



## Possible Dreams

Efforts to complete the Gem City Market are moving steadily toward success. Your investment and partnership are needed today to build a grocery store in a food desert, empower worker-owners to gain marketable skills, and provide fresh food for children and families who currently have no other options. **Working together, we can transform Dayton from a food desert into an oasis.**

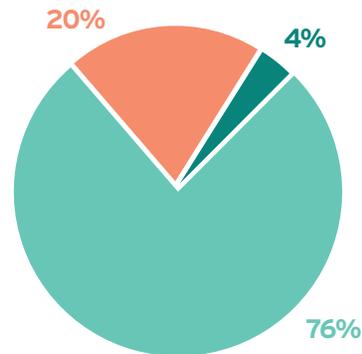
## Credible Leaders

GDUCI is a nonprofit organization dedicated to incubating cooperative businesses that serve community needs. GDUCI was co-founded by Dayton's own **Lela Klein**, a graduate of Harvard Law School and recipient of the prestigious Echoing Green Fellowship for social entrepreneurship. Community champion and scholar **Amaha Sellassie** is the Market's board president, and is leading an innovative neighborhood engagement campaign for the Market that positions Dayton at the forefront of a national effort to create sustainable and economically vibrant local food systems.

At the helm of its fundraising efforts is former US Ambassador **Tony P. Hall**. Three times nominated for the Nobel Peace Prize, Ambassador Hall is one of the leading advocates for hunger relief programs and improving international human rights conditions in the world.

## Accountable Stewardship

To manage donations for the Gem City Market project, GDUCI established a designated account at the Dayton Foundation. The goal is to raise \$4.2 million dollars to build, furnish, and supply The Gem City Market. To date, over \$1 million has already been committed. Here is how the money will be invested:



### Use of Donated Funds

- Construction, Site Preparation, Architect, Contingency | \$3,200,00
- Furnishing and Supplies \$850,00
- Initial Nutritional Training and Programming \$150,00

## Join Us Today!



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# We're Building a Community Market

Nearly 30% of households with children in Dayton reported having trouble obtaining enough healthy food.

## The Problem



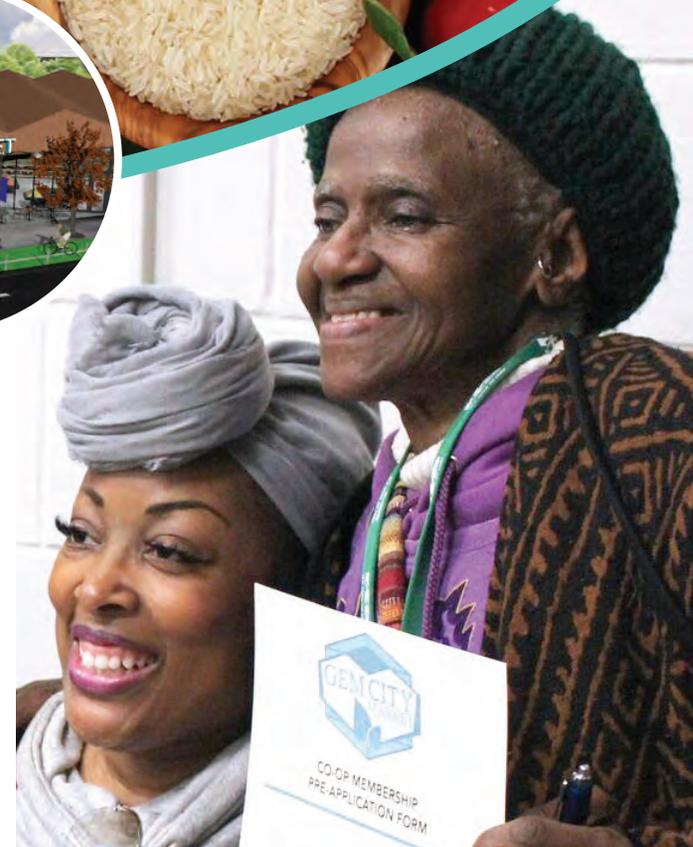
- Dayton has the 2nd worst “food hardship” score of any city in the nation
- Our region has fewer grocery and WIC and SNAP stores per capita than the Ohio average
- Lack of access to fresh food is directly linked to poor health outcomes—and we are seeing the results of that at a staggering rate

Nearly all of West Dayton has been officially designated as a Food Desert by the US Department of Agriculture. The concerned leaders of the Greater Dayton Union Co-op Initiative (GDUCI) believe it’s time to move the needle on Dayton’s food crisis, and we intend to start on the west side.

## A Solution

GDUCI is working to establish the Gem City Market in northwest Dayton. The Market will be a vibrant **full-service cooperative grocery store** located along lower Salem Avenue, near downtown.

The store will have well-stocked produce and meat sections and high-quality, affordable pantry essentials, as well as a specialty and organic selection. **The mission is simple:** to improve the health and well-being of the Dayton community by building a full-service grocery store.



**67%** of people in the primary trade area indicated they were either likely or very likely to shop at the Gem City Market.

## Viable Business Model

In order to understand the sales potential of the Gem City Market, GDUCI commissioned a **market study by national wholesaler**, Associated Wholesale Grocers, Inc. (AWG). The AWG market study predicted **weekly sales sufficient for a sustainable business**. Furthermore, the study predicts the market will **cover its expenses and obligations from year one** and have a positive net income in year four or five. Gem City Market will be different from a typical neighborhood grocery store in that its **workers, customers, and supporters will own it**. This model, known as a multi-stakeholder cooperative, provides both the workers and the consumers with a **voice in how the business is run**.

