

# Parts of a Pitch

## Chicago Market Resource for Fundraising Pitches

### Introduction

You can use this resource as a guide for practicing your fundraising pitch or to locate important information for specific areas of interest with Chicago Market. A successful pitch consists of a:

- 1) Problem
- 2) Vision
- 3) Unique solution
- 4) Key metrics
- 5) Fundraising specifics
- 6) The ASK! (though, this may happen further along in the conversation)

Individuals might want more information about the finance projections, customer market, competition, and more throughout the conversation. However, the 5 key pieces in your initial outreach will be covered in this resource. As a living document, we may add more specifics throughout the campaign so please email [funding@chicagomarket.coop](mailto:funding@chicagomarket.coop) if you notice a common question arising that is missing here. You may also feel free to edit to update metrics or initiatives that everyone should know about when pitching!

The General Pitch is the foundation for your outreach, and you can use the other topics to augment your pitch based on your connection's passions and interests. We have identified the following topics that may be useful in speaking with various audiences, but [email us](#) if there is another common interest area that is not covered. You can go directly to each topic by clicking the title on the left side of the screen.

- Local food systems and healthy foods
- Uptown/Community Development
- Environmental Sustainability

## General Pitch

**1) Problem:** We are located in an area rich with local farmers and producers who lack access to local consumers. The coronavirus pandemic has shown now more than ever that a strong local food system is required to continue supplying local and healthy foods and goods in Chicago.

**2) Vision:** Chicago Market aims to build a better food community by strengthening local food connections to address accessibility and sustainability for all. As a cooperative grocery store, we are challenging the status quo of big box stores and creating a community of Owners and shoppers who help in the decision-making of their store.

**3) Unique solution:** We are a democratically run grocery store whose cornerstone is the people that connect us as one food community. Owners help drive the values and vision of our cooperative through their voice and vote. Farmers and producers provide us with local and sustainable foods and products while we provide them with a market. And with a focus on food access, we plan to make Chicago Market affordable and welcoming to all shoppers.

**4) Key metrics:** Located in Uptown's historic Gerber Building just below the Wilson "L" stop, Chicago Market is situated in the premiere location across the entire city for sales potential. Our business plan is in place with both an exciting product mix and programs for everyone to access food and become an Owner. Chicago Market's financial pro forma shows growth for a healthy and thriving business over our first ten years.

**5) Fundraising specifics:** In order to make an impact in our food system and strengthen our community, Chicago Market requires significant funds to build out our store and open our doors soon. As a cooperative organization without corporate backing, we are required to fundraise the majority of this, approximately \$2 million, from our Owners and the broader community to prove to traditional lenders that consumers want a different approach to grocery. We have already raised \$600,000 towards the goal. These critical funds not only help us in construction but also to pay our initial employees and stock the store.

**6) The ASK!** I would love to speak with you more about Chicago Market and how you could potentially get involved.

- A) As an Owner....
- B) Through a loan...
- C) Through a donation...

## Local Food Systems and Healthy Foods

- Boosting economic opportunity of farmers and producers by creating a new market for them to sell to, especially as so many restaurants have closed due to the pandemic this is hyper critical
- Creating a revolutionary local food hub in Chicago that does not currently exist
- Build a shorter, resilient local food supply chain that serves farmers, producers and eaters alike through challenging times
- Dramatically scale the local food economy and distribution network
- Consumers will be excited to see a huge array of locally farmed and produced foods
- Chicago Market will be a resource to learn how your food is grown and produced
- In the fall of 2020, Chicago Market began offering select local farmers and producers the opportunity to sell their goods directly to our Owners and supporters through the To Market, To Market initiative. This program provided \$X,XXX in profits to five farmers and producers in three short months.

## Uptown/Community Development

- Food access is very important to Chicago Market, and we plan to address this through:
  - A basics program where essential food items are offered at a reduced price for eligible shoppers
  - Accepting LINK cards for SNAP benefits
  - Seeking funds for a LINK Match program which gives shoppers a \$1-for-\$1 match for their SNAP transactions with coupons to use on fresh fruits and vegetables. This program has been shown to increase SNAP sales at markets and increases the bottom line for farmers.
- Provide over 70 FTE jobs when we open and we're committed to hiring locally as much as possible through general hiring practices and community partnerships with organizations such as Back on My Feet and Inspiration Kitchen.
- Retaining wealth in our community by investing directly into a radical grocery store model that is locally managed and staffed
- Increasing inclusivity for Ownership through the All Are Welcome program which will allow individuals who cannot afford the traditional Ownership levels to buy-in for a smaller fee
- Relaunch Chicago Market's Outreach and Inclusion team with the intent to strengthen our partnerships in the community

## Environmental Sustainability

- Impact the environment through our sustainability initiatives as well as through supporting our farmers who steward soil, air and water
- Bulk foods will be available to reduce food waste as consumers choose the amounts they can truly use and this cuts down on packaging. When public health measures allow, we'll offer bring-your-own containers for some bulk products, again reducing packaging.
- As a grocery store, we will actively compost food waste when it cannot become prepared foods or be donated to our nearby food pantry friends. Food in the traditional waste stream does not decompose and contributes to greenhouse gas accumulation. We will also work to educate shoppers to compost their kitchen scraps and point them to local services to pick up from them.
- In an effort to both reduce food waste and provide food to the community, Chicago Market plans to connect farmers with local food pantries and kitchens to either donate "imperfect" produce or sell it at a lower cost. The Market will also work to donate any products that are close to their sell-by-date.
- Buying from nearby farms means a shorter, more resilient supply chain. COVID-19 has shown us how valuable that is in terms of supply, but it also impacts the environment. Short travel means reduced transport miles and lower packaging needs.

## Historic Preservation/Adaptive Re-use