



A HEALTH & RACIAL EQUITY OPPORTUNITY

IMPROVING ACCESS TO QUALITY FOOD IN LILA
(Low-Income, Low-Access) COMMUNITIES



Rosie's Mission

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.



Opportunity

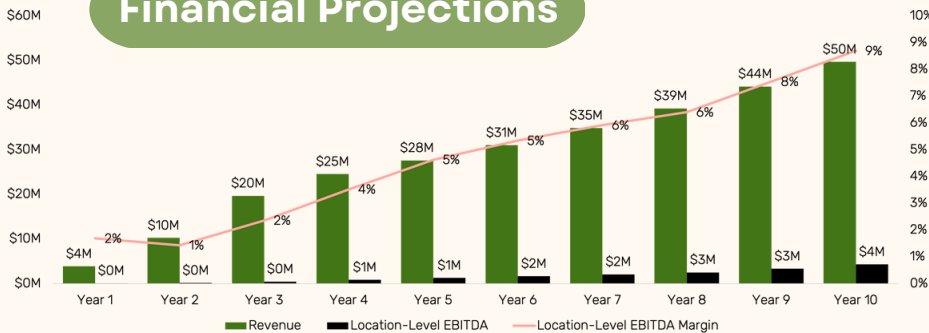
862,340 DMV residents, predominantly Black and Latinx, live in low-income low-access to fresh food communities, formerly known as “food deserts”. This creates grave racial disparities in health & wellbeing, life expectancy, and economic opportunity.



Impact

- 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



Fundraising Goal

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

Prof. Anthony Cook

Founder and Faculty Director of Georgetown Law's Coalition for Racial Equity and Democratic Economy (CREDE)

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