

United Co-op Appeal 2012

"Leaving your cooperative footprint on the world, one donation at a time."



Help kick-start the International Year of Cooperatives!

YOU can be part of the campaign that has raised over \$1.5 million dollars for cooperative development since 1992, and as easy donating a dollar a day!

What is UCA anyway?

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.

How can I participate?

A few ways:

- 1) Fill out the contribution form provided to you by your organization to make paycheck pledges throughout 2012.
- 2) Fill out the contribution form provided to you by your organization to make a one-time donation.
- 3) Make a one-time donation by visiting www.CDF.coop/UCA

Any checks should be made out to CDF and should identify which organization your donation is supporting. Checks can be mailed to:

CDF
Terence Buen
2011 Crystal Drive, Suite 800
Arlington, VA 22202

For more information contact Terence Buen at 703-302-8097



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.

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

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 the 2012 United Cooperative Appeal funds to enhance the livelihoods of farmers in the Wadi Nakura community of Egypt.

As people and Egypt's local economies continue to transition amid recent political unrest, securing stable jobs and incomes is more important than ever for Egypt's rural communities. Funds will be used to purchase an environmentally sustainable green house system and pay for additional farmer training so local farmers can grow more and earn more money.

This effort will leverage an ongoing ACDI/VOCA project, the Agribusiness Linkages Global Development Alliance, a public-private partnership to catalyze tomato production and value-added horticulture in Egypt. The program helps to build the capacity of smallholder farmers to serve as reliable suppliers and increase their profits.

The United Cooperative Appeal funds also will help pay for an FtF expert volunteer to travel to Egypt and advise the farmers on the proper installation, use and maintenance of the greenhouse and train the farmers on how to effectively market their high-value vegetables. The plans include a farmer association within the community to oversee and be responsible for the greenhouse and production.

CDF Fund



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.



Building Cooperative Leadership and Enterprise in the Northeast
877-NE COOPS
www.cdi.coop

Cooperative Development Institute (CDI)

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.



Cooperative Disaster Recovery Fund

The purpose of the Cooperative Disaster Recovery Fund is to draw together funds from individual and corporate donations, as well as from peer institutions, to provide financial support for cooperatives 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.

This past year the Cooperative Emergency Fund raised over \$125,000 that was used for recovery efforts after the disastrous tsunami that impacted Japan. 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 Disaster Recovery Fund will continue to provide cooperative solutions for national disasters. We guarantee that any money donated to this fund will not go unnoticed.



Cooperative Development Services (CDS)

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.



CHF International

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 Fund of New England (CFNE)

The Cooperative Fund of New England (CFNE) is a revolving loan fund that supports cooperative 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 36 year track record of success including over \$24 million in over 550 loans to 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.

In 2010, CFNE and the Neighboring Food Co-op Association launched the Healthy Foods/ Cooperative Communities (HF/CC) project to help food co-ops better serve economically marginalized communities and play a more integrated role in the larger food access movement. While food co-ops have been leaders of many food-related movements, including organic production and local procurement, they received limited recognition as an important tool in increasing healthy food access. We believe that while food co-ops want to be leaders in this field, some struggle in three ways: 1) providing affordable food while paying fair-trade prices and protecting ecosystems; 2) sharing comprehensive information about successful access programs; and 3) promoting these efforts to both the co-op community and the larger food justice movement.

To address these issues HF/CC strives to 1) survey best practices of food co-ops on food access issues; 2) provide materials and support for co-ops wishing to expand their food access issues; and 3) promote these efforts to the broader co-op and food access movements. While the project has completed the survey, HF/CC seeks UCA donations to support the creation of supporting and promotional materials to expand the implementation and awareness of food co-ops as healthy, accessible food retailers.



Cooperative Innovation Fund

The Cooperative Innovation Fund helps provide affordable, desirable, limited equity co-op housing for America's men and women and their families within the United States. Additionally, CIF provides funding for international cooperative development to exchange information, strengthen trade and provide technical assistance to developing cooperatives abroad. The National Cooperative Business Association, Nationwide and NCB sponsor the Cooperative Innovation Fund.



Federation of Southern Cooperatives / Land Assistance Fund

The Federation of Southern Cooperatives/Land Assistance Fund seeks support in 2012 for helping in the development of cooperatives in the low-income communities where we work in the rural South. There will be a special emphasis and intensification on this outreach by our organization, given the focus of the United Nations devoting next year to being the “2012 International Year of Cooperatives.”



