



Seeds for Change Round Up Application

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FREQUENTLY ASKED QUESTIONS

Do we have to be a 501(c)3 to qualify?

Applicants are required to be a 501(c)3 organization. Fiscally sponsored organizations are only eligible if the applying organization (not the fiscal sponsor) has their own 501(c)3 status. Additionally, federally recognized tribal governments may apply.

Can an organization be a Seeds for Change recipient two years in a row?

If your organization was a Seeds for Change recipient in 2025, you are not eligible for the 2026 Seeds for Change cycle. You will be eligible to apply again in September 2026.

How much can your organization expect to make in a month?

Organizations raise between \$7,000-\$12,000 per month.

What can Seeds for Change funding be used for?

There are no requirements on how the Seeds for Change funds are used as long as you use them locally for your organization and the funds support your mission statement.

How are organizations selected?

Organizations are chosen by the Co-op's membership. All qualified applicants are put on a list and our members vote for their favorite nine. Voting starts at the end of October.

If our organization is selected, how is our partnership month decided?

The months of June, October and December are pre-determined. The nine organizations selected by the Co-op membership will randomly be assigned to a month.

What does your organization need to do during your Seeds for Change month?

- We expect organizations to promote this opportunity by helping to get the word out about this program. This includes emailing your supporters, sharing our social media posts, promoting in a newsletter, etc.
- We request you create a short video to promote your Seeds for Change month to post on the Co-op's social media channels. We will supply instructions for all recipients.
- We recommend a donation to each store to be used as a prize incentive. This is a way to encourage cashiers to ask shoppers to round up. This can be in the form of a gift card, schwag from your organization, or any other creative prize. Think of this as a small fundraising investment that also shows your appreciation for our staff.
- Tabling in front of either store is highly recommended.

When are the Seeds for Change funds available?

Funds are usually available 3-4 weeks after your Seeds for Change month has ended. We need this time to reconcile our sales and then a check is sent to the organization.

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Make sure you read page 1 to confirm you are qualified to apply. If you have questions about your qualification, you can email emilywalter@northcoast.coop or call 707-822-5947 x236.

Before filling in application, make sure to save it to your computer.

Organization Name:

Contact Name:

Phone:

Email:

Website:

Mailing Address:

Address

City

State

Zip/Postal Code

1) Yes. Our organization does not discriminate on the basis of race, color, creed, national origin, religion, sex, age, sexual orientation, marital status, disability, or status in any other protected group.

2) Mission Statement

3) How would funds be used and how would it serve our community (i.e. who, what, when, why)?

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- 4) Cashiers have about 10 seconds to describe monthly Seeds for Change recipients to a customer. Provide up to 4 BRIEF sentences describing what your organization does and how funds would be used.

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- 5) In 400 characters (including spaces) or less, describe your organization. DO NOT include what these funds could be used for. **Describe your overall organization.** This will be used on the ballot when members vote. START WITH YOUR ORGANIZATION NAME.

Example: From the Ground Up Farms mission is simple: to feed our community healthy organic food and to offer nutrition and life skills education workshops to improve the lives in our community. We pledge to treat you, our neighbor, with respect and to do our very best to bring nutrition and life skills education, as well as healthy food to your family at no cost.

- 6) Required Application Materials (all materials must be attached to your email, not pasted into the email):

Yes, I attached our 501(c)3 certification or proof of being a public benefit organization (tribal governments only).

Yes, I attached a high-resolution logo (300 dpi or higher, .AI and pdf files preferred).

Yes, I attached 2-3 high-resolution photos showing what my organization does and who it serves. (Only share photos that are approved to be posted on our social media, website, and in-store.)

Yes, I saved this pdf with no changes or added securities to the file format.

No, I'm not sending any attachments beyond what is required.

Applications are Due September 30, 2025

We will only accept emailed applications.

Email all materials to emilywalter@northcoast.coop

Late/incomplete applications will not be considered.

Questions can be emailed to emilywalter@northcoast.coop or call 707-822-5947 x236.