



California Center for Cooperative Development
979 F St, Suite A-1, Davis, CA 95616
T: (530) 297-1032 F: (530) 297-1033
Email: coops@cccd.coop Web: www.cccd.coop

2010 Annual Report

The mission of the California Center for Cooperative Development (CCCD) is to promote cooperatives as a vibrant business model to address the needs of California's communities. CCCD fulfills this mission by:

- Educating the public, community institutions, and government agencies to foster and promote the understanding of cooperatives;
- Identifying and disseminating information about successful practices and models for cooperatives;
- Encouraging cooperation and coordination among various types of cooperatives;
- Providing technical assistance and education for the development of cooperatives to best address economic and social needs.

This report provides an overview of some of the accomplishments of 2010 and highlights specific activities and programs. CCCD is California's only state-wide non-profit dedicated to the promotion, education and support of cooperatives and serves as a resource organization to cooperatives, as well as individuals and groups interested in co-op formation. CCCD works with cooperative leaders along the spectrum of cooperative sectors and employs accomplished professionals to achieve its objectives.

COOPERATIVE EDUCATION AND OUTREACH

Cooperative education and outreach is delivered through CCCD's website, annual print newsletter, email news services, and participation at events and conferences.

Web-Based Education

CCCD maintains an active website. It is updated at least twice weekly with news stories about cooperatives; other materials are added on a regular basis. CCCD expanded its Web-based outreach this year to include Facebook and Twitter. CCCD created two 5-minute videos about cooperatives which are posted on the website. During 2010, CCCD's website logged almost 11,000 unique visitors, 17,500 visits, 65,000 page visit and 281,000 hits.

CCCD Conferences

Cooperative Housing Conference

The *Nuts and Bolts of Cooperative Housing* conference was held on September 23 in Sacramento. The conference focused on how housing cooperatives create affordable housing opportunities and offer cost-effective strategies to promote home ownership for moderate- and low-income households. The 51 conference attendees included non-profit and public affordable housing advocates and developers, funders, and people interested in starting limited equity housing cooperatives. There were also members of housing cooperatives who wanted to become better educated about the technical aspects of housing cooperatives. Evaluations from the conference averaged 4.5 out of a scale of 1 to 5 (where 5 was high). All of the evaluations indicated that attendees would recommend the conference to others. Follow-up after the conference included a variety of telephone and in-person discussions with groups.

California Cooperative Leadership Conference

The *California Co-op Conference* was a two-day event held at the Glaser Center in Santa Rosa on April 9th and 10th, 2010. One hundred co-op enthusiasts attended the eight workshops, including two opening panels featuring experts from the fields of cooperative development. Workshop topics included board education, worker cooperative law, the co-op start up process, financing co-op development and expansion, international cooperative businesses, and co-op funding sources. We also had an entire track dedicated to the role of cooperatives in local food systems.

The keynote speaker was Jim Anderson representing the *Evergreen Cooperatives* in Cleveland, OH. Anderson shared Evergreen's goal: to address job creation and alleviation of poverty in the Cleveland area through worker ownership. The computation of ratings from the 10 presentations, which included hundreds of responses, averaged 4.3 out of 5 and all but one evaluation stated that they would recommend the workshop to others; the one dissenting evaluation responded "maybe" to this question.

The conference engaged participants in discussions and endeavors that continued after the conference. Post conference follow-up included further discussions and technical assistance.

Other Education, Conference Presentations and Outreach

CCCD distributed cooperative news and education through email messages and print media. Four educational e-newsletters were distributed to an email list of 1,462 subscribers. The Fall newsletter was printed and posted; copies were distributed throughout the year. Approximately 1,100 newsletters were distributed.

In October, CCCD celebrated National Co-op Month and CCCD's relocation to its new office at 979 F Street in Davis with an Open House and reception. Educational displays and pamphlets were available, as were food and beverages produced or related to a cooperative enterprise.

CCCD staff also participated in conferences and events. A sampling of these includes the following:

Luis Sierra was on the planning committee and presented at the California Farm Conference. He also served on a panel organized at an all-day community development conference organized by the Renaissance Entrepreneurship Center in Palo Alto. Conference attendees were Spanish-speakers, so the presentation was in Spanish. Luis also made a presentation on organic transition issues to the Pesticide Working Group in order to develop policies that support small farmers' ability to transition into organic farming and obtain organic certification.

