

UNITED CO-OP APPEAL 2011

**Making positive changes
for the future of cooperatives**



1.5 million dollars raised since 1992

Administrative costs underwritten by the
Nationwide Foundation

Power a movement for the cost of a cup of coffee

About UCA

What is UCA?

UCA is a workplace giving program that supports non-profit organizations that use the cooperative enterprise model to bring economic empowerment to individuals and development to communities throughout the U.S. and around the world.

How do I decide what organization to support?

Information on all these organizations is available on the internet and the web address of each organization is included in this brochure. Thus, you can choose to support one, several or all of the 18 UCA recipient organizations.

I already give to many worthy causes, why should I support UCA organizations?

There are many worthwhile causes when deciding which organizations will receive your contributions, especially this year. However, when you support a UCA organization your contribution multiplies due to matching funds from the Nationwide Foundation, and serves as seed money for co-op development that will create more economic development. UCA organizations teach people to fish- together- rather than giving them a fish.

Where does my money go?

100% of every dollar you contribute goes to the cooperative development organizations you choose to support! Thanks to the generosity of the Nationwide Insurance Foundation, the administrative costs of the UCA program are covered and no overhead is deducted from your contribution.

OK, i'm convinced! How do I make a contribution?

Your employer will provide you with the information you need to make a contribution, either through a payroll deduction or through a single payment (by cash or credit card). You can also make a contribution online by visiting www.cdf.coop.

Cooperative Development Foundation

The Cooperative Development Foundation is a 501(c)(3) organization that raises money for cooperative developers across the nation. CDF helps turn community problems into cooperative solutions with a scope of funds that range from providing education and training to cooperative grocers to assisting in the purchase and maintenance of cooperative housing for seniors.



CDF initiated the United Co-op Appeal campaign as a way of providing national recognition of some of the great cooperative programs out there in the community. Since its creation in 1992, the UCA campaign has supported over 100 organizations across the United States while generating more than 1.5 million dollars for their causes. Be a part of the movement. For the price of a cup of coffee per week you can be a major contributor to any one of the great causes listed on the pages ahead. Don't delay, join UCA!

Nationwide Foundation

The United Co-op Appeal Campaign would not be possible without the help of the Nationwide Foundation. As you might imagine, the cost of running a campaign of this stature can significantly add up when you figure in the price of publication materials with the labor efforts of CDF. Since 100% of the contributions of UCA go straight to the recipient organizations, CDF inherits a deficit after all is said and done.



Nationwide[®]
On Your Side

Fortunately, the Nationwide Foundation underwrites these costs so that the United Co-op Appeal campaign is the most effective, efficient use of your donations possible! More importantly, the Nationwide Foundation provides a pot of money that is distributed proportionately among all UCA recipients of the given year. So, the more contributions a recipient charity receives, the bigger percentage of the Nationwide pot it will receive.

With that said, in addition to thanking the recipients and hosts that make the United Co-op Appeal campaign so spectacular, we want to thank the Nationwide Foundation for making its recent successes possible.

Please visit the Nationwide Foundation's website at www.nationwide.com/about-us/nationwidefoundation.jsp

ACDI/VOCA

About

ACDI/VOCA's mission is to promote economic opportunities for cooperatives, enterprises and communities through the innovative application of sound business practice. In 145 countries ACDI/VOCA has addressed the most pressing and intractable economic development problems.



ACDI/VOCA was founded in 1963 to bring the efficiencies and civil society benefits of cooperation to the developing world. Organized groups such as cooperatives allow small-business owners and farmers to systematically mobilize capital, pool knowledge, achieve economies of scale and foster vertical integration. They can help create greater leverage in the marketplace and the policy arena. Such groups attract business service providers and more efficiently link to urban and export markets. Overall, disciplined groups act as catalysts for economic growth and have important social impacts.

Around the world ACDI/VOCA strengthens the capacity of such groups to gain more control over the products of their labor and more of those products' value in the chain of commerce. UCA contributions have been used to fill the gap between donor-allocated project budgets and actual project costs, thereby creating additional leverage within existing projects.