Food Co-op Initiative

There are more than 300 communities organizing their own new food cooperatives. At Food Co-op Initiative, we provide them hands-on training, expert advice, and a connection to the national food co-op community – all at no cost. FCI was founded in 2010 as a 501(c)3 nonprofit, growing out of the Food Co-op 500 partnership between NCB, NCGA, and CDS Consulting Cooperative that sought to nurture new co-ops and continue the 3rd wave of the cooperative movement inspiring them. We work closely with start-ups, helping local cooperative organizers open 12 to 18 new stores each year.

It is the challenge of our time to ensure that all Americans can eat healthy food, no matter their income or neighborhood. Where no conventional stores exist, in so-called “food deserts”, the residents themselves must organize their own groceries, cooperatively. FCI is seeking support to broaden our impact and assist communities seeking healthy food and economic empowerment inside of struggling neighborhoods in America’s cities.



Foundation for Rural Service

Foundation for Rural Service (NTCA affiliate)

The Foundation for Rural Service is a 501(c)3 nonprofit organization based in Arlington, Va., that serves rural communities across the United States. Established in 1994 by the National Telecommunications Cooperative Association, FRS educates the public about the benefits of a nationwide telecommunications network and promotes rural connectivity as an essential link in this network. FRS believes that rural communities—regardless of their size or location—deserve the same connection to the world and the same opportunities to flourish as do residents of urban areas.

FRS provides a variety of programs, ranging from youth-based initiatives and educational materials to consumer awareness and rural economic development. Our youth initiatives include a college scholarship program, an annual youth tour to Washington, D.C., a summer internship, and a rural youth survey. Our educational materials range from white papers for legislators to informational brochures and DVDs for rural

customers on hot button topics such as identity theft and distracted driving. Our newest economic development initiative is a grant program aimed at providing critical funds to rural communities in need.

With every program, FRS calls attention to rural challenges, goals and achievements, and educates the public and lawmakers on exactly why rural America is so unique. FRS is proud of the work it does to increase public awareness of the issues facing rural telecom service providers and their communities, and it remains dedicated to serving rural America. We want you to join us in serving rural communities, by becoming a part of the FRS team and getting involved. We invite you to contribute as part of the United Co-op Appeal campaign and promote the work of the Foundation in your community. Together, we can help rural communities thrive.

ICA Group

The ICA Group works to promote human and economic development through the creation of worker-owned cooperatives that save and create jobs for low-income people. Our perspective is that economic advancement begins with providing individuals the opportunity to earn a living wage in a quality, participative work environment. We provide business planning, technical assistance, and financing to individuals and organizations interested in forming worker-owned ventures. Through our affiliated loan fund, LEAF, we support the development and expansion of consumer and housing cooperatives nationwide. ICA has used the cooperative ownership model to create or save over 12,000 jobs in rural and urban communities across the US.

Funding from the United Co-op Appeal supports our work with not-for-profit organizations and low income individuals working to create economic opportunity in distressed communities. We're currently working on a number of promising cooperative development projects including the expansion of retail food cooperatives to bring healthy food options and employment to lower income communities, support of eco friendly worker owned cooperatives to provide employment for recent immigrants, and the formation of a community owned media project with national aspirations to revitalize journalism and nourish civic engagement among the less than affluent. Your contribution enables us to provide the expertise and guidance needed to help these social entrepreneurs realize their dreams.

Jim Jones Fund

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.

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



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.

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 International

The NRECA International Foundation is a charitable institution organized under the National Rural Electric Cooperative Association. Its mission is to provide people in developing countries the opportunity to become healthy, productive, and self-reliant through access to reliable electricity.”

The NRECA International Foundation recruits volunteer cooperative utility experts from the U.S. rural electric cooperative members and supporters, and sponsors voluntary assistance assignments to rural electric utilities in developing nations. Together, we assist Foundation program partners to build the electric infrastructure and to provide capacity building and safety training in the local utilities and cooperatives.

By providing access to reliable electricity, rural utilities improve the quality of life for their citizens and give hope to future generations. Access to electricity provides them with the opportunities to enjoy the social, economic, educational and health benefits that come with power.

Over the past year, volunteers have traveled to South Sudan, Uganda, Philippines, Haiti, Guatemala, and Costa Rica. In these and other countries, the Foundation has donated utility vehicles, materials and manpower to build distribution systems. Our volunteers have trained linemen in safety practices and help the local utilities and co-ops improve their service to their consumers.

Donations will continue to support projects in these countries and help improve peoples’ lives.



