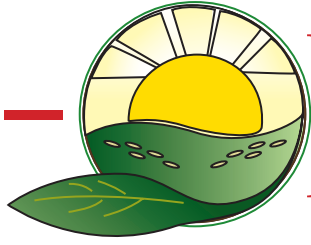


# C-OPTIONS



SEVANANDA  
Natural Foods Market

July/Aug./Sept./ 2020

Vol. XX Issue 3



## "BLM" Black Lives Matter



Dominique White



Botham Jean



Michael Brown



Brianna Taylor



Oscar Grant



Laquan McDonald



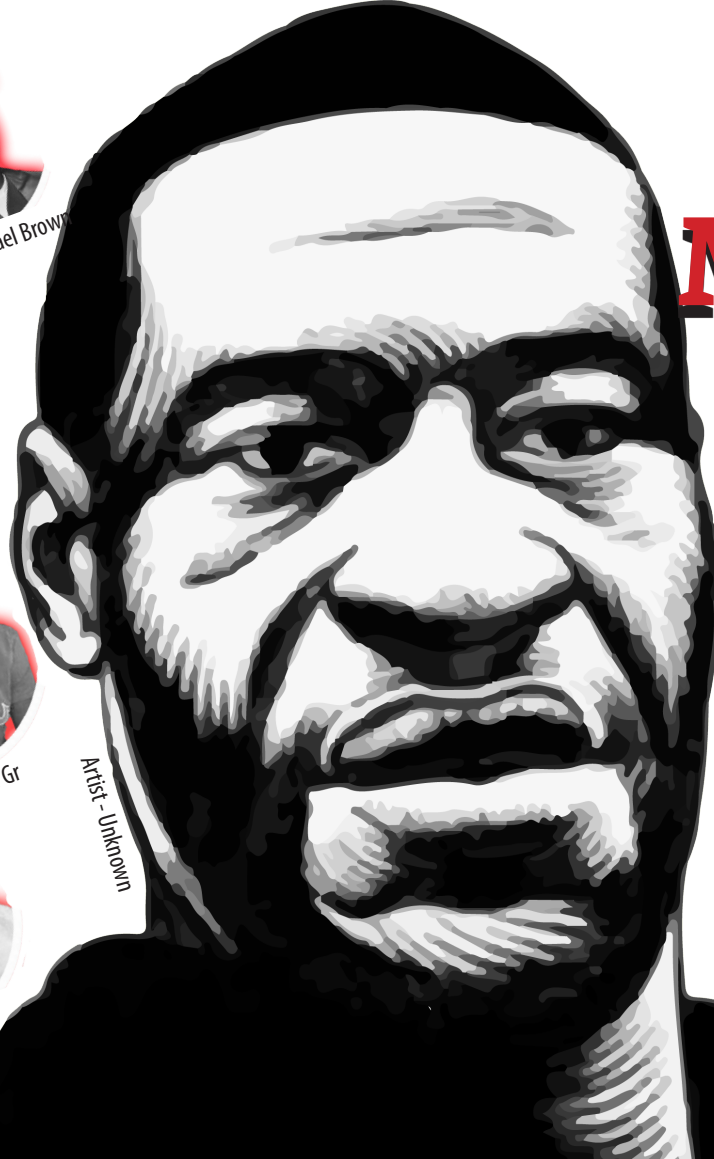
Freddie Gr



Rayshard Brooks



Eric Garner



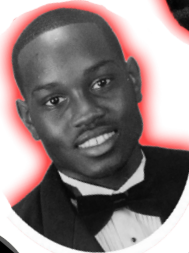
Artist - Unknown



Travon Martin



Atatiana Jefferson



Ahmaud Arbery

George Floyd

# Sevananda Board of Directors



**SURVIVING, STRIVING, & THRIVING, AMID ADVERSITY**

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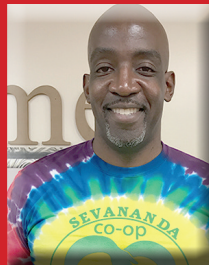
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Pearletta Graves

Board Member



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Melissa Fortune

SEVANANDA has simultaneously found itself in a momentous and perilous opportunity to maintain and sustain itself in a world of sudden uncertainty. No one could have predicted that a pandemic virus would plague the planet or at least could have fathomed the magnitude of the social change it would enact seemingly overnight.

Who knew that world events would take us through a rough ride of “social studies” with the heightened resistance and rebellions to “authoritarian abuse of power” by those hired to “protect and serve” our communities. That a political administration would not be bipartisan to embrace citizenship with ideals that would unite all aspects of our country’s diverse communities.