ACDI/VOCA will use 2011 United Cooperative Appeal funds to enhance the livelihoods of coffee growers in Bolivia.

2011 UCA Project

Under an ongoing ACDI/VOCA project the Unidad Academica Campesina-Carmen Pampa (UAC-CP) will soon be home to the UAC-CP Coffee Institute, a center for coffee research, seed production, quality control and training of students and local farmers in producing quality coffee. The Institute will directly benefit coffee cooperatives in the Yungas/Caranavi region, which has potential as a growing area but is remote from the support and services available in the capital of La Paz.

The laboratory space for the Coffee Institute is within a coffee facility built by ACDI/VOCA in 2005. The UCA funds would help purchase, ship and install both a laboratory-sized coffee roaster and depulping machine, each costing \$4,000 to \$5,000. In addition an ACDI/VOCA volunteer would be sent from the U.S. to advise on proper installation, use and maintenance of the machines and on achieving the coffee quality necessary to compete in the demanding but lucrative specialty coffee market. This upgrade of equipment combined with expert training will have widespread impact on coffee production for a multitude of growers and their families for many years to come.

The CDF Fund

About

Through use of its own funds and through its management of a dozen grant and revolving loan funds, The Cooperative Development Foundation (CDF) supports the growth and development of all forms of cooperative businesses. CDF is also in a unique position to sponsor events that educate the public about co-ops and to draw attention to important co-op initiatives.



2011 UCA Project

This year, CDF will work hard to endow the CDF Fund to act as an opportunity fund, a catch-all for co-ops that are struggling in the current economy and need grants to improve their efficiency and serve their members and communities better. Our goal is to create a \$500,000 opportunity fund that can make flexible grants to plug the holes where co-ops have needs.

CHF International

About

Since 1952, CHF International has worked in more than 100 countries worldwide and is currently active in an average of 30 each year. Its mission is to be a catalyst for long-lasting positive change in low- and moderate-income communities around the world, helping them to improve their social, economic and environmental conditions. Each day, CHF International brings together the people, organizations and resources necessary to ensure communities participate in the decisions that impact their lives and direct their own future development. CHF works with local communities, government and the private sector in the areas of economic development, microfinance, public health, developing infrastructure and services, and responding to humanitarian emergencies with a long term view. In 2008, CHF's global operations tangibly improved the quality of life and opportunities for over 27 million people in Africa, Asia, Latin America, the Middle East and Europe.



Cooperative Development Institute (CDI)

About

The Cooperative Development Institute (CDI) is the Northeast center for co-operative business development, education, training and technical assistance. CDI's mission is to build a vibrant co-operative economy through the creation and development of successful co-operative enterprises in diverse communities in New York and New England. While regional in focus, CDI seeks to contribute to innovative co-operative strategies on a national and global level. CDI works with existing and start-up cooperative enterprises in all business sectors, including food, housing, energy, agriculture, arts, health, forestry, fisheries, retail, service and more.



**Building
Cooperative
Leadership and
Enterprise in
the Northeast**

**877-NE COOPS
www.cdi.coop**

2011 UCA Project

We will use UCA funds to support the development of the Data Commons Project (DCP). Cooperative enterprises and the organizations that support them are building an economy that truly works for people and the planet. But to succeed in changing the economic status quo, people need to find each other more easily. The DCP is developing free and open source software to show directories and make them editable, wiki-style (see <http://find.coop>), and gathering partners that will use it, such as Cooperative Maine and the California Center for Cooperative Development. The DCP wants to create a free and open source tool to speed up the process of sharing data and maintaining it up to date, using “distributed revision control systems”. The end result will be a democratically controlled, accurate, up-to-date, comprehensive, publicly searchable and updatable database of cooperative economic initiatives in North America.

Cooperative Development Services (CDS)

About

The mission of CDS is to support, build and strengthen organizations that contribute to cooperative and sustainable development. CDS delivers effective results-oriented business planning and organizational development assistance to cooperative enterprise.

CDS

Cooperative Development Services

Where cooperation is at work, communities prosper.