Luis and Kim Coontz participated in discussions regarding a wheat growers' value-added project. Kim presented on non-profit regulatory compliance and financial record-keeping during the annual conference of the California Association of Parent Participation Nursery Schools. She continues to serve as Treasurer of CooperationWorks!, a national cooperative of Cooperative Development Centers.

CO-OP FORMATION ASSISTANCE

CCCD is a resource for people interested in starting a cooperative. During 2010, CCCD assisted more than 150 groups and businesses with co-op information and provided some kind of service or assistance to more than 100 cooperatives. Such assistance led to the incorporation of four new cooperatives; services provided were directly related to the creation of eight new jobs and to saving five jobs.

Developing any business takes time, but in every instance it starts with an idea followed by taking the steps to make it a reality. Following is a sampling of groups assisted.

CCCD provided assistance and responses to inquiries about:

- Permaculture cooperatives
- Housing cooperatives
- Dairy-related value-added opportunities
- Alpaca Cooperative
- Meetings and discussions about a community newspaper cooperative
- Services for autistic children
- Cooperative child care & preschools
- Community kitchen for food processing micro-entrepreneurs
- Telecommunications cooperative
- Arts & Crafts cooperatives
- Starting food cooperatives
- Medical marijuana cooperatives
- Establishing cooperative bylaws
- Bio-digester cooperative
- Education cooperative
- Shared services cooperative for health practitioners
- Cooperative to serve land management industries
- Fitness cooperative
- Worker cooperatives & succession planning

Assistance to Groups interested in Co-op Formation:

Feasibility Studies and preliminary cooperative development assistance for 3 cooperative development projects:

- 1) *Lake County Community Cooperative Retail Store*—Feasibility study showed that at this time a stand-alone retail market would be unsuccessful. Project re-focused to developing the buying club cooperative and implementing systems, software and practices that strengthen member responsiveness and sales, efficiency, and co-op effectiveness.
- 2) *Meat Goat Cooperative*—Feasibility study documented the characteristics of Northern California producers, describes the markets for meat goats, and proposes a business model, operational plan and pro-forma financials for the cooperative.
- 3) *Abalone Divers*—CCCD worked with the Bren School at UC Santa Barbara and legal consultants to develop the feasibility and organizational documents and to monitor costs and income based on varying total allowable catch levels and likely markets. Divers are working with the California Department of Fish and Game to identify workable strategies to re-open commercial abalone diving in the region.

Lao American Foundation: Provided two workshops to non-profit staff and 14 Laotian farmers introducing cooperative governance and finance; searched for funding sources to support marketing and training efforts and assisted in identifying partners and consultants to carry out feasibility study and related work.

Tri-County Organic Farmers: Provided three workshops to eight farmers introducing cooperative governance and finance; helped them develop mission, goals, and a general plan for achieving those goals. Searched for funding sources to support planning and training efforts. Incorporated the organization as an agricultural marketing cooperative in March.

Placerville Cooperative Development: Assisted group in creating development strategy and identifying potential funding mechanisms to retain a local natural foods source.

San Mateo Farm Bureau and farmers: Provided one orientation to two Farm Bureau staff and 15 farmers on the cooperative business structure and local marketing campaign strategies. Followed this with a producer assessment and support for finding funds to complete a feasibility study and business plan.

San Diego Growers: Continued working with this group to develop a set of shared objectives, resulting in the establishing the goal of starting a SDG Cooperative CSA and mobile market stand. Conducted case studies on cooperatives and similar grower-owned businesses that have carried out similar ventures.

UC Cooperative Extension Outreach, Humboldt County: Shared information about cooperative to group. As a follow-up to previous discussions with poultry ranchers, an extensive meeting focused on ranchers' needs and helped them explore entity choices for their regionally-raised chickens.

University of California Cooperative Extension, Sonoma County: Began exploring strategies for converting the UCCE-managed Sonoma Meat Buyers' Club to a producer-owned business. Consulted with UCCE staff on examining appropriate business model given strong producer support but limited grower capital to operate the business.

Richmond California Worker's Cooperative: Following up on a worker co-op class conducted as part of a literacy program at the Richmond Public Library, CCCD worked with interested class attendees to explore cooperative business options that would promote sustainable employment for hardworking, highly motivated, unemployed and under-employed low-income Richmond residents.

Sol Market in Big Bear, rural San Bernardino County: Provided guidance on possible volunteer program for sole proprietorship community grocery store. Introduced the idea that the community could buy out the owner.

