2021 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 $15,000 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, enewsletter, social media and in-store signage.

We look to our partner organizations to promote Change Matters through their outlets and encourage their supporters, staff clients and members to shop our stores during their month and ask to round up.

We also partner with 12 vendors to support Change Matters through our Product Partners program. Each month, a select co-op 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 Twin Cities Co-op Partners staff. Ten organizations will be chosen to receive one month of donations during the 2021 calendar year.

CHANGES TO THE 2021 PROGRAM

In the wake of what has been an unprecedented year, our leadership team felt that we needed to adjust our 2021 Change Matters program to best address the current and most pressing needs in our community.

For the 2021 year, we are focusing our Change Matters efforts on two key initiatives:

- Empowering Black, Indigenous, and other Communities of Color; and
- supporting organizations that are actively addressing the hunger crisis.

Additionally, we are adding an Owner Choice month. Owners will vote on a slate of organizations to be the recipient of the December 2021 funds as a part of the 2021 Co-op Election. The slate will be determined by co-op leadership and staff later in the 2021 year.

The 2020 calendar was put on hold for two months to address the surging hunger crisis, so January and February Change Matters funds will support groups that were selected in 2019.

ALL CHANGE MATTERS RECIPIENTS ARE REQUIRED TO:

- Provide organization logos, content ideas and photos to be used in-store displays, signage and social media.
- Post about Change Matters on social media at least 3 times during their round up month
- Provide quick facts and talking points for TCCP staff

SELECTION PROCESS:

November 1, 2020: Begin accepting proposals

December 1, 2020: Proposals due for committee review

January 4, 2021: Notification of 2021 Change Matters recipients

2021 Change Matters Application

Organization Name: _____

Address:_____

Contact Person:_____

Phone Number:_____

Email:_____

We ask that all applying organizations have 501(c)3 non-profit status and fulfills one of the key initiatives stated above.

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 2021 Change Matters program: 1) empowers local Black and Indigenous 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?

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