



## EVERYBODY DESERVES HEALTHY FOOD.

South County residents live with limited access to healthy food and an overabundance of unhealthy options. We're changing that and need your help.



## ABOUT SUNCOAST MARKET CO-OP

We are part of a resurgence in food cooperatives designed to meet the needs and address disparities in underserved communities. We will be the 2nd in San Diego County, the first Southern California co-op in an economically disadvantaged community, and the first in the nation to open in a majority Hispanic community. SunCoast Market is opening a community-owned and governed full-service grocery store focused on regional sourcing, healthy options, reducing packaging waste, and making healthy food access equitable for all. We will offer ongoing healthy eating education and act as a community wellness hub. Our goal is to create a model for other communities like ours.

## CO-OP BENEFITS FOR SOUTH COUNTY

### Focus on community health.

Food access is a social determinant of health and South County residents suffer from higher rates of chronic diseases. The impact was pronounced during the pandemic when diet related chronic conditions put people at higher risk of COVID complications and death. SunCoast will improve equitable healthy food access, accept CalFresh benefits, offer discounts to low-income residents, provide education on healthy eating, and offer a "healthy staples" program (a selection of food staples sold at, or near, cost).

### Foster ongoing regional economic growth.

In addition to temporary construction jobs, we anticipate 30+ permanent jobs and to generate **\$6.5 million annually in the regional economy**. Co-ops also source up to 35% of products regionally and can prioritize BIPOC vendors, supporting the growth of California small businesses and farms. By acting as an incubator program, co-ops foster growth of emerging businesses. Co-ops share profits among the owners through in store discounts and rebates and reinvest in the community, giving 44% more charitable donations than traditional stores. Co-ops build stable, sustainable communities and circulate profits within the region.

### Concern for the environment.

SunCoast will implement environmentally friendly practices that help community members reduce their carbon footprint. SunCoast will emphasize sourcing from regional farmers using organic/regenerative practices; reduce packaging waste via bulk/bin shopping and refill stations; and shorten supply chains by sourcing more local products.

## PROGRESS TO DATE

Because grocery stores were closing and new stores weren't opening in our community, residents organized and incorporated as a cooperative corporation in 2016. Membership outreach began in 2018. We have nearly **1000 invested community members** to date across the South County, Otay Mesa, San Ysidro, Nestor, Chula Vista, Imperial Beach, Coronado, and National City. SunCoast has completed a pro forma, business plan, and in 2020 received the national *Best of the Best* startup co-op award. We were recently awarded a \$500,000 Imperial Beach American Rescue Plan Act grant, a \$200,000 USDA Healthy Food Financing Initiative award, and a \$150,000 County Neighborhood Reinvestment grant.

## FUNDRAISING TEAM

*Kim Rivero Frink, MPA, Board President: 30+ years in developing & managing public sector programs that promote community health & wellness*  
*Shannon Ratliff, MA, Board Vice President: Experienced health educator and health/wellness entrepreneur currently with Kaiser Permanente*  
*Brooke Truesdale, CFRE, Fundraising Chair: Development Director at Reef Check Int'l; previously with Sharp HealthCare & the San Diego Zoo*

## PROJECT AT A GLANCE

### Projected Timeline

- Currently in lease negotiations on an existing retail space in Imperial Beach, CA
- Anticipated lease signing by October 2022
- Open by the end of 2023

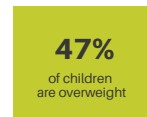
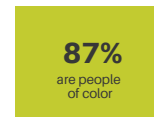
### Projected Budget

- \$3.5 million cost
- \$890,000 in committed funds
- Financed via grants, donations, loans, & equity
- Self-sustaining after opening

### Funding Need

- \$2.5 million
- Funding can be awarded to SunCoast or our nonprofit partner.
- Recent public funding for food co-ops includes: Chicago Market, IL \$5 million; African Heritage Co-op, NY, \$3 million; Northside Food Co-op, NC, \$2.45 million; Electric City Co-op, NY, \$3 million; Bethlehem Food Co-op, PA \$2.9 million; North Flint Co-op, MI, \$1.45 million; Louisville Community Grocery, KY \$3 million.

## SOUTH COUNTY FAST FACTS



## The Co-op Advantage

Food co-ops are a social justice, equity focused model, giving a voice and opportunity to the people needing services. With SunCoast, people join as shareholders (a \$200 purchase) and provide input and resident leadership to meet the specific needs of our community. Co-ops offer rapid response to local needs, as evidenced by our drive thru food services started immediately in the pandemic and our monthly farmers market. They also offer a 365 day, **self-sustaining, community-led** solution to health, equity, and economic challenges.