

We are excited for Mariposa's 2020-2021 Round-up for Change cycle! Moving into our third year of this program, we will be able to directly support community organizations and groups in our neighborhood and city when shoppers "round-up" their total purchase to the nearest dollar. The extra change is donated to a different cause each month.

Applications for 2020-2021 will be accepted starting on **June 1st until July 20th**. The first recipient will have their Round-up month in **September 2020**. Interested organizations are encouraged to review the information below in anticipation of submitting an application:

Financial Support During COVID-19:

Because of the current economic landscape and widespread financial hardship due to the COVID-19 pandemic, we anticipate receiving more applications than average. We have decided to open applications early so that our team has more time to review and thoughtfully select organizations for the next Round-Up for Change cycle.

For the past two years, the Co-op has pledged a match of up to \$1000 each month. We remain committed to making a match for the upcoming recipients, however this is fully dependent on our financial position. While we have been able to remain open to serve the community, social distancing restrictions have forced us to limit the number of shoppers, thus reducing our sales. This reduction in customers has also led to a reduction in average customer Round-Up donations, and we expect to see this trend continue for some time. We will review our financials at the end of each quarter and will match, if we can, based on that assessment. This means that recipients may receive their match donation up to 3 months later than their Round-Up month.

We have added additional applicant eligibility to effectively include official COVID-19 financial relief efforts in our community that may not have been covered in previous years. Questions about your organization's eligibility can be directed to ownership@mariposa.coop.

Mariposa Food Co-op's Ends Statements:

1. Mariposa is a welcoming, accessible, and affordable cooperative.
2. Mariposa is a community in which systems of oppression have been dismantled.
3. Mariposa has policies and practices that support environmentally and economically sustainable food systems.
4. Mariposa is a model for good jobs and workplace democracy.
5. Mariposa's community members care for one another; we are all connected.

Preference will be given to organizations that are local to West Philly or acting for Philadelphia as a whole. Groups must be nonpartisan and nondiscriminatory. Non-profit 501c(3) organizations are encouraged to apply, although **having certified non-profit status is not required**. Organizations with a fiscal sponsor or other recognized certifications (Benefit corporation, certified B Corp, etc.) will also be considered in the application process.

Your organization's primary objective must be one of the following:

- Promotes nutritious foods and healthy diets.
- Promotes food justice and/or social justice.
- Encourages environmental responsibility.
- Serves as a cooperative organization.
- Serves Mariposa's immediate neighborhood and community
- Supports local education initiatives.
- Promotes and contributes to urban agriculture and/or the local food economy.
- Promotes grassroots, community organizing and development.
- Provides financial relief for Philadelphia small businesses, organizations, or individuals experiencing financial hardship due to the COVID-19 pandemic.**

We will not consider donations for the following causes:

- Political groups that do not align with Mariposa's values
- Political parties and/or specific candidates
- Third-party fundraisers
- Fraternal groups
- Individuals
- Mariposa does not donate for religious purposes, but programs of religious organizations may qualify.

***While non-profit status is not required for all applicants, COVID-19 financial relief applicants must be backed by a non-profit or other incorporated charitable organization.*

If selected, we ask that you:

- Provide printed promotional materials for the store.
- Table once or twice during the month for 1.5-2 hours to speak with shoppers about your organization. **At this time, tabling is on hold due to social distancing restrictions inside our store. We hope to welcome our recipients back soon!**
- Provide photos that represent your organization and its work for promotion on social media and Mariposa's e-newsletter.

Part 1: Application due July 20th, 2020

Organization:

Website:

Neighborhood:

Contact Person:

Phone:

Email:

Organization Address:

Address to send check (if different from organization address):

Who to make the check out to:

Is your organization a 501(c)3 non-profit? Yes No
(Please submit certification with submission if applicable)

Requested donation month (not guaranteed, but we will do our best to give each organization their preference):

The following questions should provide a 250-300 word description of your organization, its values, and how the funds will be used. If providing a hard copy, please attach your answers on a separate page.

- 1. Describe your organization's mission:**
- 2. How will funds be used at your organization? Is this donation time sensitive? Will you be using these funds for a specific campaign or month?**
- 3. How does your organization align with Mariposa's ends and values?**

Your Pitch - Cashiers will have 10-15 seconds to describe our monthly Round Up recipient to a customer. Please describe your organization and how the funds will be used in two sentences or less:

Part 2: Submit promotional materials:

- Please provide your 501(c)3 certification if applicable. If you are not a 501(c)3 organization but have other credentials, please provide this with your application.
- Please provide 1-2 supporting materials such as a brochure, flyer, or annual report.

These materials can be submitted to ownership@mariposa.coop, dropped off at our Customer Service desk (attn: Owner Services), or mailed to:

Mariposa Food Co-op
Attn: Owner Services
4824 Baltimore Ave.
Philadelphia, PA 19143

Thank you for taking the time to review this information and fill out an application! We are excited to support a new group of organizations for our 2019-2020 cycle. Our staff-led Education and Outreach committee will review applications as they are received and will be in touch **by mid August** to let organizations know if they have been selected (September recipients may be contacted sooner for planning purposes).. If you have questions, please contact ownership@mariposa.coop or 215-729-2121 x03.