In the face of this, the board has placed itself in a unique position to navigate ourselves through our intended ENDS:

**“Sevananda Natural Foods Market is a cooperative that exists to cultivate community**

*through:*

*Wholistic Health and Wellness;*

*Innovative, Sustainable and Humane Systems;*

*Informed, Invested and Engaged Stakeholders;*

*Collaborative Relationships That are Equitable and Empowering;*

*Economic Expansion;*

*[and] Local and Global Networks.”*

We find ourselves grappling with what we are opening our doors to accomplish. As stated in the aforementioned ENDS our first intention is to cultivate community. In that sense, Sevananda operates as a progressive cooperatively owned business, a microcosm of the macrocosm that reflects the diversity of our city and our world culture. Given our largely black member-ownership presence within our co-op and predominantly black run staff to the Board of Directors who were duly elected by its diverse ownership, we embrace that we represent all nationalities and colors within our ownership and shopper base. Sevananda through our store's moniker ("blissful service") has over the years demonstrated that we are committed to create and foster an environment where everyone is welcome, and strive to uphold in our everyday actions the cooperative value of equity; not only financial in nature but also social.

In these times our mission is challenging us to do just that by providing a "safe space" for shopping for the community's Wholistic Health and Wellness needs; this is the citadel of our 45-year history. As we adjust our lives to the acts that foster community activism and ownership, we vow to be a beacon of light in this darkness of widespread viruses and social upheaval that demands and commands change.

We ask that all of our Member/owners and stakeholders recognize our great dedication and will-power and continue to hold us accountable to our ENDS, as you exercise patience with our process to keep our doors open and our products available, so that we can meet those ENDS with the cooperative spirit as we were originally erected and elected to fulfill.

We look forward to returning to a sort of normalcy that does not negate the necessity for unified and respectful community living; that ensures that we prosper in an environmentally and economically sound world; and, that considers all life sacred and worthy of autonomous yet sovereign living.

Please be safe and well and we look forward to seeing you around the co-op!

Sevananda Board of Directors

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by Kimberly Ellison-Taylor,

# TOGETHER, WE CAN MAKE A DIFFERENCE: A 12-STEP PLAN TO ADDRESS RACISM AND UNCONSCIOUS BIAS

along with the guidance to “avoid the police,” “never leave the store without a receipt or bag, even for gum,” and “never walk with your hood up,” we have added another one: “Make sure you get it on video.”

Wondering where to start? Recognizing that firms and businesses are in different places, please consider these 12 steps for revamping or even starting inclusion initiatives:

Tragic, sad, and unbelievable are just a few of the words to describe COVID-19. Those words apply as well to the most recent events involving Ahmaud Arbery, Breonna Taylor, Christian Cooper, and George Floyd. The events involving Black and African Americans have been hurtful, shocking, and polarizing.

The frequency of tragic events has accelerated to a level we can no longer ignore, a point where sleeping at home in bed, visiting friends, taking an afternoon jog, going into your own home, or visiting a park to bird-watch are not safe. What’s different now is the cumulative effect of horrific videos showing multiple scenarios. These scenarios refute the “these are isolated incidents” reasoning. This is also why it is disheartening to see the distractions from the message we are working hard to get across. And while the destruction of property and violence are unacceptable on every level, we must maintain our focus on inclusion and not be swayed from the progress we want and need.



But here is where the similarities stop. With the COVID-19 pandemic, there is targeted funding, expected outcomes, and accountability, as well as the best and the brightest minds working together on treatment plans and a vaccine. With over 100,000 pandemic-related deaths in the United States and more expected, COVID-19 requires a basic understanding of the threat, consistent safety precautions, individual accountability, and new thinking about how we work and interact.

What else is different? We have visible and public encouragement from our allies and champions. I am personally overwhelmed by the outpouring of support from our colleagues who always said, “Kimberly, I see you.” My photo gallery is a rich kaleidoscope of people from across the accounting profession. I have appreciated the interactions, the friendships, and the opportunity to give my colleagues a safe space to ask questions they wouldn’t be able to ask anyone else. I am now compelled to expand that safe space, to give a different view, and to help with progress.

**1.** Acknowledge the challenges faced by the Black and African American community. An authentic voice is required, and that only happens if there is at least a basic understanding of the underlying hurt. Unless we are willing to suffer the discomfort of confronting our own belief systems, the changes will only last as long as an amazing, visionary leader is in place. Please note that just because you don’t use the “N” word, it doesn’t mean that you have not unconsciously discriminated with your actions or lack thereof.

We need similar resources and focus to address the consequences of systemic racism and unconscious bias. Instead, in the pre-pandemic environment, we noted more than a few cases of “changing direction” in diversity and inclusion with less funding, reduced headcount, and less organization-wide emphasis. Further, in many instances, diversity and inclusion was managed far below the top leadership, and its approach has been mostly risk-management-based, with a focus on what “not to do” rather than how to achieve lasting change.

Now that we are talking about gaps in opportunity, access, and equity in the Black and African American community, the rest of the world is hearing what we have long known — there are systemic challenges in education, employment, health care, nutrition, business capital, prison sentences, etc.

**2.** Conduct a “listen and understand” town hall with ideas crowdsourced from team members across the organization. These are opportunities to hear from the Black and African American community and learn things that may have never been considered. Many of our colleagues are afraid of saying the wrong thing, but you should just speak from the heart. Put yourself in our shoes. How would you feel if it were you or your family?

Over the years, Black and African Americans were cautiously optimistic when the CEO said, “Inclusion is important.” However, if my mom was right and “love is as love does,” we needed more than words. We need specific plans with accountability with expected outcomes to address racism and unconscious bias.

