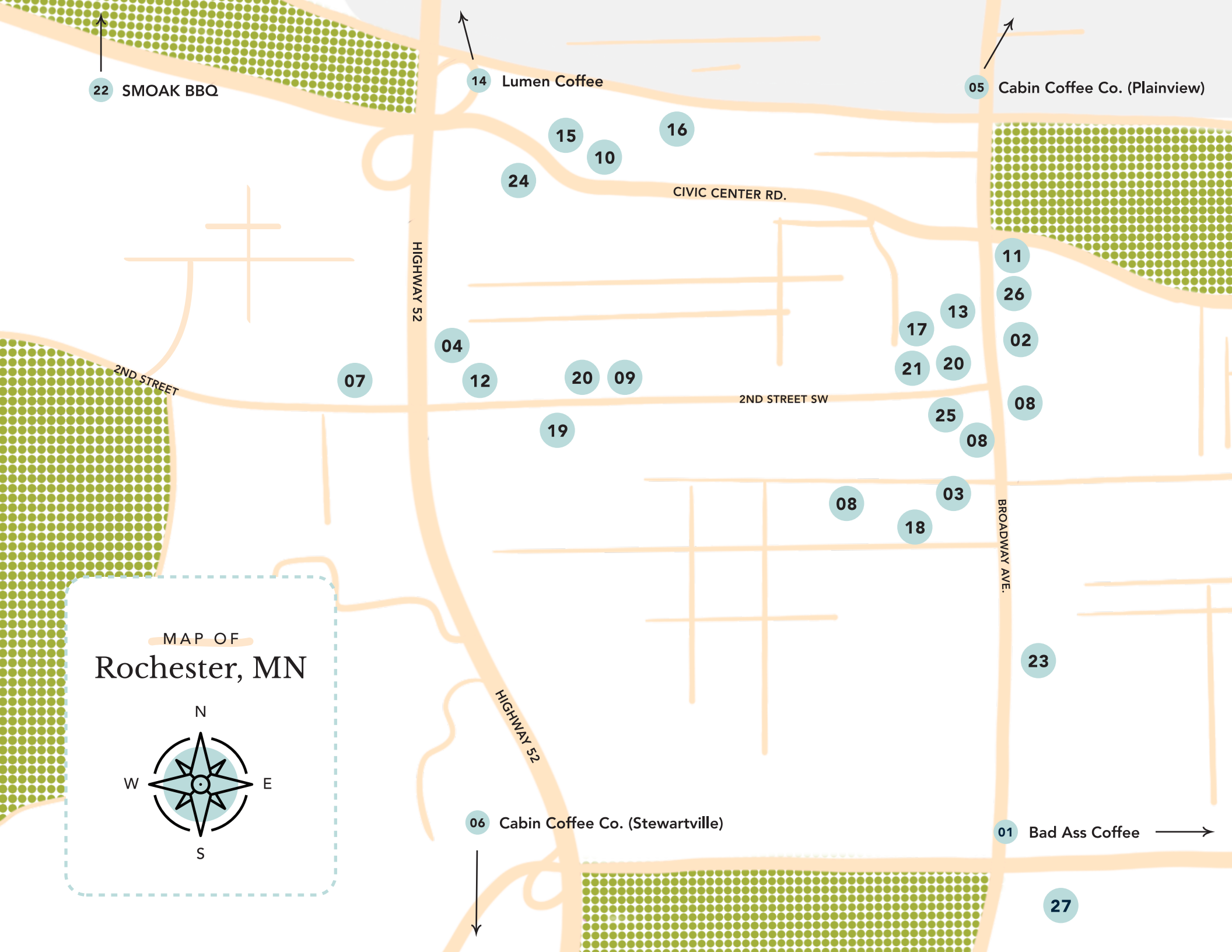
3,537
Lunch Vouchers



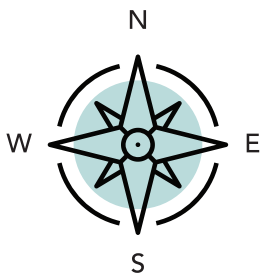
1,664
Coffee & Pastry Vouchers



942
Dinner Vouchers



MAP OF
Rochester, MN



06 Cabin Coffee Co. (Stewartville)

01 Bad Ass Coffee

14 Lumen Coffee

05 Cabin Coffee Co. (Plainview)

22 SMOAK BBQ

Holiday gifting

This marked the fourth consecutive season that the Mayo Clinic Employee Recognition Program enlisted Neighborly to help recognize staff over the holidays.

After hearing how much managers enjoyed allowing employees to pick out their gifts, we doubled down on the idea by introducing the “Let Them Choose” feature. The result was our biggest season yet, with more than 25,000 employees receiving gifts — all of which were sourced from small businesses in the communities served by Mayo Clinic.

