

Commitment to Community Expansion Project

Cooperative Principle #7:

7

Concern for Community

Goal: Increase the number of Co-op Shareholders who volunteer in our community.

CURRENT COMMITMENT TO COMMUNITY PROGRAM:

Since its inception in 2012, the Commitment to Community program has rewarded Shareholders who volunteer in the community a maximum of eight hours (four months) towards their Shareholder discount. Volunteer hours can be done at the Windham County organization of the Shareholder's choice. Organizations are not vetted, and Shareholders self-track their hours, reporting them to Shareholder Services.

PROPOSED COMMITMENT TO COMMUNITY PROGRAM:

Starting in May of 2021 the Brattleboro Food Co-op Commitment to Community program will allow Shareholders

to receive up to 24 hours (twelve months) of their Shareholder discount by volunteering with a Commitment to Community Partner organization.

Organizations interested in becoming Commitment to Community Partners will fill out an online application, and establish a point of contact who will track and report volunteer hours directly to Shareholder Services. The GM, Shareholder Services, and Marketing and Community Relations manager will vet applications. Many of them will come from proactive outreach.