Cooperative Emergency Fund

About

The purpose of the Cooperative Emergency Fund is to draw together funds from individual and corporate donations, as well as from peer institutions, to provide financial support for co-operatives disrupted by natural or unforeseen disasters, as well as to establish cooperatives in disaster zones where they may be a part of the recovery solution.



2011 UCA Project

This past year the Cooperative Emergency Fund raised over \$73,000 that was used for relief efforts after the disastrous earthquake in Port-au-prince, Haiti. Thanks in part by a generous grant from Google, CDF is happy to announce that 100% of the dollars raised went toward Haitian relief. No credit card fees were taken from any transaction, period. Your dollars went toward funding a new hope in a neighboring country by allowing its citizens access to electricity and food in a time of desperate need. The Cooperative Emergency Fund will continue to provide cooperative solutions for national disasters. We guarantee that any money donated to this fund will not go unnoticed.

Cooperative Fund of New England (CFNE)

About

The Cooperative Fund of New England (CFNE) is a revolving loan fund that supports enterprises, democratic workplaces and community organizations with a preference to those serving low-income communities. A US Treasury certified Community Development Financial Institution (CDFI), CFNE has a 35 year track record of success including over \$22 million in loans to more than 530 cooperatives and community organizations. In addition to providing lending services and a socially responsible investment opportunity, the Fund helps co-ops access the technical assistance they need in order to succeed and serve their communities better.



2011 UCA Project

CFNE will use funds from the United Co-op Appeal to provide technical and marketing assistance for our borrowers and loan applicants, and particularly for co-ops in the early stages of development. Your contribution will support new cooperative development as well as organizing efforts to build strong, sustainable and cooperative regional economies, such as the Valley Alliance of Worker Co-ops and the Neighboring Food Co-op Association.

Federation of Southern Cooperatives/ Land Assistance Fund

About

Federation of Southern Cooperatives/Land Assistance Fund envisions sustainable rural communities that are supported by a network of farmers, cooperatives and credit unions, which are based on local control and leadership and are centered around advocacy, land based economic development and wealth creation.

The ICA Group

About

The ICA Group promotes human and economic development through the creation of employee-owned businesses and community-based projects that save and create jobs for low-income people. The ICA Group thinks of itself as “venture catalysts” - bridging the gap between ideas and implementation, bringing together diverse groups of people -community residents, the staff of community based organizations, bankers, financiers and entrepreneurs - to create successful social purpose enterprises. Our work has created or saved more than 7,100 jobs in over 50 companies.

Jim Jones Fund

About

The James R. Jones Fund for Cooperative Leadership Development will support cooperative leadership development opportunities for young and emerging cooperative leaders in cooperative education, cooperative organizing

(e.g., predevelopment) and international exchange. The Fund is hosted by CDF, and will be governed by an independent Board of Trustees, selected in consultation with Jim and NASCO. If we succeed in our fundraising effort, this fund will have a beginning endowment of \$40,000 that can support scholarships for cooperative education, organizing, and international exchange.



2011 UCA Project

We will be working to enlarge the scope of the Jim Jones Fund so that any individual with the drive to learn about the cooperative process has the financial opportunity to do so. With the proper educational tools afforded to our youth, just imagine how much brighter the cooperative world can be!

MSC Fund

About

The MSC Fund was established in 2004 as an endowment fund of the Cooperative Development Foundation. Formerly the Mutual Service Fund of the MSI Insurance Foundation, the Fund has been in operation for over thirty years and has awarded more than \$1 million in grants to the cooperative community. As of 2006, the MSC Fund has been focusing exclusively on cooperative development that enhances the quality of life for seniors living in rural America.



2011 UCA Project

The MSC fund will continue in its effort to provide funding for seniors in rural America. The funding collected will go toward the purchase of new cooperative homes for seniors, development of cooperative elderly home care solutions, and upgrades and repairs to senior housing across the nation.

