

SHOP LOCAL FOR GOOD

OVERVIEW



ABOUT US

The Shop Local for Good is a local, family-owned company that creates and promotes family-friendly events and promotional campaigns in an effort to support local small-business owners. We choose to partner with businesses who actively support reputable nonprofits in our community.

The goal is to encourage a self-sustaining circle of consumers, small businesses, and non-profits to seamlessly support each other, strengthening our communities and neighborhoods.

OUR STORY

Shop Local for Good was launched in 2017 by Karena Bowers Morrison. Her guiding vision is to focus on assisting small business owners achieve success, thereby being able to provide more support to local non-profits in our community.



OUR MISSION

Our mission is to build stronger connections between local small business owners and their local philanthropic neighbors to engage an ongoing network of providing goods/services, volunteerism, and increased donations to help the community.

OUR SERVICES

We provide support with creating and implementing unique and effective grassroots outreach campaigns — both online and community-based — to drive promotions for our vendors and sponsors.

EXPERIENCE

Our team has decades of experience with coaching small business owners, as well as establishing and managing all-volunteer nonprofits at both the local and national levels.



SHOP LOCAL FOR GOOD

COMMUNITY IMPACT

ONLINE REACH

Monthly Views
All Web & Social = 45K+

Lifetime Views
All Web & Social = 3.1M+



607K+



2.5M+



1.9K+



TESTIMONIALS

"Karena is a dynamic community advocate and leader who believes in building our community for the better good. I had the pleasure of working with Karena over the years, and I'm very proud of her endeavors with Shop Local Good LLC. She is definitely a beacon of light."

Tranette S. Engram, SHEmpowers

"Shop Local For Good is an amazing asset to our local communities and small businesses!"

Danielle Lucas, Danielle's Delicious Desserts

"Karena is the hardest working women we've ever met. She's honest and loyal, two traits you don't find anymore. I am proud to say I know her."

Linda & Bobby Greenwood, B&L Cigars

SHOP LOCAL FOR GOOD

BUILD-A-BOX PROGRAM



BUILD-A-BOX

The Shop Local for Good team is proud to launch the Build-A-Box program in an effort to help local businesses that don't currently have an online storefront to sell their products during the coronavirus emergency.

This will allow small-businesses to maintain a revenue stream, while also allowing customers to select a variety of products to be delivered WITHOUT CONTACT directly to their door, in multiple zip codes throughout Pinellas, Pasco, and Hillsborough.

We hope to assist these small businesses with both community awareness, promotional value, and as well as keep them in business during this difficult time.

OUR NEWEST PROGRAM

Our online fans get to learn about participating vendors, and submit a request form for their 'wish list' through our website. Products are then delivered on the Sunday of their choice. Our delivery drivers are the families who are featuring their products in our program!

WHY IT'S IMPORTANT

While families are home-bound due to the pandemic, local food trucks, and family-owned products can be featured as "Shop Local" supporters through the program. Our "shop local" fans save from not having to pay multiple delivery fees while ordering goods from a wide variety of local businesses.

OUR EVENTS

The Shop Local For Good team organizes, promotes, and manages several large annual events to drive awareness and sales for local businesses in the community, raise funds for the Benevolution Foundation, and provide wholesome, engaging entertainment for local families. Our "Festivals for Good" are:

- **Summer Festival for Good**
- **Florida Watermelon Festival**
- **Tampa Bay's Annual Macaroni & Cheese Fall Festival**



SHOP LOCAL FOR GOOD

TEAM BIOGRAPHY



KARENA MORRISON

President & Founder

Karena works tirelessly to promote small businesses and non-profit organizations in Pinellas County and the surrounding communities. She encourages consumers to shop at participating local, family-owned small businesses and in return, their patronage helps support non-profit organizations that serve the local community.

Background Experience:

- Founder - Front Yard Samaritans
- National Co-Director - The Abigail Adams Project
- Founder - The Benevolution Foundation
- Chairwoman - Libertarian Party of Pinellas County
- Master of Ceremonies - Women Empowering Community
- Additional Specialties - Volunteer education and training, project development, event management and promotion, and nonprofit fundraising

Projects & Accolades:

- Clearwater MLK Jr. Neighborhood Center
- Safety Harbor Downtown Business Alliance
- Fundraising Manager - Mothers of Minors, Inc.
- Treasurer - Clearwater Center for the Arts, Inc.
- Producer/Host - The Good News Show
- Board of Advisors - Homemakers for America
- "Community Leader" Award - Libertarian Party of FL
- "Best Local Activist" Nomination - Reader's Choice

THE SHOP LOCAL FOR GOOD TEAM

Shop Local For Good taps into a team of trusted advisors for technical and business consulting, media and public relations initiatives, and graphic design and marketing projects.

VectorVC



MEDIA INQUIRIES:

For any questions regarding the Shop Local Build-A-Box initiative, please contact our P.R./Marketing company:

DANA GORDON, Pirate Marketing

Phone: (813) 499-1088

Web: PirateMarketingPartners.com