We must work together to overcome these systemic challenges. Over the years, leaders and professionals across the accounting profession have come together to address economic, regulatory, pipeline, and advocacy challenges and initiatives. This gives me great confidence that we can make a difference in our own firms and businesses. Progress won’t be made overnight, but our resolve must be unwavering, whether it takes three weeks, three months, or three years.

**3.** Review the data. Assess the initiatives around recruitment, promotions, and overall retention of Black and African American team members. Ask tough questions, evaluate the legal department’s concerns, and determine actionable insights. It is true that there are many aspects of diversity, but right now we are talking about the Black and African American community. Where are you recruiting? What résumés are reviewed? What candidates are interviewed, and who interviews them? Please don’t get distracted by the diverse segments that are easier to show results. Gender is an area where we see focus and increasing improvement. However, those results are not evenly reflected for Black and African American women. One step further, are there Black and African American executive leaders?

The pain pouring out over the past days is a consequence of an agony that permeates every aspect of our lives — writing a check in the grocery store and being asked for ID when no else is, being looked over for promotions, and even having others cross the street to avoid you. The statements issued by business leaders have been beautiful and well written. But are they just words?



In the Black and African American community,





**4.** Ask periodically for honest feedback on the culture of the organization, and communicate transparently about the results and action plan. More than words are needed. Team members and, in particular, Black and African Americans are asking for progress across the talent management life cycle. Inclusion and “the best and brightest” are not contradictory statements. Many organizations have at least one Black or African American team member, but this is not perceived as diversity. Firms must determine that they will recruit, develop, advance, and retain diverse individuals. One way to do this is by pushing back on candidate pools and interview panels that do not reflect the Inclusion initiative. Another way is to crowdsource new ideas from across the firm, as well as to seek referrals for high-performing talent — in this case for Black and African Americans.

**5.** Establish appropriate funding that is aligned with outcomes expected. In the COVID-19 environment, funding of new initiatives is challenging, but please don’t let that stop you from doing what you can.

**6.** Communicate the vision. It is important to bring everyone together on the initiative so it becomes a lived part of the mission, purpose, and values of the organization with accountability at the both individual and management levels. Start with the end in mind. Review the business case for diversity and inclusion. An example is from my Experience Inspiration session on “When Everyone Has a Seat at the Table.”

**7.** Encourage allies to join the affinity groups, and create new groups based on hobbies and interests. Both are needed to promote teamwork and a sense of belonging and improve retention.

**8.** Determine ways to promote individual and collective accountability for the inclusion culture and the organization’s core values. Making everyone responsible in performance evaluations is a great way to align the messaging with the day-to-day life. The chief diversity officers or human resources can’t be the only ones with the inclusion core values in their performance plans.

**9.** Journey-map the employee experience of various employees. Map their experience across the life cycle of hiring, pay, day-to-day work assignments, performance reviews, promotions, and leadership development. Where are there inconsistencies? Why? The results will highlight opportunities for training — for the individual team members as well as middle and executive management.



**10.** Conduct diversity and inclusion training. The training should go one level deeper than the “Sense of Belonging” or “Respect Everyone” training that may be in place. The training must include enhanced real-life exit interview information and work scenarios. It is not surprising if many team members exit the current training thinking, “Who are those people that do those terrible things?” and do not realize the consequences of their own actions. Further, the training must be for everyone, similar to training on sexual harassment, insider trading, ethics, etc. Why? Because inconsistent training has already led to inconsistent results.

**11.** Review what additional support and training can be provided to middle managers based on various scenarios and exit interviews. Ask and evaluate if middle managers support and promote the inclusion initiative. Many Black and African Americans have reported a disconnect between what the CEO says and how middle management executes the message.

**12.** Move inclusive leadership to the main stage. If this area is a key strategic priority, it must be discussed, promoted, and reported in the general session with top leadership involvement. Breakout sessions are usually for optional topics. Further, Inclusive leadership must be demonstrated authentically across conference speakers, panelists, and the program.

The 12 steps list underlying detail that must be customized to each firm or company. There are many other considerations that may make some of the things I listed challenging, including pipeline, size of firm, revenue, geography, specialization, etc. But we can all acknowledge, understand, and work with others for progress. Inclusive leadership is a business imperative that has implications for our customers, clients, and business partners as well. Even if you are in an area where you don’t know a single Black or African American person, you can still implement strategies. It is also true that you could do all of the steps above and still have challenges recruiting and retaining Black and African American employees, but there still is tremendous benefit to be gained.

In a COVID-19 environment with significant economic impacts, we must implement a sensible and realistic plan that promotes progress — every step forward helps. When the camera is off, the social media furor has diminished, and if or when the next tragic event unfortunately happens, we must remain committed. With individual and collective understanding, inspiration, encouragement, lessons learned, and tone at both the top and the middle, our efforts will help those interactions at the workplace, the grocery store, the apartment building, the gym, and the park happen differently.

