

The graphic features a light blue grid background. On the left, a circular arrangement of sticky notes includes the words: 'local food', 'local economy', 'ideas', 'resilient', 'just society', 'climate', 'thriving', and 'action'. A red sticky note with the word 'action' is placed above a green sticky note with 'zero waste'. The text '2020 ANNUAL PLANNING' is prominently displayed in the center. On the right, the 'TRANSITION TOWN Media' logo is shown, featuring two stylized leaves (one blue, one green) and the tagline 'A BRIGHTER FUTURE'. Below the logo, it says 'Presented by: SARI STEUBER 02.01.20'. Teal curtains are visible on the far left and right edges of the graphic.



Now let's look at how we put our heads, hearts, and hands together last year. As I review what we accomplished in 2019, please be thinking about what worked, what we might want to continue doing, what we might want to drop or replace, and what we might want to add, either as separate new events or projects, or as add-ons to what we're already doing. So, I'll start with last year's events.

The monthly potlucks we put on in 2018 were a lot of fun, but they were a lot of work for not as much impact as we had hoped for, so we decided to go with fewer, hopefully more impactful events in 2019.



We started off with a bang by partnering with Kosmos Journal on the **Climate, Consciousness, and Community Summit**, co-produced with Findhorn, Scotland's Climate Change and Consciousness Summit. We enjoyed streaming videos of some of the Scotland Summit's keynote speeches, notably those by Bill McKibben, Charles Eisenstein, and Vandana Shiva. We also heard from many local voices including Philadelphia activist Judy Wicks; our own Eve Miari, speaking about the Middletown Coalition for Community Safety and how it became a champion for the rights of our local citizens to speak out for their community's safety and well-being; another TTMer, Martin Pepper, spoke about personal resilience and being prepared in case of climate-caused emergencies. It was an outstanding conference that explored the myriad impacts of the climate crisis and the positive responses that are rising up to meet them.

# COMEDY NIGHT

**COMEDY NIGHT**  
July 13  
Media Community Center  
starring  
Jimmy Carroll  
with Buddy Harris  
info & tickets  
[www.jcpentertainment.com](http://www.jcpentertainment.com)  
To benefit:  
Transition Town Media & Creekside Swim Club

Then, Steering Group member Julie DiRemigio, who just cannot resist having a good time while raising money for her favorite non-profits, decided we should have a **Comedy Night** with comic Jimmy Carroll in July. His comedy group puts on stand-up comedy nights as fundraisers for nonprofits. We had a great crowd, she & Dawn Wesley, another fundraising goddess, collected baskets of donated items to raffle off, and we split the proceeds with another nonprofit Julie raises money for. One of the highlights of the evening was our educating Mr. Carroll on what a FreeStore is, which really seemed to blow his mind a bit – he kept riffing on it off and on during the rest of his act.



The Fall brought a flurry of repeat events. We discussed long and hard whether to do the September **Free Market** for the 8th year in a row. The Free Market had originally been conceived as a companion event to the Great Media Garage Sale weekend, giving the sellers an alternative to leaving their unsold goods out for the trash. It was really the precursor to the Media FreeStore. Memories of the previous year’s highly successful Free Market, at which we had record numbers of people coming in and out, gave us pause. Even with a full slate of volunteers, keeping up with the traffic volume and parking challenges wore us all out and left us wary about taking it on again. We discussed alternatives in a brainstorming meeting and came up with the idea of the **Great Media Curb Alert**, a Facebook page where sellers could “advertise” their leftovers so that prospective takers could find them more easily. The concept didn’t really catch on, though, so it’s questionable whether we’ll repeat it.





Closely following that event was the 2nd Annual **Media Open Streets**, which we collaborated on with Media’s Environmental Advisory Council. This event closed some Media streets to cars so residents could enjoy walking, biking, and doing other fun activities out on the streets on a beautiful Saturday in late September. While it was successful both years and everyone who attended seemed to enjoy the event, it was an extraordinary amount of work with not nearly the amount of volunteer support that was needed. We’ll be considering what changes might make it less burdensome if we’re going to do it again this year.



