

Keweenaw Co-op Investment Campaign

You Can Make it Happen



“I want to invest in my community. I don’t want to invest in the stock market. How cool that I can invest in the Keweenaw Co-op!” — *Keweenaw Co-op Shopper (01.19.22)*

Keweenaw Co-op owners and our community are key to expansion

We are all counting on each other to invest in The Co-op so we can relocate our existing store to a bigger, more accessible location in Hancock! The entire relocation and expansion project will cost over \$7 million. Our goal is to raise over \$1 million to finance equipment, inventory and other expenses within the building. Michigan residents and entities can invest via Non-Voting Investment Certificates. You will receive a respectable return and the satisfaction of knowing your investment resonates with your values and remains in our community. Your participation in financing the new store will increase the quality of life for yourself and our entire community.

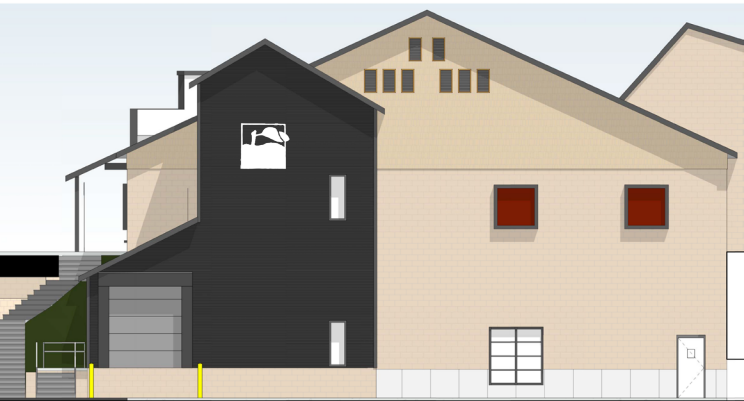
- Investments between \$2,000 and \$10,000 earn dividends ranging from 2-3%.
- Accredited investors can invest over \$10,000 and earn dividends ranging from 3-4%.
- Dividends are declared annually at the Board's discretion and certificates become eligible for redemption 8 years after the store opening date.

What the new store will offer

- More local, organic and fair-trade produce
- A modern, fully-equipped Deli kitchen with extended hours and more meal options
- A wider selection of meat and seafood — naturally raised and sustainable
- Better shopping experience with more checkouts, wider aisles and more space for all
- Inside and outside eating and community spaces
- Accessible, ADA compliant bathrooms
- 55 adjoining parking spaces and ample bike parking
- A dedicated loading dock to receive products — reducing the number of boxes in aisles

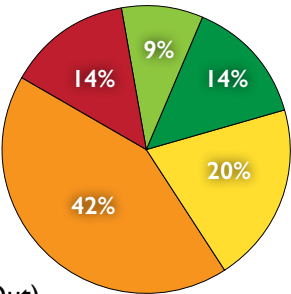
Benefits of investing in our Co-op

- Funds are used to move to our larger, more convenient location in downtown Hancock.
- Capital from owners and the community reduces dependence on outside lenders.
- Investors receive dividends ranging from 2-4%.
- Investments demonstrate tangible support for our cooperative model of business and the vision of our community.



Planned Capital Sources

- **9%** – Cash
- **14%** – Community Investment
- **20%** – Grants
- **14%** – Bank (Equipment)
- **42%** – Bank (Real Estate / Build Out)



Key things to know

- This program is available only to Michigan residents and businesses.
- All potential investors must read Keweenaw Co-op’s Offering Memorandum for a complete description of the program, expansion plan, and the risks in making an investment.
- The information provided on this page does not constitute an offer to sell or a solicitation of an offer to purchase securities, and any such offer or solicitation can only be made by the Offering Memorandum.

Take the first step

Request an Offering Memorandum:

- Our Investment Campaign is a drive to raise over \$1 million in Non-Voting Investment Certificates to expand our existing store.
- Our Offering Memorandum is available only to Michigan residents and entities. If you are a Michigan resident or entity, please fill out the following online form to request a copy of the Offering Memorandum.

[Request an Offering Memorandum](#)

For questions regarding your Keweenaw Co-op’s Investment Campaign, email Cynthia Hodges at ... invest@keweenaw.coop

I’m Investing in Our Co-op Because ...

Lisa Reitz – Our Keweenaw Co-op implements a business philosophy that values much more than just the bottom line -- one that focuses on healthy people, food and community.

Kim Green – It is member-owned. We all have a say in the decision-making process and can shape the future of our health and well-being.

Cynthia Hodges – I want to support local food producers and the Copper Country economy.

Roger Woods – The co-op is vital to the health of the community.

Joan Chadde-Schumaker – The Co-op is a member-owned, local business that provides sustainably grown and produced food & products, and actively contributes to our community in so many ways.

Matt Petersen – I believe it plays a vital role in creating a healthy community in the Copper Country.

Cathy Campbell-Olszewski – A friendly and thoughtful place to shop. The Co-op provides a wide variety of foods to meet people’s dietary needs. Become a member and help us grow!

Stephen Jukuri – It is an irreplaceable community asset, embodying the kind of food economy I want to see in our world.

Natalie Nold – I believe everyone should have access to fresh, high-quality food.

Curt Webb – I am committed to The Co-op’s mission and believe this project unlocks incredible potential to do more in our community.