

## *Hello and Welcome!*

Thank you for your interest in vending with the One Love Co-Op movement! We are very excited to work with passionate, unique vendors aligned with fair, affordable and sustainable standards of production and distribution and high standards of funk :) We thank and honor everyone who participated with us in previous months and look forward to you joining our co-op! The goal is to accrue 30 solid memberships with uncanny DMV vendors by December 2015 so that we can become a powerhouse in local art and economics! Here is some more information about our movement, so you may get a better understanding of what it is we are building together. Then, whenever you are ready, please fill out our online application linked on the website.

## *Mission of One Love & The One Love Co-Op*

One Love= True Change Inc. (aka the One Love Movement) is a grassroots peoples' unity movement of families, educators, students, artists, healers, vendors, and activists of and for color to spread love, healing, solidarity, and consciousness in and for our historically divided communities. Be sure to check out “Our Mission” and “Reason” from the homepage

[www.oneloveistruechange.com](http://www.oneloveistruechange.com)

**The One Love Co-Op Mission** is to bring together talented, positive, and conscientious vendors of color (artists, artisans, musicians, healers, entrepreneurs) all over the DMV and beyond through a cooperative, inter-supportive group economics model that promotes our diverse cultures, fair & sustainable practices, and a more unified consciousness.

## *History of One Love*

The One Love movement emerged as a bi-coastal effort in 2011, launching both in Washington D.C. and Los Angeles, California. It was founded by youth workers, artists, healers, educators, and activists on both coasts who were simply tired of the disunity within communities of color. So emerged the concept of unifying our folks on a regular basis to shed light on our stories, interconnections, our talents and our powers to heal one another.

One Love began as gatherings, and eventually into festivals that included healing demos, flea markets, and a short conscious film compilation on a different divisive issue in the community. The idea was to resolve the issue through forum; learn a way to self-heal from our stressors and trauma; celebrate our collective economics; and then rock out with our dope local musicians and good-vibes spinning DJ. Each event gained more and more of a following and folks seemed to always leave loving the vibes and the info.

# *History of the Co-Op*

The concept of the co-op emerged over the years as One Love co-founders began observing a number of issues in the flea market model:

- 1.) High vendor costs that often severely limited small-scale vendors' profit.
- 2.) The inaccessibility and sparsity of dope vendors' products outside of select events and
- 3.) In contrast, the high accessibility of the same categories of products local vendors sell within large chain stores like CVS, Walmart, and the mall.
- 4.) The lack of awareness of holistic healers in our communities and the alternative services they provide.
- 5.) The lack of awareness of the extremely talented artists and writers right here in our very community, while large chain bookstores and radio stations seemed to monopolize our ideas of good writing, art, and music.

It occurred to us that if our local products, works and services were just as accessible and unified as these large chain locations, we could collectively be just as successful and heal our community at the same time. And so the idea of a Vendor/Healer Co-Op emerged.

**Our first launch day of our Pop-Up Co-Op Mall on Labor Day in Eastern Market was a great success,** amassing estimates of 150-200 engaged customers and producing over \$ 2 ,000 in Square revenues , including approximate service earnings --and not to mention, the amazing vibes. Customers & vendors were so happy with the day, we had to remind folks it was time to go home: ) Since this auspicious day, the One Love Co-Op and Family formed, vendors ready and excited to unite with one another to take over the local market. Then came our next sales theme, Sankofaween, a day to celebrate, and not fear, the Ancestors-- and now here we are, forming our traveling co-operative.

## *How the Co-Op Operates*

The Co-op operates with one single point of sales system, in which vendors are asked to double-tag their items with Co-Op labels identifying their individual brands, prices, and brief item descriptions. All products are organized by category of product--all jewelry in one section, clothing in another, books and CDs in another, home decor in yet another. Customers feel free to peruse the store as they would do a large chain store or boutique and go to one register to purchase all items. Here one tag is collected by the cashier per item and the other tag is left on the item to serve as the customer's receipt.

Within 2 days of the event day, all sales are tracked by the coordinator and dispersed via Square Cash to all participating vendors. Analytical sales reports are also available to vendors to help each vendor compare their sales to others and draw conclusions concerning what worked and what did not for that particular venue and audience. The goal is both collective and individual vendor success, along with happy customers--particularly, customers who do not feel like they had to break an arm and a leg to support their community and benefit stylistically and holistically from that support: one happy, surviving, artistic and healing community.

We are also launching an **online flea market**, arranged again by category, featuring folks' sale websites and/or contact for custom orders. This way, if the people miss our events, they can always peruse the co-op website to see who and what they missed and purchase at their own leisure--so be sure to include your logo and a representative image of your products in the app or attach it separately.

## *Your Next Steps*

If this sounds like a model you are interested in and wish to be a part of, then email us with a link to your products/ service info! Once you hear back from us, simply complete **the application** linked on the website and follow the instructions given in each field. *No application is complete without completing the promotional instructions and submitting the fee, so please allot 20-30 minutes to complete the process.* And that is all. Your Co-op tags are also on the website link; as per your application, your items must be double tagged in order to receive payment for your products. Do call or text Shona if you should have any further questions [240-447-2983](tel:240-447-2983). Peace, peace, and be blessed! We look forward to working and building with you!

*Peace, Light & Growth,  
The One Love Co-Op Team*



*"As our Sense of Community Expands, our Sense of SELF expands."*

*"The highest education is that which does not merely give us information but makes our life in harmony with all existence."*

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