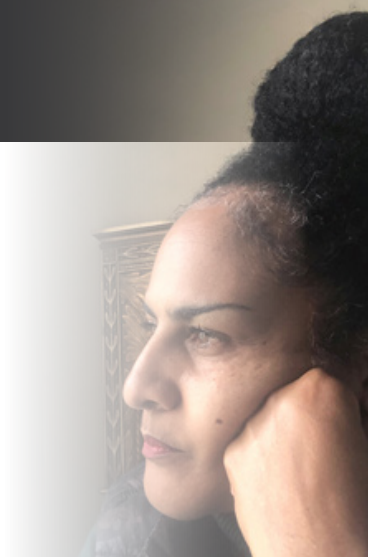
We have come together on other initiatives and have made a great difference in promoting the public interest. It is time to use the lessons and best practices we learned to reduce and hopefully one day eliminate racism and unconscious bias. Together, I am sure that we can do it.

— Kimberly Ellison-Taylor, CPA, CGMA, is executive director, Finance Thought Leadership for Oracle. She is a former AICPA chairman, former chairman of the Association of International Certified Professional Accountants, and former chairman of the Maryland Association of CPAs and is currently the vice chairman of the AICPA’s National Commission on Diversity and Inclusion.

# DIVERSE UNITY

## One Interpretation of The Cooperative Principle of Equity (short version, full version at [sev.coop](http://sev.coop))

**Ahzjah Simons**  
General Manager  
Cooperative Director



With heavy hearts, we empathize, recognize, and acknowledge the reality with respect to the state of minds and hearts regarding racism in our country. While some people are uprising for justice, others are attempting to shift the focus to the way George Floyd lived his life versus the way he lost it. Either way, Floyd is the most recent catalyst for change, representing the black fight for equality and all those who died brutally and senselessly at the hand of hatred. I know that as I write this there will be more deaths after him. I trust that one day it won't be without purpose for the greater whole. Not comforting to the mothers and fathers of the children whose lives were taken, or those who watch helplessly. Many years ago, I'd grown discouraged and tired of the same conversations with respect to the subject of race in our country. Also, the additional conversations within the black race. Most of us are happy and content to speak within our own circles or groups. However, very few are ready to engage in meaningful dialogue with those from other races and cultures, who were ready to change the current state of affairs and status quo. Ready to evolve and not be hopeless in my anger and sorrow. Through one on one engagement, I have observed and experienced shared clarity and understanding of each individual's conscious or unconscious impact on another. The magic of the "change" or "shift" moment. In that moment it doesn't matter what you look like, sound like, what sex you identify with or how old you are. The deep and true connection moment is undeniably powerful. If enough hearts and minds change, even systemic and institutionalized racism would by default change. If the "moment" is given the opportunity to be experienced, like music and love, for those who are open and ready, real connection gives birth to fertile ground ripe for conception and transcends all difference. What comes next, no one can predict and shouldn't try. It's an open space ready to be filled with unlimited potential. Unlimited by the past, by locked in paradigms, by old beliefs, or imprinting. It's ready to be filled with a new infinite possibility.

My personal "imprinting" with respect to race and intercultural exposure went a little something like this. I grew up in the city and then moved to the burbs at age 9. Just before the age of reasoning kicks in. At that point the basic foundation of your perception of love, life, and the world is just about shaped. After that, when faced with any situation or circumstance you begin to reason and make decisions, from that reference point of imprint. Upon moving to the burbs, this is where and only there that I first realized I was different and more specifically, that I was a black human. Beyond my skin color and hair I didn't really know what that meant. Prior to the move I didn't know and didn't care. It never came up and it wasn't relevant or important. We lived in the hood and weren't wealthy, but all needs were met and I yearned for nothing. Most families that lived there were the same, working, living, taking care of their families. I was just happy playing with my friends who for the most part looked like me and the few who didn't. We had fun together, played together, ate together, attended parties, laughed, cried and hurt together. We were afraid together and nothing else mattered. Until we moved to a place where suddenly, I was the one who didn't belong, who had a different way of speaking, different clothes, and most of all different skin color and different hair.

I made my way through it all learning how to navigate three worlds (black city culture, white suburban culture, Jamaican culture) with ease and practiced that until it became a natural way of being for me. I just shifted my words, my slang, my proper English, my "patwah" (patois), seamlessly depending on what "world" I was in at any particular point in time. I became a chameleon. Not being fake, just another aspect of me in all my beautiful, "shades". My mother's roots were Cherokee and black and Jamaican-born in Kingston, Jamaica. My father was born in St. Andrew Jamaica. He was very light skinned with soft non-kinky hair and could pass for white and did just that when arriving into the U.S. from Jamaica many years ago. As an adopted child he never knew what his side of the family's racial roots were, but he often said he thought he was Syrian or Sicilian. These were significant identity differences either way. He presented as a non-black male but identified as a black man of Jamaican descent who happened to be light-skinned. In Jamaica, differences were more about class than race. The adoption factor left me and my siblings a lot of questions to explore and confirm regarding our true bloodline heritage. Still our parents chose an identity and so did we. To go through life, it appears you have to pick something. You can't just float between it all, in perpetuity. I, too, identify as black but get constant questions about my herit-age. Through different ages and stages of my life I have presented as black, Spanish, Indian, Ethiopian, and more due to the gumbo of my parental bloodlines. Until now, I haven't really thought about checking further. With the DNA tools today, we have more options to pursue that. My father also traversed at least two cultural worlds. As a very light-skinned black man with non-wooly hair, he often passed for white and had his own imprints as a result. If we can appreciate and accept the imperfect perfection of where we have arrived, we might be able to graduate and evolve to the next stage of our human evolution. Still honoring the sacrifices made, the bloodshed, but standing on those shoulders of our ancestors versus crying on them. I think that is what our ancestors wanted for us. They didn't want us to repeat all the trauma they had to endure, instead they wanted us to thrive beyond where they had the opportunity to.

