



2020 Change Matters Process and Proposal Requirements

Organization Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

Email: _____

THE PROGRAM

Change Matters generates funds for local, non-profit, community-enrichment organizations through donations collected at the registers. Co-op shoppers are invited to round up their purchases to the next dollar every time they shop. These small-change donations add up to meaningful contributions. While we cannot guarantee a certain dollar amount will be raised across our three retail locations, we expect to raise an average of \$13,000 a month. 100% of the donations go to our partner organizations. Through this program, our co-op seeks to create meaningful, productive and lasting partnerships with local organizations.

Our co-op promotes Change Matters and its partner organizations through our quarterly newsletter, website, e-newsletter, social media and in-store signage. Each organization is featured on the display walls near the registers at the Wedge and Linden Hills Co-op during their round up month.

We look to our partner organizations to promote Change Matters through their outlets and encourage their supporters, clients and members to shop our stores during their month and ask to round up. We encourage Change Matters groups to partner with us on events at the Wedge Table and host their own events in our community room space.

We also partner with 12 local vendors to support Change Matters through our Product Partners program. Each month, a select local vendor donates a portion of their co-op sales to the Change Matters group. Change Matters groups are encouraged to work with their product partner to co-promote their featured month.

Change Matters organizations are selected by a committee of Wedge, Wedge Table and Linden Hills Co-op staff. Twelve organizations will be chosen to receive one month of donations during the 2020 calendar year.

ALL CHANGE MATTERS RECIPIENTS ARE REQUIRED TO:

- Provide organization logos, content ideas and photos to be used in-store displays, signage and social media.
- Table at the Linden Hills and Wedge location at least once during their round up month
- Post about Change Matters on social media at least 3 times during their round up month
- Attend front end meetings during the month prior to their round up at Linden Hills Co-op, the Wedge Table and the Wedge Co-op to share information about the organization with staff
- Attend the annual Change Matters gathering in early 2019 to connect with fellow Change Matters recipients, co-op board members and staff.

SELECTION PROCESS:

August 26, 2019: Begin accepting proposals

October 1, 2019: Proposals due for committee review

November 4, 2019: Notification of 2019 Change Matters recipients

PROPOSAL REQUIREMENTS:

We ask that all applying organizations have 501(c)3 non-profit status.

Provide short responses to the prompts below in less than 2 pages. Proposals should be e-mailed to outreach@tccp.coop with name of organization and 'Change Matters Proposal' in the subject line.

- Provide a brief description of what your organization does.
- Provide a brief description of what Change Matters funding would support.
- Describe how your mission aligns with the co-op's mission to "build community by developing a strong local food system."
- As a Change Matters recipient, you would be expected to table at both the Linden Hills and Wedge location during your round up month and post on social media. What other ideas do you have to let your community know about the round up program?
- What volunteer opportunities do you have for our staff and owners?
- What ideas do you have for continued partnership with the Wedge and Linden Hills Co-op?
- Write a statement confirming that your organization will be able to meet the requirements listed above if selected as a 2020 Change Matters recipient.

Questions about the Change Matters process or proposal requirements can be directed to Leigh at outreach@tccp.coop.