Promote health and racial equity by launching 5 worker and community owned grocery stores in low-income low-access to fresh food neighborhoods in the Washington DC metro area.

862,340 DMV residents, predominantly Black and Latinx, live in low-income low-access to fresh food communities, formerly known as “food deserts”. This creates grave racial disparities in health & wellbeing, life expectancy, and economic opportunity.

- Improve health outcomes through fresh foods and systemic engagement
- Create 100+ worker-owner jobs for low and moderate income residents
- Design stores as community hubs for education and collaboration for community wealth building
- Support the development of a supply chain food ecosystem
- Solidify anchor institution relationships to sustainably support the ecosystem
- Assess and evaluate project impact, disseminating research as a best practices guide for others

Financial Projections

As number of locations and productivity increases, Rosie’s overall EBITDA increases

Fundraising Goal
$30.1M to fund 5 store ecosystem, including admin and program support to assure sustainability

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