Our **Green Sunday** holiday fair, Julie DiRemigio's pride and joy, was a great success as usual, thanks to Julie and all the other volunteers that come out for it. We held it in mid-November before all the other holiday fairs took place and it had a very good turnout with great local artists bringing their beautiful hand-made or upcycled goods. Julie was especially pleased that, for the first time since our inaugural event in 2012, the vendors had all applied and been selected several weeks before the event date! It made for a much less stressful November.



Our soulful **Winter Solstice Celebration** in December was particularly beautiful this year, held in the stunning Clothier Hall at Swarthmore College, with outstanding performers, dancers, singers, and celebrants. Joni really outdid herself. The event had taken place at the Unitarian Church on Rose Tree Rd since 2015 and had grown so popular that we strained the limits of the room at the Church in 2018. Looking for a new space, we fell in love with Clothier Hall, which seemed ideal, although it was smaller. It presented all sorts of logistical challenges and restrictions, not least of which was that we had to hold it on a Friday night rather than our usual Sunday night. Our audience was less than half of the previous year's attendance, possibly because of its being on a Friday night, possibly because the campus was unfamiliar territory to many of our regulars. While we remain committed to putting this event on again this year, we may need to make some changes to keep it viable for us. (A new venue would be great if you know of one).





These were the 2019 events – fewer than many previous years but they all highlighted many of the issues near and dear to our hearts: raising awareness about the climate emergency, supporting local economy and local artists, celebrating community with healthy, outdoor engagement, elevating the spirit, and just plain having fun.



Besides these events, we were busy working on several projects.



Our biggest, most popular venture, the **FreeStore**, is still going strong after 5-1/2 years. We scored a “Talk of the Town” award as Media’s favorite non-profit for the second year in a row and the number of followers on the Media FreeStore Facebook page has climbed to over 9,000. A strong and dedicated group of volunteers is managing it very successfully. Although minor issues arise from time to time, the volunteers are extremely capable of handling them on their own with minimal input from TTM. The store has been successful beyond our wildest hopes, challenging the standard economic system based on competition and scarcity with one based on generosity, compassion, sharing, and abundance.

We started two new projects in 2019, both of which are doing very well. The **Media Eats Local** project got off to a very good start. Lots of research by Joanne Rosenbaum, Donna Cusano, and Carol Fanelli, and careful design work by Maureen McCafferty went into creating a Local Food Resource Guide, listing sources of local food from farms, CSAs, farmers’ markets, restaurants, and stores. The Guide is available on the TTM website. The goal for 2020 is to make this information more available by promoting it in as many ways as we can and highlighting local restaurants that source local food.

The **Media Circle of Aunts & Uncles** also had a very successful first year. This is our local economy initiative designed to build and manage a fund that gives low-interest loans to under-resourced applicants for environmentally sustainable and socially just business projects. We met our two most important goals in 2019: to raise \$20,000 for the fund and to disperse our first loan. The fund is held and managed by the Enterprise Center, a nonprofit in West Philadelphia that serves as a Community Development and Financial Institution (CDFI), so the money does not actually come through TTM. Of the \$20,000, \$2,000 was donated by TTM as an organization. We raised another \$6,000 from grants: \$1,000 from Media Rotary and \$5,000 from the Halloran Family Foundation who had given us a \$2500 grant for the FreeStore a couple of years ago. The rest was donated by individuals. We are still looking to grow the fund, so if you are or know of someone who is excited about the idea of supporting local businesses financially or with their advice and expertise, please let us know.

We continue to collaborate with **Media Borough**, particularly with the Borough EAC, on other high-impact projects, such as the pilot project to have weekly **curbside kitchen waste pickups** to be composted at Linvilla Orchards by Kitchen Harvest. The pilot is in its second year with 220 households participating, which is fully 10% of Media households. The Borough is working with their Public Works Department to negotiate a full-scale program of Borough-wide pickups. Other communities are also asking for information on starting their own composting projects.

