



For Immediate Release  
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## **Local Crowdfunding Shifts into High Gear**

***E-Bike Delivery Campaign Extended, Christmas Revels Festival Campaign Begins; Plus More Local Initiatives Still Being Sought***

**October 4, 2021, White River Junction, Vt.** – The Local Crowd Upper Valley—the Upper Valley’s own chapter of a transformative national nonprofit crowdfunding model—has numerous irons in the fire to move our local economy in a more resilient direction: A new campaign for locally produced winter holiday arts presentation, the extension of a campaign to bring e-bike delivery to urban cores of the Upper Valley, and a call for other business initiatives that also add variety and resilience to the Upper Valley.

With chapters across the country including TLCUV, which is operated by Vital Communities, and TLC Monadnock, The Local Crowd combines careful vetting of projects in favor of local ownership, employment, and long-term benefit. Those projects selected receive coaching on crafting and presenting their proposals, resulting in a campaign success rate averaging 59%, compared to Kickstarter at 39%.

The new and current efforts by TLCUV are:

- Revels North, Inc., seeking to raise \$20,000 to help finance The Christmas Revels Festival, December 17- 19 in downtown Lebanon, NH. This festival will include a free outdoor Christmas Revels production in the heart of Lebanon at Colburn Park, each day from 4-6 pm that will include many of the elements audiences have come to expect from The Christmas Revels since 1975. If COVID permits, the festival will also include five reduced-capacity ticketed performances inside Lebanon Opera House by three different musical acts. The festival's schedule will maximize the opportunity for downtown Lebanon businesses and restaurants to benefit from the audience who travels to this Festival during the holiday season. Last year, a successful TLCUV campaign helped support an animated short-film version of the Christmas Revels. Learn more at <https://give.communityfunded.com/o/vital-communities/i/the-local-crowd-upper-valley/s/christmas-revels-festival>. More about Revels North and The Christmas Revels at <https://www.revelsnorth.org/christmasrevels>.
- U.V.E.R., the Upper Valley’s first and only consumer cooperative delivery service, looks to raise \$6,500 to purchase two e-bikes to immediately add to their delivery fleet, speeding up deliveries from local businesses in the heart of the Upper Valley. The addition of these bikes will also allow for more environmentally sustainable delivery services that are faster thanks to not having to park a car in dense downtowns. Chris Acker, a Hartford native, started U.V.E.R. to combat the toll third-party delivery services were taking on restaurant profits and worker wages at local businesses. Acker hopes U.V.E.R. will expand to offer delivery services from other restaurants in town as well as grocery stores. The deadline for this campaign has been moved to October 31. Learn more at <https://give.communityfunded.com/o/vital-communities/i/the-local-crowd-upper-valley/s/uver>. More about U.V.E.R. at <https://uver.co>

- TLCUV is accepting applications until October 31 for other community-based initiatives from emerging and established businesses based in the Upper Valley of New Hampshire and Vermont. TLCUV will select up to six social enterprises to participate in this crowdfunding cohort, based on each project's potential to positively impact their local economy and community. While all for-profits, non-profits, and community initiatives are welcome to apply, projects based along the Route 11 Corridor of NH and Orange and Windsor Counties of VT will receive extra campaign support and resources — beyond what is currently provided to all The Local Crowd Upper Valley campaigns. Selected Route 11 Corridor proposals will receive a \$500 stipend to produce a crowdfunding campaign video. Studies show that crowdfunding campaigns with videos raise four times more funds than campaigns without videos. Learn more at <https://vitalcommunities.org/rfptlc/>.

### **About The Local Crowd Upper Valley**

The Local Crowd Upper Valley leverages the power of crowdfunding to cultivate a stronger ecosystem of investors, social enterprises, and local economy champions to support a local, green, and fair economy in the Upper Valley: <https://vitalcommunities.org/vital-economy/the-local-crowd-crowdfunding>.

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*[Vital Communities](https://vitalcommunities.org) cultivates the civic, environmental and economic vitality of the Upper Valley. We bring people together, bridging boundaries and engaging our whole community to create positive change. Learn more at [vitalcommunities.org](https://vitalcommunities.org).*