

FOOD FOR CHANGE

A DOCUMENTARY FILM ABOUT FOOD CO-OPS

Funding Plan

April 2012

The budget of *Food For Change* is \$300,000, of which \$164,000 has been raised to date: \$100,000 from 22 co-ops contributing in line with the funding plan (Principal Sponsors); \$52,000 from 55 other co-ops (Contributors); and \$12,000 from non-food co-op organizations and individuals. If your co-op is not one of the 22 Principal Sponsors that are contributing in-line with the funding plan, please consider increasing your co-op's contribution.

Principal Sponsors:

Gross Annual Sales

\$500K – \$2M	\$1,500
\$2M – \$5M	3,000
\$5M – \$9M	4,000
\$9M – \$15M	5,000
\$15M – \$20M	6,000
\$20M+	8,000

Funding Goals:

20 co-ops @ \$1,500	30,000
16 co-ops @ \$3,000	48,000
13 co-ops @ \$4,000	52,000
10 co-ops @ \$5,000	50,000
7 co-ops @ \$6,000	42,000
6 co-ops @ \$8,000	48,000
Total.....	\$270,000

This leaves a balance of \$30,000 of which \$12,000, has been raised to date from one private foundation, 7 non-food co-op organizations, and 20 individuals, leaving the remaining balance of \$18,000 to be raised from these three sources.

If more food co-ops contribute according to the funding plan we will have the funds needed to make the best film we possibly can and reach the widest possible audience. If we do not raise additional funds we will still complete the film. Rights issues and production values, however, will limit its use.

Co-op sponsors will receive:

- DVDs at production cost
- Public Performance License (screen the film publicly and on local cable TV)
- Promotional materials, including: trailer, clips from the film, photos, annotated script, poster, and press releases.

Contributions are tax deductible through the project's non-profit 501(c)(3) fiscal sponsor, the Pocumtuck Valley Memorial Association. All sponsors will be listed in the film's credits, on the website, and in promotional material.