Two of our ongoing projects are Facebook groups. One is the **Greater Media Yardens** group, maintained by Donna Cusano. Yardens is an active and enthusiastic bunch of “yard gardeners” who give each other advice, answer questions, occasionally share seedlings and plants, and are committed to caring for their respective plots of earth, growing healthy food and native plants.

Our other very popular Facebook group is **TTM Swap, Share, Meet**, maintained by Ellen Morfei. This group acts like an online FreeStore, posting things they need or want to give away (sometimes for free, sometimes for money), asking for recommendations for services they need, and in general, creating a caring community built on trust and camaraderie.

And finally, the heart of Transition is nurtured by two ongoing TTM groups – Inner

Transition and Heart & Soul. **Heart & Soul** is led by creative and soulful Joni Carley. She organizes the Winter Solstice celebration and occasional other happy events, such as sing-alongs & poetry slams, as well as more serious encounters such as civic dialogs. The **Inner Transition** group is more meditative and introspective. A small group of us meet regularly and discuss our experiences dealing with the grim realities of climate, species extinction, and injustice and what's needed to build a better world that is healthier, happier, more welcoming and just.



The Transition movement is a strong believer in making connections with groups that are doing like-minded work so that we can both collaborate and support each other's work. TTM is closely involved with the National Hub, **Transition US**, which also organizes working groups such as REconomy, Politics & Policy, Inner Resilience, and Social Justice. Aleisa & I are involved in a few of these groups. TTM also keeps a presence in our regional hub, the **Mid-Atlantic States Transitioners** with representatives from Philadelphia, Delaware, New Jersey, and Maryland as well as Media. Being part of the larger network of the Transition movement is a great source of support and inspiration, and we similarly try to support and inspire other groups in the area. I'm happy to report that two new Transition Towns in this area became official in 2019 – Glassboro NJ, and Phoenixville PA. We're thrilled to welcome both of them to the fold.

Besides the greater Transition network and our local and county governments, we're also enjoy collaborative relationships with other local organizations such as Pendle Hill, Providence & Swarthmore Quaker meetings, a few other churches and synagogues, and the Media Providence Friends School, Friends of Glen Providence Park, Media Fellowship House, various groups in Chester, the Media Business Authority & Arts Council, and others. One notable organization we connected with in



2019 is **Keep Media Green**, led by Robin Lasersohn and Terry Rumsey. They are working with the Borough to keep as many green and undeveloped spaces in Media as possible. They have a benefit concert with John McCutcheon coming up in March that I encourage you to get tickets to. It's a very worthy organization to support, and it will be a great concert, too!



Moving on to the more behind-the-scenes work we do. Our **finances** are still in great shape. We managed to secure a grant from the Borough for 2019 again this year and one from the Post Carbon Institute for our Aunts & Uncles work. We ended the year slightly in the black despite some significant new expenses. We have a wonderfully loyal group of folks who support us with both time and money, many of whom are joining us today so that we can acknowledge them. We have been gifting them with our beautiful new tote bags, which we designed last year to be used both as a promotion and as a fundraiser – we’re selling them for \$20 each if you’d like to purchase one for yourself or gift it to a friend.

FINANCES/FUNDRAISING

COMMUNICATIONS/WEBSITE/  
NEWSLETTER/SOCIAL MEDIA

EVENT PLANNING/LOGISTICS

We have some work to do to communicate our message more clearly and more widely, something we have always struggled with, and we plan to devote some resources towards that project in 2020. In particular, we hope to work on a website redesign, a number of short videos on various topics to highlight our goals, events, and projects, and a more integrated package of website, newsletters, and social media posts to get our message out. This is one of the areas we'd like to focus on this year.

There are also many other areas we would like to focus on, though. This is a critical time for our climate and we all need to roll up our sleeves and find ways to mitigate and reverse the damage we've been doing to the earth and all living things. Our economy is also badly in need of regenerating into a system that works for all of us. The injustice in our social systems is crying out for remediation as well. Transition is all about taking positive action to recreate our world into a better place to live and, of course, have fun doing it!



2020  
PROJECTED  
OUTLOOK

SO...

WHAT SHALL WE DO THIS YEAR?

