Revenue and Expenses

- Business Plan
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  - Dupont Circle Citizens' Association
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Business Plan

Business Model Canvas lives here.

Some projections live here.

Desired Expenses

Item	Category	Cost	Description
2 chest freezers	Supply	$800	10 cu. ft. each
Shelving units	Supply	$50	dry goods
Bags	Supply	50	
LLC incorporation fees	Services	$99	

Grants

Dupont Circle Citizens' Association

https://dupont-circle.wildapricot.org/grants

Grants

Awesome Foundation 2025

https://www.awesomefoundation.org/en/submissions/new?chapter=dc

Tell us about your awesome project! (2000 chars)

We started a cooperative grocery store in DC, serving dues-paying members out of a shared space in a church, and are looking to grow. Groceries are increasingly expensive, and while the Mid-Atlantic is able to grow a lot of what we eat, much of where our food comes from elsewhere. What if we could stay local and eat what we grow? Is there enough money in the system to make it worth local farmers' time? Currently, we pick up produce from a farmers' market and distribute to members the same day due to the limited shared fridge space available to us. What if we could offer produce all week and keep a stock of frozen products for members to buy? If we want to serve more people and offer a variety of fresh food, we're going to need to expand and have our own dedicated cold storage. We're on the path to moving into our own storefront, and any appliances or storage we acquire now will come with us to that space and help us grow. In addition, incorporation will provide us further standing to establish partnerships with local businesses and farmers. We strongly believe that by working directly with farmers in our region and otherwise being intentional about sourcing from affordable and sustainable sellers for items that local folks can't grow, we will ultimately provide good food at reasonable prices that keeps more money in the local community.

How will you use the money? (500 chars)

- (Supply) 2 chest freezers (10 cu. ft. each) = $800
- (Supply) Shelving units = $50
- (Supply) Bags = $50
- (Services) LLC incorporation fees = $100
- Total = $1000

Tell us a little about yourself (500 chars)

Greens & Beans is a food co-op founded in DC's Ward 2 in 2024. We are a worker-focused cooperative whose mission is to link DC residents with good food at reasonable prices in support of local producers. We have 20 active members and are already working with a nearby farm to source our produce offerings. In the next year, we aim to grow to 50 members, have a physical storefront, work with multiple local farmers, and increase our offerings.

How does your project *directly* benefit the city and citizens of Washington DC? Specifically: #1 - What DC Ward are you based in? #2 - What DC Ward(s) will your proposal serve?

We are based in Ward 2, but we welcome members from across the city. We directly benefit our DC neighbors by providing produce and pantry staples at low prices through bulk purchasing and negotiating directly with farmers.

When will your project take place, when do you need the money and how will you raise the rest of the money required for success?

The freezers will be put to use immediately so that we can store our food securely and for longer periods of time than the current shared fridge space allows. We offer extra shopping hours on Wednesdays, but it's currently only dry goods; cold storage will immediately expand our offerings. We have recently expanded our advertising to popular local newsletters (e.g., 730DC) which is bringing an influx of new interested members, which also increases our total funding through member dues and purchasing power. In addition, we are pursuing an agreement with a local cafe to utilize one of their vacant properties as our storefront. The funding for rent will come from a revenue sharing agreement. The purchased appliances would come with us to that space.

How did you hear about the Awesome Foundation and (optional) what are your social media accounts so we can help promote your awesome idea?

We heard about it from the Beloved Community Incubator. We have an Instagram account (@greensandbeansgrocery) and website (https://greensandbeansgrocery.com).

Images of your project

GREENS + BEANS

GROCERY CO-OPERATIVE