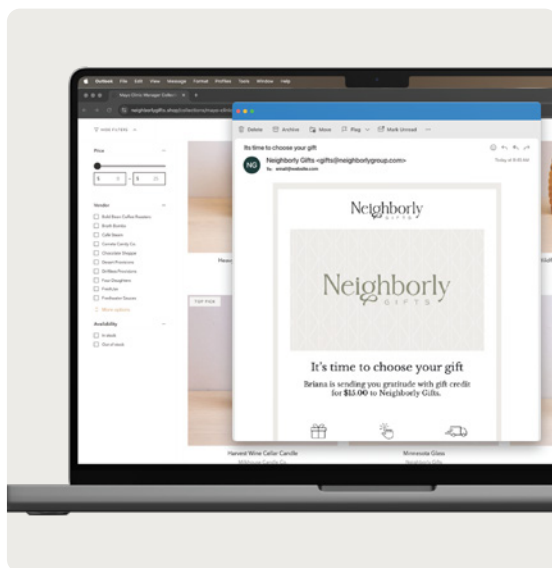
“Your change to ‘choose your own’ gift is a game-changer.”

— Jean B., Mayo Clinic



“Neighborly Gifts is a fabulous program! It saves the person who is doing the giving so much time and the recipient gets to pick from all these wonderful gifts — and gets something that they really will enjoy. The best part is that it supports area small businesses!”

— Karlene S., Mayo Clinic



“Having access to on-demand gifting is essential for recognizing staff in a timely manner. It’s so easy to work with Neighborly. They always have unique gift options and are always willing to work with me on finding the perfect options for my customers. Being able to support local, small businesses is the icing on the cake that is Neighborly.”

— Sarah Hayden, Events Coordinator,
Mayo Clinic Department of Nursing



Year-round gifting

As holiday gifting continued to expand, so too did year-round opportunities for employee appreciation. Throughout the past year, we worked with various Mayo Clinic departments to curate gift collections for events, including:

Nurses Appreciation Week	Health Unit Coordinators Appreciation Week	Urology Techs Appreciation Week
Patient Care Assistants Appreciation Week	Mayo Clinic Collaborative Services’ Global Field Staff Meeting	Mayo Clinic Department of Oncology Conference



Thank you for gifting local:



“Jimmy's values our customers and we know that without them, our business wouldn't thrive. When it came to the holiday season, we wanted to show our appreciation while reflecting the importance of supporting small businesses. Neighborly did just that by allowing us to select items from local small businesses just like our own. They not only provided the options, they were easy to work with and helpful in our selection process.”

— Griffin Slightam, Jimmy's Salad Dressing & Dips

“We reached out to Neighborly for our gifting solutions for our Rochester clients. Their custom-curated gifts, crafted with local finds, demonstrate a level of thoughtfulness that generic corporate gifts simply can't match. The intention behind a gift like this goes a long way in building stronger relationships and fostering lasting impressions, which is important to our team. Sarah and the Neighborly team have been wonderful to work with and very communicative, and we trust them to do a great job.”

— Jaden Miller, Weller Brothers Landscaping

SINCE 2020

\$2.2M

TOTAL ECONOMIC IMPACT



150+

SMALL BUSINESSES SUPPORTED

80K+

GIFTS SOLD

FROM OUR FAMILY TO YOURS



I feel incredibly grateful for the unwavering support of small businesses that have been with us since the beginning and those we just met. Without your collaboration, our mission would not be possible.

We want to thank all of our corporate partners, with a special mention to Pamela Glassley with Mayo Clinic. Your decision to gift locally has had a ripple effect that has greatly impacted the communities we call home.

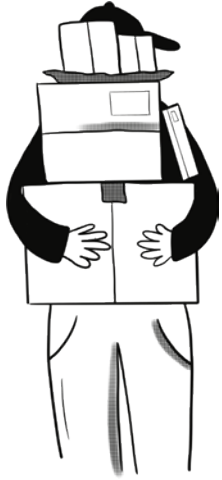
Just as important are the people who live in our neighborhoods, manage teams, and make decisions to prioritize local gifting. It is your support and belief in the power of lifting up our neighbors that enables us to create stronger small business communities.

Many people are surprised to learn that our team consists of four people, with additional support coming from my retired parents, teenage son, and a handful of seasonal workers. We are a small but mighty group of entrepreneurs, makers, and creators who have honed our skills over decades with the shared value of supporting local.

We have spent the past four years laying the foundation and perfecting our model. Over the next four years, we are committed to making an even more significant impact on all those we serve in the Neighborly Gifts neighborhood.

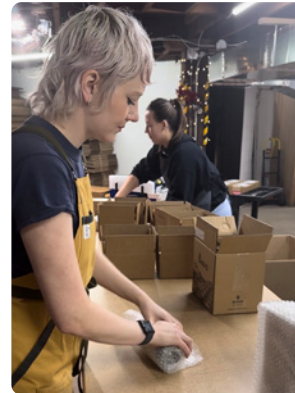
Sarah Richardson
FOUNDER





THE NEIGHORLY TEAM

- Sarah Richardson
- Sean Baker
- Audrey Hunt
- Briana Beyerstedt
- Liz Forsman
- Lexi Lowe
- Mark Richardson
- Landon Miller





We believe the best gift is the
one with the biggest impact

[NEIGHBORLYGIFTS.COM](https://neighborlygifts.com)