La Milpa Organica: Gave guidance and attorney referrals to a small farm operator currently running the farm as an educational non-profit and interested in converting to a worker-run cooperative.

Monterey Housing Authority: Gave orientation on consumer and worker cooperatives to County agency interested in starting a food cooperative in Salinas.

Addressing unemployment and homelessness: Discussions with groups in Lompoc, Los Angeles, and Davis exploring how cooperative business models could be used to address increasing unemployment and homelessness.

Café 255 in Georgia: A worker cooperative running a restaurant and farm on the same site. Met at the EcoFarm Conference and discussed how to include consumers as a membership class.

ASSISTANCE TO EXISTING CO-OPS

CCCD offered conferences, workshops and Web-based resources to existing cooperatives. CCCD maintains a list of private consultants who are experienced with and recommended by cooperatives, and makes these contacts available to cooperatives. A year-long study exploring strategies to bolster dairy cooperatives was completed in September.

Challenges and Opportunities for California Dairy's Economy by CCCD Specialist Justin Ellerby used existing reports and data and information gathered from well over 130 interviews with stakeholders across the dairy industry to examine issues facing the California dairy industry and possible strategies to address them. Particular emphasis was given to the current and possible roles of cooperative businesses to address these challenges. Topics discussed in the report include: supply and price-risk management, dairy biogas systems, dairy cooperatives and value-added opportunities. (The report is available on the CCCD website.)

Outreach on the project also included conducting three seminars across the state on the innovative Livestock Gross Margin- Dairy insurance program, a major opportunity for dairy producers, as well as giving interviews to a nationally-syndicated dairy-related radio program.

The *Agricultural Director Education Program* was a two-day training to build and enhance the governance and financial skills of directors of agricultural cooperatives. The training focused on governance, director liability, strategic planning, and analysis of financial statements and budgets. Dinner speaker, Teree Castanias, gave a presentation on "Cooperative Directors' Role in Preventing Fraud." She discussed how directors can use audit committees and policies to prevent fraud and malfeasance.

The program served more than 60 participants over both days who represented 20 different organizations, including 15 different cooperatives. Evaluations for the conference averaged 4.4 (out of a 1-5 ranking where 5 is high) and 100% said they would recommend program to others.

The *California Co-op Conference* discussed earlier offered workshops on board education, cooperative law and other topics that reached out to leaders in existing cooperatives.

CCCD provided board education to housing and preschool cooperatives during 2010 and also served the following:

Western Worker Cooperatives—CCCD worked with worker cooperatives in a variety of support capacities, from problem-solving solutions to examining strategies to link urban food-related co-ops to regional rural food sources.

Preschool/Child Care Cooperatives—Provided assistance to three child care cooperatives who had inquiries about the IRS' non-profit reporting requirements.

Central Coast Agricultural Cooperative (Central Coast-Grown)—Continued working with the cooperative to deal with issues relating to their mobile slaughter unit. We engaged the fruit and vegetable growers to begin developing a plan for a bundled CSA and mobile farmstand marketing strategy.

Olive Growers—CCCD continued to work with olive growers who were involved in the 2009 feasibility study by sharing information and encouraging dialog.

Student Intern Program

CCCD offices are located within a mile of the campus of the University of California at Davis. Since its inception, CCCD has actively recruited students to assist the non-profit in its activities. While CCCD benefits from the volunteer contributions of students, students become educated about cooperatives and receive experiences that will benefit them beyond their student years. The program has many advantages—to CCCD, to the students, and to cooperative businesses in general.



California Center for Cooperative Development
 979 F St, Suite A-1, Davis, CA 95616
 T: (530) 297-1032 F: (530) 297-1033
 Email: coops@cccd.coop Web: www.cccd.coop

2010 Income & Expenses

	<u>Jan - Dec 10</u>
Ordinary Income/Expense	
Income	
Government Grants	300,842.00
Contributions & Non-govt Grants	69,761.00
Program Related Income	<u>37,745.00</u>
	408,348.00
Total Income	
Expense	
Program Personnel	214,653.00
Program Services & Contractual	95,299.00
Program Supplies	26,411.00
Travel	18,039.00
Operations & Fundraising	<u>52,917.00</u>
Total Expense	<u>407,319.00</u>
Net Ordinary Income	<u>1,029.00</u>
Net Income	<u><u>1,029.00</u></u>



