



2022 Change Matters Process and Application Requirements

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 between \$10,000 and \$12,000 each 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, email newsletter, social media and in-store signage. Each organization is featured at 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 also partner with co-op vendors to support Change Matters through our Product Partners program. Each month, select co-op vendors donate a portion of their co-op sales to the featured 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 Twin Cities Co-op Partners staff.

In 2022, we're focusing our Change Matters efforts on three key initiatives:

- Empowering Black, Indigenous, and other communities of Color
- Supporting organizations working in hunger relief
- Supporting up-and-coming farmers of Color through partnerships with local farm associations

December will be an owner choice month. Owners will vote on a slate of organizations to be the recipient of the December funds as a part of the 2022 Co-op Election. The slate will be determined by The Change Matters committee and co-op leadership.

APPLICANT REQUIREMENTS:

All applying organizations must have 501c3 non-profit status and either be working in hunger relief or serving a local BIPOC community.

TIMELINE:

September 1, 2021: Begin accepting proposals

October 1, 2021: Proposals due for committee review

December 1, 2021: Notification of 2022 Change Matters recipients

2022 Change Matters Application

Organization Name: _____

Address: _____

Contact Person: _____

Phone Number: _____

Email: _____

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.
- Describe how your mission aligns with the one or both key initiatives laid out for the 2022 Change Matters program:
1) empowers local BIPOC communities or 2) addresses the hunger crisis in our communities.
- Provide a brief description of what Change Matters funding would support. Be specific as possible.
- What are your ideas for how our co-op community can engage with your organization?
- What ideas do you have for continued partnership with Twin Cities Co-op Partners?