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## Doing Good and Giving Back

*Ellen C. Wells*

In this installment of how industry folks like yourself are giving back to the communities they live in, I give you Beth Simpson and the folks at Rolling Green Nursery in Greenland, New Hampshire. Each year, they hold three events in partnership with nonprofits. The first is for the Juvenile Diabetes Research Fund and includes a fundraising barbeque on the Saturday of Father's Day Weekend. Customers who do a bike ride to raise money for the JDRF lend a hand during the barbeque so the extra work doesn't all fall on their staff. They end up raising around \$500 each time.

The other two events are a sale and silent auction for Families First (in June) and Seacoast Family Promise (in September). "The silent auction is palletized themed gardens: Zen, Cottage, Hedging, For the Birds, Pottery assortments, tool assortments," Beth says. "We do 12 to 14 pallets and price them 60% to 75% below retail and all proceeds over the opening bid go to the non-profit. The tickets are \$10 (all ticket proceeds go to the non-profit) and the customer can shop that day with a 30% to 40% discount. Last year, both non-profits received checks for over \$2,500."

Beth says she doesn't ask vendors to donate, but last year, Border Concepts gave them a nest of Vietnamese pots that sold for \$250, with all of that going to the non-profit. "Stacy Eaton knew that we have been doing this for eight to 10 years, so it was a lovely addition to all the plant pallets," Beth says. "I find that it is a really good community builder, which is good for our little business."

There you have it: Not only is giving back good for the community, it's good for business! How are you giving back? **GP**