



GREEN BEVERLY GREEN REPORT

Connecting Beverly Through Engagement & Action

2022



greenBeverly

ENGAGEMENT & ACTION

Mission & Values

Green Beverly's mission is to help all Beverly residents and businesses make more sustainable choices with sensitivity to their diverse values and means. We create change by connecting our community with actionable information, education, and inspiration.



We need swift & immediate action to preserve our planet for future generations



Stakeholders

Residents

Local
Businesses

Local
Government

Educational
Institutions

Building Blocks to Net Zero

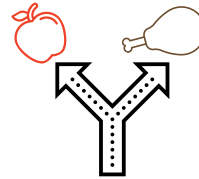
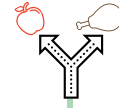


greenbeverly.org

2022



2021



Beverly
Farmers
Market

~500
interactions
per season

Launch
of the GB
Coaching
Program

24 Coaches

Green Actions
Accessible ideas
for sustainable
changes at any
budget

100+ Actions
8 Categories

First Pumpkin
Smash Event

450 attendees
13k lbs. waste &
11 tons of Co2
diverted

Food
Diversion
Award

400 lbs. of food
kept from
waste stream
weekly

First Shop
Sustainably
Campaign

Clarifying the
carbon impact
of "shop small"

Green Homes
Beverly

Switched
equivalent of
800 homes to
clean energy

With Help From Our
Partners:





2022



Coastal
Communities
Talk Water

210 attendees

Green
Network
monthly
newsletter

55-70%
open rates

Earth Fest

20+ Vendors
& Partner Orgs
1,500 attendees

Restaurant
Compostables

Pilot Program
and Case Study

Urban
Agriculture
Project

14 Partners
5 Communities

Pumpkin
Smash

2,000 attendees
30k lbs. waste &
40+ tons of Co2
diverted

Shop
Sustainably &
Green Network
directory beta
2,000+ reached
50+ businesses
engaged





ENGAGEMENT in ACTION





GREEN BEVERLY TEAM

Executive Board & Leadership

Dean Berg, Executive Director & President of the Board

Julia Quigley Long, Events & Coaching Program Director

Julie DeSilva, Board Member

Margaret Collins, Communications Director

Steve Becker, Treasurer

Tom Keeley, Secretary

Wayne Miller, Board Member

Advisory Board

Anna Lin Mitchell

Deirdre Kennedy Samuelsson

Isis Patterson

Purvi Harley

Sean Leach

GREEN BEVERLY TEAM

Core Team

Brenda Pasquarello
Brett Otis
Erin Waltz
Mary Reilly
Michael Norris
Sam Dwyer-Connolly
Shelley Lee
Simone Wagner

Coaches

Amy Henderson
Denny Dart
Ella Speidel
Iris Weaver
Jim Bauer
Lyndall Robinson
Maddi McKenna
Nathan Seavey

Rosemary Malfi
Sabrina Auclair
Sarah Cullinan
Sam Gifford
Sean Leach
Terry Steimer
Tom Keeley
Wayne Miller



SPECIAL THANKS DONORS

Aka Nathaniel Lauenstein

Denjongpa

Andy Calkins

Bruce Egan

Chris Jespersen

Christine & Josh Doxsee

Dale Earl

David Mahood

Danielle Covatta Riva

Deirdre Kennedy-Samuelsson

Duncan Ballantyne

Herb Brown

Jacquelyn Miller &

Nasser Shams

James & Raye Gough

Janeen & Jeff Barnett

Jared Bartok & Rebecca Hayes

John & Loyce Thomson

Julie DeSilva

Mariah Tinger

Martha Bednarz &

Joe Levine

Elizabeth Keeley

Michelle Perrotta

Monarch North

Shore Fund, LLC

Naduse Foundation

Neil Levine

Nelda & Jack Quigley

Purvi & Brian Harley

Sabrina Auclair

Sarah Garriepy

Suzanne Beaudoin

Tom & Monica Keeley

Wayne & Judith Miller



greenbeverly.org

2022

SPECIAL THANKS PARTNERS



LEADING LADIES



IPSWICH RIVER WATERSHED ASSOCIATION





SPECIAL THANKS SPONSORS & GRANTORS



YEAR ONE ACHIEVEMENTS



Connected the community
with free expert coaching



Reduced Beverly carbon
emissions by 5,000+ mt.



Grew from zero
to 2,500 followers



Engaged with 6,000+ Beverly
residents and business owners



Hosted 23 events and
workshops, almost all free



Raised nearly \$300k in grants
for large-scale projects



greenBeverly

GREEN BEVERLY
100 CUMMINGS CENTER
SUITE 350-E
BEVERLY, MASS. 01915

greenbeverly.org



@greenbeverlyma



DONATE TODAY

