

2024 Annual Report

AGENDA

- Talk amongst yourselves
- Opening circle
- New board members
- Circle reports
- Q&A
- Closing





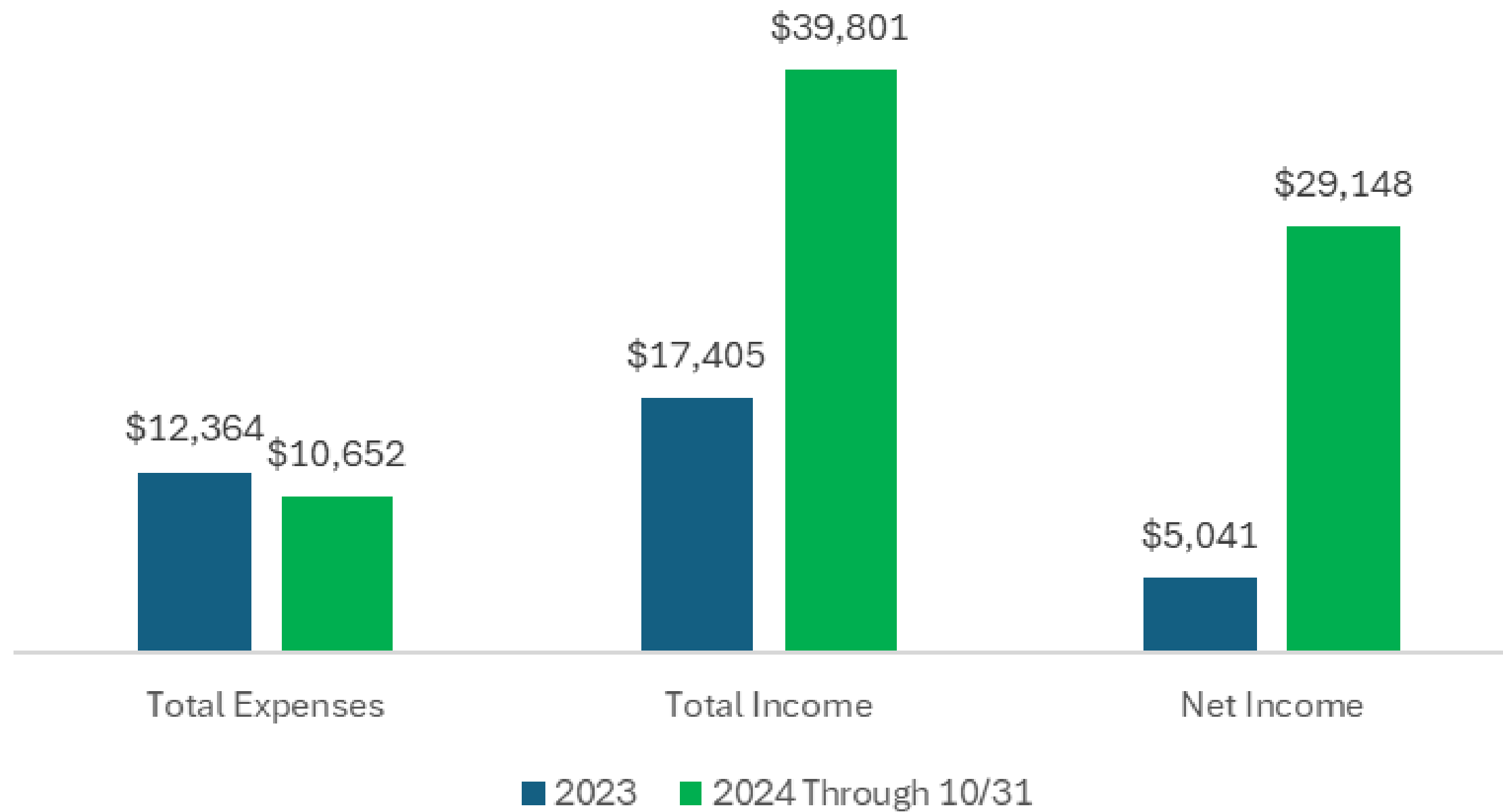
Finance



2024 Annual Report



Income & Expenses 2023 & 2024 Through 10/31



2024 Annual Report

Equity Comparison 2023 / 2024

	October 31, 2023	October 31, 2024	Change	% Change
Owners	537	775	238	44%
Total Equity	\$41,438	\$72,080	\$30,642	74%
Checking Account	\$19,793	\$10,206	(\$9,587)	-48%
Certificates Of Deposit	\$20,000	\$60,582	\$40,582	203%
Scholarship Fund	\$1,645	\$1,292	(\$354)	-21%