Sevananda has always had a diverse unity around peace, love, compassion, health, freedom, social justice, shared wealth, food safety, and more. Racial demographics have never been a focus when recruiting member-owners, vendors, educators, staff, partners, etc. The International Cooperative Alliance (ICA) established the cooperative values and principles. One of the universal cooperative values is that of equity. Equity isn't just financial but environmental and social. It's built into the fabric of why Sevananda exists. Through one on one dialogue we can get to the heart of our individual differences, and our collective differences. Gaining a greater understanding of our strengths and how they might benefit the new communities and worlds we are creating. The community and world has slowly changed around the ideas of inclusivity and equity for all. And now perhaps we are ready to put theory and talk into practice and take our place in the role of change. Perhaps we are now ready to test the waters of diverse unity, embrace allies, and achieve our collective goal of true peace and justice for all. I know it won't all be corrected and transformed today, but it could be a true start or at least an added layer to all the work done before us.

Sevananda has long been working to manage, facilitate, and engage differences in all of the ways it shows up. Sometimes we are successful. Sometimes not so much. I have five primary reasons for wanting justice and social change. And then, many more reasons outside of my own family. Their names are Myron, my brother, Clovis, my husband, Christopher my first son and Michael my second son, and Anthony, my step-son. In this picture, here I am atop Stone Mountain this past Mother's Day with Christopher and Michael. It's very ironic where we are. I look forward to the day when I don't have to be concerned for their safety every time they leave the house. Being free to climb any mountain is an incremental success in itself I suppose and a start.



General concerns for them leaving the house are not about driving safely, relationships gone bad, or the regular growing into adulthood concerns. It's being concerned for them just being themselves, in their black skin, in the world today. I try my best not to project racial concerns or any fears onto them. However, still making them aware and to be cautious and mindful of their thoughts, words, and movements. Knowing how soon to implant this into their psyche so they can protect themselves through awareness practices, was challenging but necessary. Not wanting to imprint a fear, victimhood, or mental constraint which would impact their ability to consciously or unconsciously create the life they want. Knowing who they are and who I think they are becoming, I think we did okay. They are incredible humans and I trust "the world" will see that. I also trust that there is something better, and they will be divinely aligned to receive all the good that there is for them to receive in their lives.

If you'd like to be a part of healing dialogues of the future email us at [info@sevananda.coop](mailto:info@sevananda.coop) and we'll keep you posted on when they begin. Be well and stay safe.



Ahzjah and her sons: Christopher & Michael



**Sharlise Lowe**  
Co-options Editor  
Marketing/Member  
Services Manager

## DID YOU KNOW ? LAST 10 POLICE PROTEST !!

Soooooooooooooooooooooo, (Protesting) ! Webster says it is the expression of disapproval of or objection to something. It can be in the form of a noun or even an adjective.

Today's Protesting climate is "HOT" yes "HOT". Heat hot because it is the summer and movement hot because today we can say after the George Floyd Virus we are a "Hot" Movement. Now you may ask how come I called it the George Floyd virus, and I will say to you because to me it is a form of a civil resistance virus that is spreading to everyone all over the world. However this virus is a positive meaning of protesting.

ated and the non-created, the beginning and the end, the power and the force, the life and the nothing. WOW! Take a minute and read that again and you may get the meaning of why the protest for George Floyd is so significant. Things ta make ya go hmmm mmm !! Let's think about this for a minute.

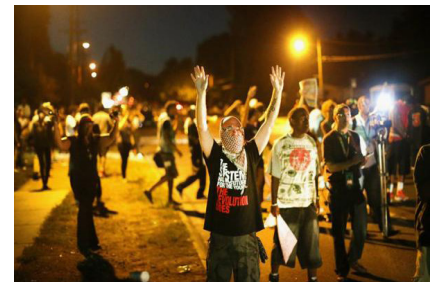
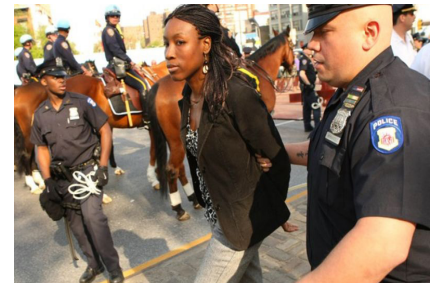
The protests 1-9 started because the treatment of 9 African American Males who were killed by Law enforcement (with the exception of Rodney King being a survivor) the officers were either acquitted or not charged at all. We will see what happens to the officers in the George Floyd case. I will go out on a limb and say if these officers are not brought to justice, I hate to see what the protest will be then. Actually maybe I should say what the RIOT may be. (Stay Tuned)

Now, African Americans have been protesting for years. Back in the 60's it was called Civil Rights Movement. This movement was solely called to an end to racism. Today we call it the "BLM" Movement because not only are we marching for an end to racism, but for the abuse and injustice of Law Enforcement of African Americans and people of color.

