



April 10, 2018

Dear City Market Member,

Your locally owned food cooperative is truly a success story! **Throughout our over 45 year history, Members have invested in the Co-op to ensure its sustainability, growth and success.** In 2002, when we moved to the Downtown location, 55 Members loaned the Co-op almost \$378,000. These loans were integral to ensuring the viability of the Downtown store's success. Since that time, over 15 years ago, we have grown to over 12,000 Members and our sales have increased over 160%.

We've since made another leap forward and we've heard that many of you have enjoyed shopping at the South End store since it opened in November. **Your engagement and your economic participation will once again ensure that our growth is sustainable and successful.**

We're asking you to invest in the success of the Co-op as we take this next step to meet your needs and the needs of the greater community. **Our goal is to raise at least \$1.5 million in Member loans by August 27th. This is a loan, not a donation; it is an investment in a successful local business that you already partly own and fully believe in.**

This is our first Member loan campaign in 15 years; raising at least \$1.5 million by the end of August will be a big challenge. **It will take the energy and efforts of all of our Members, just like you, to make this campaign successful.** We're so grateful for your generosity and support over the years that has gotten us this far. We look forward to working with you on the next part of our amazing cooperative journey.

Sincerely,

A handwritten signature in black ink that reads "John Tashiro".

John Tashiro  
General Manager

A handwritten signature in black ink that reads "Allison Hope".

Allison Hope  
Director of Community Engagement

**Your Community-Owned Grocery Stores**

Burlington, VT • **Downtown** 82 S. Winooski Ave • (802) 861-9700 • **South End** 207 Flynn Ave • (802) 540-6400

[www.citymarket.coop](http://www.citymarket.coop)