**2023 Results Full Year, 2024 Results Through 10/31*



2024 Annual Report

Income & Expenses 2023 / 2024

	October 31, 2023	October 31, 2024	Change	% Change
Total Expenses	\$12,364	\$10,652	(\$1,712)	-14%
For Budgeted Sources	\$10,619	\$9,773	(\$845)	-8%
Administration	\$1,925	\$2,437	\$512	27%
Marketing	\$4,249	\$3,961	(\$288)	-7%
Reach	\$2,319	\$1,013	(\$1,306)	-56%
Up & Coming	\$1,619	\$2,362	\$743	46%
Scholarships Granted	\$150	\$400	\$250	167%
For Other Expenses	\$2,102	\$479	(\$1,623)	-77%
Total Income	\$17,405	\$39,801	\$22,396	129%
Owner Equity	\$16,549	\$39,447	\$22,898	138%
Donations	\$254	\$69	(\$184)	-73%
Sales	\$435	\$76	(\$359)	-83%
Interest (Savings + Cd)	\$168	\$208	\$41	24%
Net Income	\$5,041	\$29,148	\$24,107	478%

*2023 Results Full Year, 2024 Results Through 10/31





Finance

Seeking volunteers for the upcoming owner investment campaign grantwriting

Roles to be filled in 2025:

- *Treasurer*
- *Legal/compliance*
- *Investment/risk management*
- *Accounting/cash flow/reporting*
- *Donor outreach*
- *Lender outreach/negotiation*
- *Liaison to site selection/pro forma*



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Site Selection

GRAND RAPIDS FOOD CO-OP



Site Selection

Searching for and evaluating potential sites

- Limited supermarket access area (USDA)
- Visibility
- Retail synergy
- On-site parking
- Accessibility
- Growth potential
- Cost of improvements
- Store design potential
- Delivery vehicle access



Site Selection

Major celebrations ahead

- Lease-signing (with contingencies)
- Breaking ground
- Store opening



Site Selection

Confidential circle, by invite only

Useful Skills/Experience:

- Commercial real estate
- Grocery retail experience
- Previous food co-op experience
- Neighborhood leadership
- Construction
- Local zoning/government experience
- Up and Coming conference attendance



Outreach



South East Farmers Market (SEAFM)

Project Overview:

- Neighborhood Match Fund Grant with Our Kitchen Table as our Community Partner
- Partnered with Blackbird Farms and Blandford Nature Center
- Resold Produce at Farmer's Price
- Donated Excess to Community Food Club

Scan to read more



South East Farmers Market (SEAFM)

Goals:

- Help address healthy food access on Southside of Grand Rapids
- Connect with local farmer's and develop relationships
- Improve patron attendance to the market
- GR Food Co-op Ownership Growth



South East Farmers Market (SEAFM)

Results:

- Consistent presence along with about 3-4 other vendors
- We developed a deeper connection with Lynette Moore Garden and Farm and her family
- Blandford Nature Center is specifically interested in partnering again next year
- Brought more fresh produce to the market and improved attendance
- Identified areas for improvement to future participation and possibility for better outcomes once new facility at MLK Park is build



Creston Farmer's Market (CFM)

- Started by several Co-op members: Daisy Fu, Ashley Landis, Sue-Ann & Kyle Simpson
- Partnership with Creston Neighborhood Association (CNA), North Quarter Corridor Improvement, and City High / Middle School
- Up to 30 vendors, mostly Grand Rapids based local farms and businesses
- **Will be weekly in 2025**





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In-reach





In-reach

We plan meet-ups for members to get to know each other

- Fulton Street Farmers Market
- Family walk at local parks
- Family bike ride night



*If you have outreach ideas
please let us know*



*Looking for volunteers to
join the in-reach circle*



Marketing



Marketing

Currently at 276 owner household growth in the last year (819 owners total)

300% increase over last year

- **28%** came in through **social media**
- **25%** came in through **family / friends**
- **11%** came in through **seeing yard signs**
- **9%** came in through **community events**
- **8%** came in through an **online search**