Some of you may not have known, but the protest going on today in reference to the George Floyd situation is the 10th protest since 1991. Did you know that 10 seconds determines a "knockout"? Well today's protest movement is a knock out because finally African Americans have had enough and are standing their ground in demanding a change. The death of George Floyd by the hands of law enforcement seems to be the last straw for ALL PEOPLE in today's society and blacks and whites are finally standing in unity as one and demanding equality. Yes Protesting is necessary to be heard and sometimes (not saying it is right) going a little above and rioting happens not to only be heard, but for those in power to LISTEN!!

With the George Floyd killing being the 10th protest since 1991, Did you know that the number ten is regarded as the most perfect of numbers, because it contains the Unit that did it all, and the zero, symbol of the matter and the Chaos, of which all came out; it then includes in its figure the cre-

- 1 Rodney King (25 years old — March 3, 1991)
- 2 Amadou Diallo (23 years old) — Feb. 4, 1999
- 3 Sean Bell (23 years old) — Nov. 25, 2006
- 4 Anthony Smith (24 years old) — December 20, 2011
- 5 Eric Garner (43 years old) — July 17, 2014
- 6 Michael Brown (18 years old) — August 9, 2014
- 7 Freddie Gray (25 years old) — April 12, 2015
- 8 Alton Sterling (37 years old) — July 5, 2016
- 9 Philando Castile (32 years old) — July 6, 2016
- 10 George Floyd (46 years old) — May 25, 2020





# Be Essential: Essential Living From an Essential Source

## THE INSIDE SCOOP

Ahzhah Simons  
General Manager  
Cooperative Director



I know that I am not alone in saying that Sevananda was “essential” long before we were dubbed an essential business by city officials and so called media powers. In order to shape, calm, and influence the COVID19 pandemic and its hysteria, fear, and panic perceptions, information had to be shared. Some information was clear and some not. Some info on the up and up, some not. Conspiracy theories and underground counterintelligence were circulating, and folks were not sure what to believe. Regardless of the absolute “truth”, we had a store to run. Even in the midst of confusion and some natural fear of infecting our families or being infected, we were happy to have our jobs to continue to serve, pay our bills, and have some “normalcy” within it all. Cooperatives nationally stepped up to be many among the first to outfit their cashiers with sneeze guards, face coverings, gloves, establish online stores with call in orders, online orders, curbside pick-up, shopper metering, social distancing protocols, etc. Because our stores are smaller than most commercial and conventional grocery chains, and with smaller marketing budgets, and resources, co-operatives had to move swiftly to respond to the needs of their staffs, member-owners, and shoppers alike.

Being “essential” has traditionally meant simply living up to our Ends and mission of “Empowering the Community

to Improve Its Health and Well-being” by making sure we had all the great products you expect. It meant making sure our service was optimal, that we created strong partnerships and exciting events to support the community, and that we continuously worked to establish long term relationships with our vendors, staff, members, and customers. And, of course, living up to our Cooperative Principles and Values. It has also meant that all stakeholders were encouraged to do as much as we could to take care of ourselves and practice the principles and values we stand for, so that we can sustain this co-op for ourselves and our community.

With the onset of COVID 19, we found ourselves without a playbook, in uncharted territory. Experiencing confusion, doubt, and uncertainty, staff call-outs, self-quarantines and more, after the initial shock of it all, we worked in creating systems to aid in the business of running our co-op. We’re proud of the work we’ve done, and we hope you are too. Your board, leadership teams and staff members all rose to the occasion to support our safety and operational needs and they continue to do so. Many doing things they have never done before just to maintain our operation. It was beautiful to behold, the additional level of super heroism that was demonstrated every day.

Being essential also meant new ways to communicate, meet, plan, and strategize. It meant improved communication in the form of daily manager meetings, virtual all staff meetings, weekly updates to our staff, management team, security officers, and general community. Our Board of Directors also connected every two weeks to get updates and to support me and the operations in any way they could. Due to our size and capacity, and the added uncertainty, we had to make quick decisions. Decisions unique to our capacity, stakeholders, and staff to protect the business. In some cases, results did not please EVERYONE. However, doing our best to keep everyone safe was priority number one. Most of you appreciated our efforts, some not so much. Bear in mind these are temporary circumstances, evolving every day. We are happy for the day when we can return to family outing shopping at the store, endless hugs and fellow shopping throughout the store and the discontinuation of required face covering. Face coverings are required, but only while shopping. Our Member Services and Marketing Department worked very diligently to ensure that information was channeled on various platforms as accurately as possible. Hearing from you let us know if we missed something and it was corrected as soon as possible. If you weren’t on our email list, you didn’t receive these very important updates and may have experienced a less than usual service experience as a result. Please check our website for all of the previously sent updates. If you would like to stay abreast of future updates, send your email address to: [info@sevananda.coop](mailto:info@sevananda.coop).