Northwest Cooperative Development Center (NWDC)

Helping entrepreneurs organize new cooperatives and providing technical assistance to existing co-ops embodies the work of NWDC. Through the years NWDC has provided its expertise to over 100 cooperatives and start-ups in our four state regions (Washington, Oregon, Idaho, and Hawaii). Several new co-ops organized and operating with NWDC’s guidance include: Oregon Woodlands Co-op, Hidden Village Co-op in Lacey, WA, Paradise Home Care on the Big Island, HI, and Certified Guides Co-op, a regional co-op. Additional projects are listed on our website: www.nwcdc.coop.

NWDC focuses on cooperative sectors relevant to our geographic region: conversion of manufactured home parks to co-ops, natural resources, home care and food systems. This orientation helps streamline our work. Likewise, NWDC cultivates strong partners who complement and strengthen our ability to deliver technical services and establish strong cooperatives: USDA/Rural Development, ROC-USA, CooperationWorks!, Cooperative

Development Foundation and many more.

NWCDC's goal is to provide access to information and tools that enable effective governance, operations, and management of co-op businesses. We believe that where there is development guidance, co-op businesses have a greater probability of success. The United Cooperative Appeal campaign helps provide funding needed to support technical assistance and leverage access to additional funding.



United States Federation of Worker Cooperatives (USFWC)

The United States Federation of Worker Cooperatives is a national grassroots membership organization of and for worker cooperatives and the organizations that support and develop them, founded in 2004. The mission of the USFWC is to develop a thriving cooperative movement that creates stable and empowering jobs and worker-ownership. We advance worker-owned, -managed, and -governed workplaces through cooperative education, advocacy and development. In addition to providing technical assistance to members, producing educational events and publications, and advocating for worker cooperatives, the USFWC is the steward for the Worker Ownership Fund, a national loan fund for worker cooperatives.

Through our nonprofit educational body, the Democracy at Work Institute, we work to ensure that further growth in the worker cooperative movement actively reaches those economically marginalized workers who need sustainable jobs the most. The Democracy at Work Institute promotes the worker cooperative model by sharing skills among existing cooperatives, providing practical support in the form of training resources and referrals to those interested in starting worker cooperatives, and educating the public about the need for and benefits of worker-ownership. So far it has developed the Worker Cooperative Document Library and the Democracy at Work Network training and peer technical assistance program.



Women's Action to Gain Economic Security (WAGES)

WAGES builds worker-owned green businesses that create healthy, dignified jobs for low-income women. In our cooperatives, women gain good jobs, develop new skills, become leaders in their communities, and increase their economic security. Since 1998, WAGES has focused on creating jobs for Latina immigrant women, who become members of housecleaning cooperatives that use environmentally friendly cleaning techniques to protect worker health and the environment, while building stable, lucrative businesses. By focusing on the “green cleaning” niche, we are channeling the growing consumer demand for green services toward the creation of high-quality jobs and business ownership opportunities that greatly improve the lives of the women involved. WAGES provides business training, leadership development, management services, and marketing assistance to a growing network of green housecleaning cooperatives in the San Francisco Bay Area.

UCA Contribution Form

Step 1: Your preferred donation method

Paycheck Pledge Information

I will pledge \$ _____ per pay period x _____ pay periods/year for a total of \$ _____

OR

One-Time Donation

I will make a one-time donation of \$ _____ in the form of: ____ cash ____ check ____ online

Step 2: Which organization(s) do you want to support?

- | | |
|--|--|
| <input type="checkbox"/> ACDI/VOCA
<input type="checkbox"/> CDF Fund
<input type="checkbox"/> Cooperative Development Institute (CDI)
<input type="checkbox"/> Disaster Recovery Fund
<input type="checkbox"/> Cooperative Development Services (CDS)
<input type="checkbox"/> CHF International
<input type="checkbox"/> Cooperative Fund of New England
<input type="checkbox"/> Cooperative Innovation Fund
<input type="checkbox"/> Federation of Southern Cooperatives
<input type="checkbox"/> Food Co-op Initiative
<input type="checkbox"/> Foundation for Rural Service | <input type="checkbox"/> ICA Group
<input type="checkbox"/> Jim Jones Fund
<input type="checkbox"/> MSC Fund
<input type="checkbox"/> NRECA International
<input type="checkbox"/> Northwest Cooperative Development Center (NWCDC)
<input type="checkbox"/> United States Federation of Worker Cooperatives
<input type="checkbox"/> Women’s Action to Gain Economic Security (WAGES) |
|--|--|

Step 3: Personal Information

Donor Information

Name	
Employer	
Billing address	
City	
State	
ZIP Code	
Telephone	
E-Mail	
Signature(s)	
Date	

CDF – 2011 Crystal Drive, Suite 800 – Arlington, VA 22202

Thank you for your support!