**Remaining 19% other source or no data*



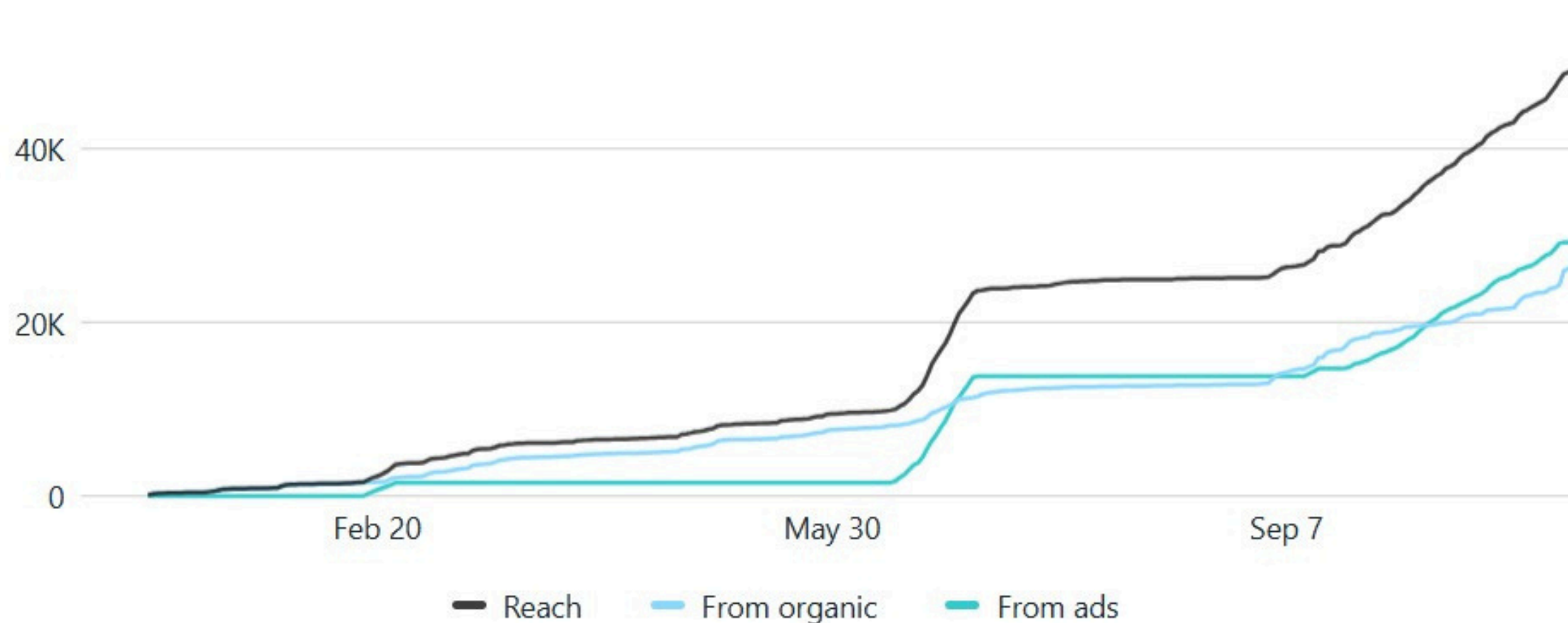
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Reach ⓘ
48.9K ↑ 120.3%

Content interactions ⓘ
4.8K ↑ 120.9%

Followers ⓘ
Lifetime
3.8K

Link clicks ⓘ
2.4K ↑ 944.2%



Reach breakdown

Total
48,942 ↑ 120.3%

From organic
26,346 ↑ 99.4%

From ads
29,235 ↑ 1.7K%



Marketing

- Active marketing circle now has 6 members
- Website redesign and migration
- Focus on social media, articles, newsletter, marketing materials
- Plans to leverage customer relationship management (CRM) software in 2025





5

Platinum Level
Businesses



18

Gold & Silver Level
Businesses

Supportive Businesses

- Directly helping their workers to become Food Co-op Owners
- Offer a discount when you show your Co-op Ownership card
- Carry our flyers for customers to get more information



If you have a business and would like to support the co-op let us know!



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GRAND RAPIDS FOOD CO-OP



President





President

- text
- text
- text



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COOPERATIVE FORCE

UP & COMING
food co-op conference

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Community Investment Campaign



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Thank You



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