COVID 19 came at us like a tornado storm without much warning. It brought in its wake death and destruction, and record losses of life and no opportunity to say goodbye to those that many of us loved. With all of the negative effects of COVID 19, as an essential business in a COVID environment, we also experienced unexpected positive impacts. It forced us to be more alert, aware, and attuned to each other, and to the needs of the staff and the business. It catalyzed our staff and leadership teams to become unified, focused and cohesive. It allowed us to prioritize our work to be more efficient and productive. We created safety protocols that truly improved our environment. It allowed us to see what we’re truly made of and who is really there for support. It gave us a mirror and moral compass to measure our movements and next steps. We had to balance the life of the business with the life of our staff and stakeholders and it forced us to go deep inside ourselves and explore what is really important to us. It also allowed us to release what no longer served us and launch new projects we had always wanted to launch. It was as if COVID 19 gave us the opportunity to reset all that was needed to be reset. It impacted us personally and professionally in ways beyond our expectation. While it appeared to be a curse, that might have been its gift.

Many of us went through quarantine protocols, testing negative, and the anxiety that accompanies that experience. We grew stronger and more fearless as a result. We perceive it to be part of the new norm we have to accept, but we are also eager to create our own new norm! So, while we follow the recommended protocols to protect ourselves legally, we will also continue to research, educate and promote in accordance with our values and mission, “To Empower the Community to Improve Its Health and Well-being through Blissful Service”. That’s our place of strength and courage, not fear or victimhood.

We’d like to take the opportunity to thank each of you for patience, cooperation, and support throughout this very challenging time. We’d especially like to thank our donors for SevTNet and Be The Change round up. You have raised a total of 10K to support appreciation of Sevananda staff and unexpected hardships, which happen irrespective of COVID 19. We’ll keep you posted on the use of the funds when disbursed. For now, we’re using PPP funding and the money you raised for staff is safe and secure!

I must also mention a couple things we're very excited about! Our online store is up! We're now running in test pilot mode. Please visit sev.coop to do a test run yourself and let us know how your experience was.

We have general deals, sales, discounts, ongoing and few more if you shop online! You can pick up inside or curbside and soon, delivery as well. All SEV items aren't in the online store yet, but we are constantly adding more. Hot meal and bulk herbs will be available from our HerbNFood Club, so stay tuned!

With the support of our Wellness Department, Member Services/Marketing, and retail teams, we're launching an educational empowerment series called Essential Living: From an Essential Source. Webinars, videos, virtual forums will be included in this project and we're excited to bring it to you. SevFit, SevZen, and Sev's HerbNFood School will be offered. Everything from myth busting of Covid19 face coverings, general safety and building immunity to meditation, fitness exercise, favorite products, recipes and more! Check sev.coop for listings or click here to enjoy the introduction Essential Living right now! Be sure to watch how we're living essentially to maintain optimal body temples, while working as essential workers and owners of our co-op! As always, thanks for supporting your local community co-op! Onward.

**Staff Appreciation**

SevTNet, FrontLine Helping Hand, Be the Change round up 10K raised Meal A Day program  
Zen Room and free pop up wellness shop  
Hero Pay beginning in March \$2/hr additional for all hours worked for all staff  
Essential Stipends \$300 full-time staff \$150 part-time staff

**Safety**

Mandatory Face Coverings/Gloves for staff and shoppers  
Public Rest Rooms closed to minimize transfer  
Touchless Rest Rooms under construction then reopen restrooms  
Monthly Covid Cleanings  
HVAC upgrades UV light

**General Safety**

Senior Hours- July 1- all access (senior hours discontinue)  
Reduced Store Hours initially - July 1 will be 9am-8pm.  
Sanitized Baskets and Carts  
Social Distancing at front of store and select departments (Security Supported)  
Shopper Metering 25 Person Max in store

**Self Serve Stations:**

Open Gravity Bins - bulk grocery  
Open Water FILL Station - Purchase gallon bottles and Fill station open (refill not open)  
Open-GrabNGo Salads and Meals  
Open-Bakery items

**Assistance Required:**

Open-Prepackaged Bulk Herbs July some self serve  
Open-Hot Bar Saturday and Sunday (assistant required) 11-5

General (non-gravity bins) Grocery Bulk working to pre package  
(seeking volunteers to support pack out) email sharlise@sevananda.coop

Disposable and cloth face masks/shields/coverings available \$2 and up



For your protection and ours masks and face coverings are now Mandatory at Sevananda. Strictly enforced.



