



604.254.5044 | 1034 Commercial Drive, Vancouver (BC) V5L 3W9 | east-end-food.coop

Investment Overview:

Your co-op is in a financial crisis and we need the support of our members to keep our doors open. We are getting help from all sides in achieving this goal, including our landlord, and a very significant commitment from our staff. We are now asking our members to join us in providing a financial foundation for ongoing operations.

Investment Goal:

Our goal is to raise \$100,000 to cover operating costs and investment needs in 2018. This will provide us one year to sustain operations and grow out of this crisis.

So far, we have confirmed \$50,000 in investment from Vancity Credit Union, and we are asking members to help us match this amount. Board members have already committed investment of \$10,000, leaving us with a goal of \$40,000 to be met with new investment from other members.

Each member has already invested a minimum of \$20 in the co-op. We are asking all members to consider purchasing additional member shares in order to provide the co-op with much-needed cash for operations. Each share costs \$10 and the maximum investment is \$5,000.

Why Should I Invest?



The East End Food Co-op is the only co-operatively owned grocery store in Vancouver. Our unionized staff earn a livable wage. We provide healthy, locally grown and produced and fair traded food to our members and the public. We build community by connecting member-shoppers with local producers. We protect food security by placing people above profits. We need the financial support of our members to survive, and reinvestment from members will help us sustain and grow operations through 2018.



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Investment Questions & Answers

Fundamentally, this is a risky investment. We only ask that members consider a level of investment that they could be comfortable losing without financial hardship.

- 1) *Why is new investment needed now?* With the expansion of Choices, now owned by Jimmy Pattison, our sales have fallen significantly. We need to re-build our cash reserves in order to stay in business.
- 2) *Why should I consider investing?* Because the co-op needs the support of our members to survive, and you want to continue shopping with us.
- 3) *What will these funds be spent on?* Investment will primarily cover working capital needs to sustain operations through 2018-2019. A portion of funds will also be dedicated to new capacity – such as marketing support and new technology to streamline operations -- to help us grow out of the crisis.
- 4) *How much can I invest?* Each member can invest up to \$5,000 in the co-op through our existing member shares.
- 5) *What are the risks?* All funds invested could be lost in the case that the business is not successful. There is also the possibility of indefinite delay of share return in the case of insufficient business performance.
- 6) *When can I get my money back?* Redemption can be requested at any time, but shares will only be redeemed at the discretion of the board. If the co-op is not in financial position to return shares, they will not be redeemed.
- 7) *Will there be any return on investment if the co-op is successful?* The return on investment will be the social and community benefit of a thriving, growing food co-op. There is no direct financial reward offered in dividends, interest, or otherwise.
- 8) *When do you need the investment by?* Our aim is to meet our investment goal by the end of September, 2018.
- 9) *I want to invest. What are the next steps?* Bring a cheque into the store or send an e-transfer to foodcoopinvestment@gmail.com. Be sure to mention your member number in the Memo or Email so we can deposit in the correct member account.