



By: Us Lifting Us Economic Development Cooperative, LLC (ULU)

# ULU 10 Point Appeal and Plan

## For The New Black Economy

**Current events, and the general unrest of the times, call for radical change. The following points provide practical and necessary steps for a new and positive existence for us today and for future generations.**

1. As Black People we take full responsibility for the economic destiny of our communities and nations.
2. Black persons and Black institutions (especially the Black Church) join together as Members in a large-scale Cooperatively Owned Business Enterprise to pool our resources.
3. This Cooperatively Owned Business Enterprise is reflective of our unique culture and interest in the world.
4. The governance and legal form of the Cooperative accommodate democratic principles; one member, one vote, with elected leadership.
5. Only members of the Cooperative (and not the public) have the opportunity to secure ownership units (equity) in the Business Enterprise, with the potential to amass billions of dollars for community development.
6. The Cooperative focuses on opening and operating businesses in local communities that (1) provide needed goods and services, (2) create new jobs, (3) stimulate additional business activity and (4) yield a fair profit.
7. The Cooperative is driven to duplicate and expand into hundreds and eventually thousands of businesses, all owned and controlled by the collective.
8. The net profits from overall Cooperative success are used to (1) reinvest, (2) for the distribution of grants and endowments and (3) direct returns (dividends) to Member/Owners of the Cooperative.
9. The large-scale cooperatively owned (group owned) Business Enterprise functions as a catalyst and central element in building and sustaining the new Black Economy; one that gives Power to our People.
10. Us Lifting Us Economic Development Cooperative, LLC serves as the aforementioned model.

**Special Note:** These 10 points form the basis for Black Economic Empowerment. The security and welfare of our People starts with our determination to control the economics of our communities and nations. *“Black people and Black people alone, hold the key to the gateway leading to their freedom”* (Philosophy and Opinions of Marcus Garvey, 1923)

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