



For Immediate Release  
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## **Community-Based Crowdfunding Program Seeks Proposals** *Nears the \$350,000 Mark in Funds Raised So Far for New, Community-Minded Businesses*

**July 11, 2022, White River Junction, Vt.** – [The Local Crowd Upper Valley](#), a community-based crowdfunding program hosted by [Vital Communities](#), is seeking a new round of community-minded project proposals from emerging and established businesses based in the Upper Valley of New Hampshire and Vermont.

Since launching in 2019, The Local Crowd Upper Valley has helped 14 campaign teams raise over \$336K from 2,248 supporters.

Interested people are encouraged to attend a free virtual information session on Thursday, July 21, 2022. Registration is required: [vitalcommunities.org/events/tlc](https://vitalcommunities.org/events/tlc).

The Local Crowd Upper Valley will select up to six social enterprises to participate in this crowdfunding program, based on each project's potential to positively impact its local economy and community. Accepted proposals will launch their campaigns in the late fall or winter.

While all for-profits, nonprofits, and community initiatives are welcome to apply, projects based in Orange and Windsor Counties of VT will receive extra campaign support and resources – beyond the hands-on technical assistance for campaign launches provided to all The Local Crowd Upper Valley campaigns. In addition, one proposal will be chosen to receive a free crowdfunding video from 710 Main Films to support their campaign.

This request for proposals is available online at [vitalcommunities.org/rfptlc](https://vitalcommunities.org/rfptlc). All proposals are due before 5 pm on August 12, 2022.

“The Local Crowd Upper Valley empowers individuals to support the economic development efforts that grow vibrant and healthy communities,” said Jen Risley, TLC Upper Valley Coordinator. “It 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.”

Crowdfunding is the process in which an entrepreneur, business, or organization asks a large number of people (usually through the Internet) to contribute a certain amount of money for a specific project. The

Local Crowd Upper Valley began in 2019 as a local chapter of a national project that had begun five years earlier. Unlike commercial crowdfunding platforms like Kickstarter and GoFundMe, The Local Crowd chapters select projects based on what they add to the community and offer these projects technical assistance that results in a higher success rate for campaigns. Recent Upper Valley campaigns include Aurora Bakery Expansion and Peanuts Dog Treats Pet Store.

For more information, contact Jen Risley at 603-400-9157 or [jen@vitalcommunities.org](mailto:jen@vitalcommunities.org).

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*[Vital Communities](http://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](http://vitalcommunities.org).*