NRECA

About

The NRECA International Foundation helps bring electricity and improve service in rural communities around



NRECA

A Touchstone Energy® Cooperative 

the world. The Foundation relies on volunteers from the U.S. electric cooperatives that donate their time to travel overseas in support of the communities. Working with the local crews, the volunteers help build and strengthen the electric system, providing more reliable and affordable power to the residents. With reliable electricity, the communities have a chance of improving their quality of life with better health care, education, and productively using the power. With the help of the U.S. volunteers, the Foundation is “Electrifying the World ¼ One Village at a Time.” Over the last two years, the NRECA International Foundation has sent over 100 volunteers to countries such as Guatemala, Haiti, Yemen, Sudan, and many others.

2011 UCA Project

On January 12, 2010 a powerful earthquake crippled the capital of Haiti, Port-Au-Prince. Over 230,000 Haitians died and more than 600,000 were left

(continued)

NRECA (continued)

homeless. NRECA International immediately responded and began to assess the damage to the Haitian electrical system and coordinate emergency repairs that were desperately needed. In the months since, the team has worked in careful coordination with the government of Haiti, other international donor agencies, and U.S. electrical cooperatives to restore power to a country that was left in shambles. NRECA International has accomplished this by:

Restoring Power– NRECA International helped restore power to critical loads for hospitals, health centers, government offices, and refugee camps. To date, NRECA International has helped restore power to over 35% of the electrical system.

Assessing Damage– NRECA International was the first team to do on-the-ground assessments and conduct visual inspections of the damage done by the earthquake to the electrical system in Port au Prince.

Building partnerships– NRECA's 1,000 members— which include distribution cooperatives, power suppliers, statewide associations, and rural utility financing institutions— have provided us with over \$150,000 in cash and equipment donations as well as sent volunteers to help us with our efforts in Haiti.

Northwest Cooperative Development Center (NWCDC)

About

The Center is a nonprofit organization devoted to assisting new and existing cooperative businesses, from daycare centers to credit unions. Our mission is: to foster community economic development, primarily through the cooperative business model. When consumers, producers or workers become owners, their individual and collective responsibilities greatly increase. The Center provides access to information and tools that facilitate effective governance and management.



**Northwest
Cooperative
Development
Center**

Northwest Cooperative Development Center (NWCDC) *(continued)*

2011 UCA Project

UCA funds enable the Center to leverage other support to nurture start-up co-ops through the demanding process of business development. This financial support provides our staff with the tools to effectively further the mission and provides for outreach and education to more groups. The Center assists co-op start-ups to build business ownership, sound management practices and general economic health.

Co-ops are stronger by working together (6th Cooperative Principle). This year we will be working diligently to bring the wisdom of existing cooperative businesses to those new to the sector. Planned activities include:

- Connecting producers & food co-ops; helping farmers understand the process stores require to sell fresh local foods
- Connecting existing food co-ops & start-up food co-op ventures to share successes and lessons learned
- Connecting passionate local co-op communities & start-up worker co-ops to generate new jobs and/or keep existing jobs through succession planning
- Connecting sage manufactured home cooperative community leaders & new community boards

Shirley K. Sullivan Fund

About

In 1998, CCA established a fund in honor of deceased, longtime member Shirley Sullivan, a senior editor at Southern States Cooperative. The Shirley K. Sullivan Fund offers educational grants to attend professional development seminars or classes and other leadership development activities such as statewide cooperative education, National Cooperative Business Association (NCBA), or Graduate Institute of Cooperative Leadership (GICL) programs.



2011 UCA Project

The Shirley K. Sullivan Fund is dedicated to providing the necessary training for individuals to better tell the co-operative story! Especially in a time of decreased training budgets, the Sullivan Fund hopes to increase scholarships given to five per year in an effort to improve communication of how co-ops can serve their members and their communities.



How to Participate

Choose a cause(s) from this pamphlet

One Time Donation

Send a one time donation to:
CDF

2011 Crystal Drive, Suite 800
Arlington, VA 22202

(Identify which cause you are supporting)

Paycheck Pledge

Or pledge to have money deducted from your paycheck. Fill out the contribution form that your organization may have. If they do not have a contribution form, go online to www.CDF.coop/donateUCA and fill one out. CDF will contact your organizations' payroll department and the designated amount will be forwarded to the cause of your choice.

Want to join the Campaign?

Contact Terence Buen at 703-302-8097 or tbuen@cdf.coop.

