



Benefits of Membership

Membership is a one-time purchase of equity shares, not an annual fee. Your investment contributes towards the capital we need for operating costs and marketing.

Membership benefits include:

- Every Sunday is 10% off for Members
- Special Member price on classes & workshops
- Monthly Member Specials on inventory
- Membership rate on special orders
- Weekly Co-op Newsletter delivered to your email
- Full voting rights
- Building a community-based business that is sustainable and environmentally sound
- More to come...

We currently accept \$95 for a membership in the cooperative. We do accept monthly payments of \$23.75 so that you can become a member in four months.

Checks should be made out to Urban Earth Cooperative and mailed to:

Urban Earth – Flower & Garden Co-op

C/O Finance Committee

910 West 36th Street

Bryant Corners NW

Minneapolis, MN 55408

If you would like more information about memberships, call the store and leave your information. Someone from the Membership Committee will contact you.

910 West 36th Street

Minneapolis, MN

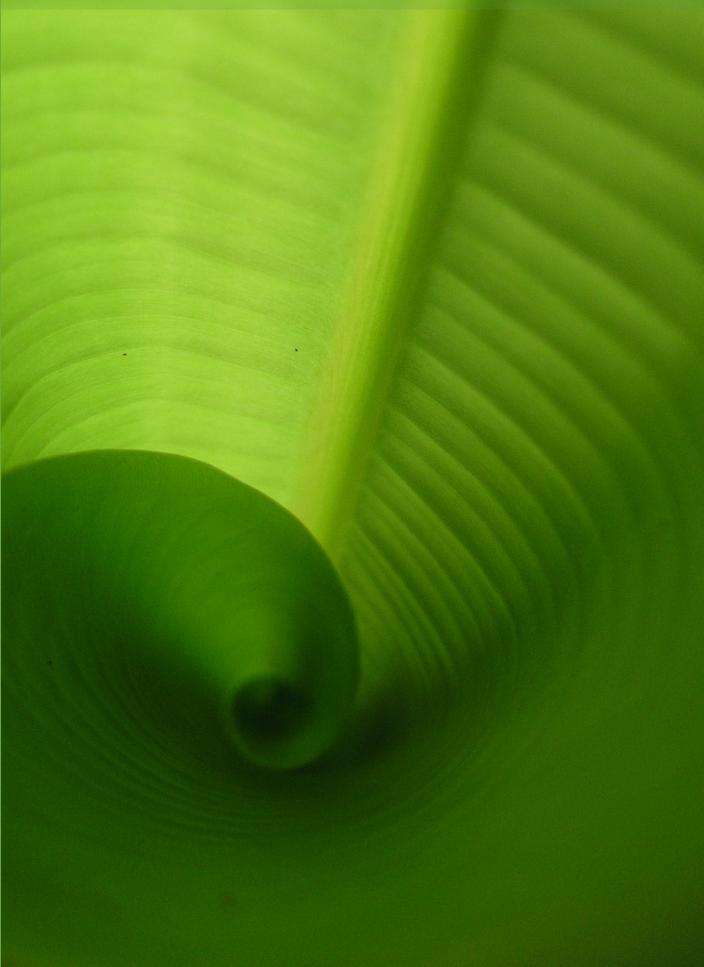
612.824.0066

www.urbanearthcoop.org



URBAN Earth

flower & garden cooperative





Urban Earth: A Community Vision Realized

Amazing things happen when people work together.

Like when neighbors heard that a neighborhood flower and garden store was at risk of closing, they got together and brainstormed a way to keep it alive.

Soon, a few neighbors recruited other neighbors...and they organized into a core group who sought guidance from local resources like the Community Design Group. The best option was to create a cooperative business. Once this was decided, the energy around the idea of creating a community-owned flower store really began to spark interest. In July 2006, the CARAG neighborhood's Livability Committee donated \$4,000 towards a feasibility study, business plan and membership development plan. The core group started soliciting Founding Memberships in August 2006, and the store opened as a consumer cooperative in October 2006...just six months after hearing the store was going to close!

Urban Earth received generous in-kind support in the form of a logo and store name. And dozens of volunteers have contributed hundreds of selfless hours to help paint, decorate, clean, and distribute flyers. At our first membership meeting in January 15, 2007 we had 116 founding members and we elected our first Board of Directors. Urban Earth now has over 180 members who have kept the business going (and growing!) for over a year!

Thanks for taking a moment to read our story. We are still learning, still growing as the Midwest's only cooperatively-run flower and garden store. So, if you want to become a part of our future, become a member!

With gratitude,

Urban Earth Board of Directors

Mission, Values, Vision

Our mission is to successfully build and operate a member-owned flower and garden store that is guided by our values and sustained by profit.

We believe gardening is an activity of generosity, science and joy. Therefore, we commit to:

- Respect the environment
- Promote organic and native plants
- Promote environmental, economic and social sustainability
- Trade fairly and locally
- Employ extraordinary and innovative practices that benefit our network
- Operate within a democratic and participatory framework
- Build community by establishing strong networks

Our vision is to create and grow a successful business that benefits the community by providing a positive space in our neighborhood that promotes social justice and environmental sustainability.

