



Round It Up Donation Drive APPLICATION

Monadnock Food Co-op (MFC) contributes regularly to many diverse organizations. If you are requesting a donation from the Monadnock Food Co-op in the form of food, gift cards, sponsorships, or other donation, please visit monadnockfood.coop/donations.

MFC holds Round It Up Donation Drives allowing customers to round their purchase up to the nearest dollar and donate their change to a designated non-profit. Our role in these Donation Drives is to act as an agent for the designated non-profit, providing the service of collecting donations from contributing customers and remitting these funds to the non-profit at the end of the drive. This service is provided free of charge. Chosen Donation Drive partners should expect us to raise \$3,500 - \$7,500 during a month-long campaign. MFC will mail a check for the collected amount to the partner within three weeks of the drive ending. **NEW in 2021:** Chosen Round It Up Partners for 2021 must complete a short final report in order to apply in subsequent years. (Completed report is due 10/1/2021.)

The goal of MFC's Round It Up Donation Drives is to raise funds for initiatives in the Monadnock Region that work in partnership with us or our suppliers to extend our cooperative's work and meet our Ends Policies in ways that our own organization cannot.

Monadnock Food Co-op's Ends Policies (Mission):

The Monadnock Food Co-op is cooperatively owned and operated by people in our community, and exists to meet our community's need for:

- An accessible, community-owned downtown food market
- A marketplace that welcomes and connects community
- A healthy, sustainable food system
- The support of local farmers and producers
- Appropriate education and training for the community
- A strong, sustainable and improving local economy

To be considered for this program, a candidate organization must be a tax-exempt non-profit, support community members in the Monadnock Region, and have no political or religious affiliations. **Please complete the form on the last page of this packet and return it along with certification of non-profit status** to the Customer Service Desk, mail it to Monadnock Food Co-op, ATTN: Marketing Department, 34 Cypress Street, Keene, NH 03431, or email it to marketing@monadnockfood.coop.

Incomplete applications will not be considered.

Round It Up Donation Drive Applications must be received by January 1, 2021.

Criteria Definitions:

Our scoring process ranks each application using the criteria below. A brief definition of how our co-op defines these criteria is included to help you with your application.

Food Accessibility

We want to make healthy food options within easy reach of low-income and at-risk community members – this means making healthy food more affordable and closer to them physically. While we support emergency food assistance (provided by organizations like The Community Kitchen), we'd love to support programs that develop long-term solutions that alleviate the causes of food insecurity.

Builds Community

We want to increase social capital in our community by connecting individuals to celebrate our region and/or make positive change that supports our end statements.

Builds a Healthy Sustainable Food System

We prioritize purchasing food and products produced locally (within 110 miles) and regionally (within the Northeast) that is grown without synthetic pesticides, herbicides and fertilizers. We want to support all aspects of the food system, from seeds and soil to food processors and delivery systems.

Supports Local Farmers & Producers

In addition to broadly supporting our food system, we offer direct support to local farmers and producers. This includes marketing and promotion, building infrastructure, and contributing in other ways to support our local farmers and producers.

Improves our Local Economy

By purchasing from locally owned businesses, we help re-circulate more dollars in our local economy – creating more jobs and community wealth. In addition to these purchases, we work to promote the impacts of buying locally and strive to inspire others to do the same.

Provides Education & Training Connected to Criteria

The co-op provides the community with access to education about sustainable agriculture, healthy living, nutrition, and cooperatives.

SAMPLE - Round It Up Scoring Rubric

Each committee member will score each application using the five criteria below (Give 0 – 10 points for each criteria). They can also give up to 10 bonus points total (they can give the points to one applicant – or spread out the bonus points any way you'd like). The more points given indicates more alignment with the co-op's Round It Up program.

Criteria	0 points	5 points	10 points	Points
Improves Food Accessibility	Not an organizational or project priority	Provides healthy food to vulnerable populations	Provides healthy food and drives systemic change to alleviate hunger & boost nutrition	
Builds Community	Not an organizational or project priority	Provides opportunities for people to come together to celebrate or improve the community	Community building is at the core of the organization's mission	
Builds a Healthy Sustainable Food System	Not an organizational or project priority	Supports one specific aspect of our food system (ie: compost)	Supports multiple aspects of our food system	
Supports local farmers and producers	Not an organizational or project priority	Supports one specific farm or producer	Supports multiple farmers or producers	
Improves Our Local Economy	Not an organizational or project priority	Supports spending dollars locally on a one-time basis	Boosting our local economy is at the core of the organization's mission	
Provides Education & Training	Not an organizational or project priority	Provides education occasionally as a part of the work they do	Education is at the core of the organization's mission	

Bonus Points: ____

TOTAL: ____/70



Round It Up Donation Drive **APPLICATION**

Organization: _____

Program (if applicable): _____ Contact Person: _____

Fiscal Sponsor (if applicable): _____

Mailing Address for Check: _____

Phone: _____ Email: _____

Website: _____ **Non-profit tax ID#:** _____

Please explain how your organization's work & mission aligns with the goals listed on the previous pages.

Please explain any current partnership either with the Monadnock Food Co-op or our suppliers/partners within the Monadnock Region.

Specifically, how would the **money raised** through a Round-Up Donation Drive (approx. \$3500 to \$7500) benefit your work in relation to our co-op's mission?

How will these funds be spent? Do you plan to purchase goods and services from locally owned businesses?

Is there a particular month that would be timely within your development campaign & why? (donation checks will be sent up to 3 weeks **after** the end of the drive)

How will you encourage your network to round up their purchases at our co-op?

Provide an example of printed materials that would help our cashiers raise funds for you; they receive many questions from customers so an easy elevator pitch, FAQ, and talking points are key!