**We will be  
CLOSED FOR JULY 4th  
honoring life,  
celebrating freedom,  
and the restoration of  
rest for our essential  
staff, service, and  
living.  
Celebrate Freedom!**





# ESSENTIAL LIVING (FOOD)



by Kim Purefoy

During critical times it is even more important to know who you are in the world and to do that special thing that you do. The world needs you even more now. Accordingly, Sevananda recognizes that the community needs us even more now to do what we have always done...RISE AND SHINE... as we find even more ways to SERVE, INFORM AND INSPIRE...in our own 'Sev Style'. Sevananda has always been a light and a colorful community resource to help and to lead you with more ways to "Own Your Health". That's our motto, and we know that with a sound foundation of health, wholistically, we can all keep pressing forward to create positive change in the world. Therefore, we are excited to now bring that mission to life even more with the launch of our new "Essential Living From An Essential Source" program. This virtual program will launch July 1st and will include four categories: SevEd, SevZen, SevFit, and our HerbNFood School program.

"Knowledge is Power" and we want to continue to empower the community with informative videos as a part of our SevEd program. These videos will cover topics to help you to navigate through these current times in a more powerful way. These SevEd videos will cover topics to help you to further strengthen your immune system, be more informed about healthy water basics, herb and supplement benefits...and more. We are also excited to introduce our SevFit program as a series of fitness videos to help support your physical fitness journey as well. These videos will help offer you practical and fun exercises that you can do in the comfort of your own home. They will also be designed to meet you where you are. We will offer tips and techniques for almost every level of fitness and most certainly for every age. So we look forward to having you join us as we work on getting a little bit more fine for summer time. Also during these times it is even more important to practice self-care as we navigate and remain empowered through each day. And SevZen is our video series that will

support your wholistic health journey in a way that helps you to this. These video presentations will focus on more ways to help attain more inner peace, calm and an overall balanced and improved sense of well-being. This program will present tips and guidance on topics such as meditation, yoga and other creative methods to help you attain your own heightened sense of 'Zen'. Our "Essential Living" video series program will be rounded out also with our HerbNFood School program (detailed further in a separate article in this issue). That program will also prove to be full of fun and exciting information to enhance your herb and food knowledge and well, with delicious recipes, tips and more. These videos will feature our talented Sevananda team members, along with our dynamic community partners as well. So stay tuned and follow us on our social media pages (add Facebook and IG pages here) and on our website (Sevananda.coop) to join us as our "Essential Living" journey continues.



# ESSENTIAL LIVING (FOOD)

"Grab a seat everyone, class is in session. Today's topic at Sevananda's Food School is brought to you in part by your taste buds for Essential Living from an Essential Source. Today at Food School we will be having a series of chefs recreating nutritious, delicious vegan dishes of their choosing and you will have the pleasure of not only tasting these items but also the opportunity to ask them any question that both your stomach and heart desires. Alright, let's get started."

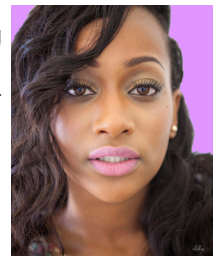
Moving into the New Year, Sevananda began partnering with local independent chefs through Sevananda's Food School to provide the optimal in-store tasting experience to shoppers and owners. They were able to meet and greet the chef of the month, experience a live demonstration on how to create a specific dish using ingredients from our shelves. They could ask questions regarding the dish being prepared, receive a sample, as well as a recipe/ingredient card to be able to recreate this dish in the comfort of their own home.

Kicking things off in the month of January we had Ms. Stephanie Sunshine of Vegan by Nature (@stephaniesunshine\_) grace us with her presence. Sunshine prepared vegan boneless wings that provided a slight crunch, packed with flavor and a slight hint of spice. Aside from love, cauliflower was her main ingredient. Moving into the month of February Ms. Priya of Spices and Spoons (@spices\_and\_spoons) took our taste buds on a wild trip to India preparing Cauliflower Chickpea Stew. This amazing dish was a genius collaboration

of cauliflower, chickpeas and curry and it was enjoyed by all. Wrapping things up for the first quarter we had Ms. Alexandra Mackey of Free Foods Atl (freefoodsatl) prepare a "raw" delight. Alex prepared raw chocolate orange bliss balls. This was a nutritious clash of medjool dates, hemp hearts and more topped off with a zest of orange. This dish not only shocked our taste buds, but also satisfied our sweet tooth. Each month, customers gathered around our Sevananda Food School chefs to educate themselves on the dishes by asking numerous questions to our demonstrators. This education, resulted in them enthusiastically grabbing recipe cards, conveniently securing ingredients right from our shelves with hopes of recreating these dishes on their own.

This first quarter of The Food School was both a fun and educational experience for not only shoppers but for me as well. I too even jotted down a few tips and tricks these ladies shared to use in my own kitchen. Due to these uncertain times we were unable to continue with live demonstrations in our store. However we will not let this stop us from educating our community. Moving into the next few weeks, we will be providing essential healthy vegan/vegetarian demonstrations and recipe cards for you to try in your home on a page on our website. Here you will be able to recreate new dishes and conveniently get ingredients at our store and share what you've created by tagging

us on social media and hash tagging #SevEssential Stay tuned as we cater to your essential needs. "Class dismissed!!"



by Cheranna Dottin







# From The Heart and Desk of Adama



**Minister on Behalf of the Cosmic Communities for Conscious Cosmic Citizenship**  
**Heraldess of the Eternal and the "Voice" of Resurrection**  
**Mother Earth's Blessing Wholistic Life Center 1830 Cheshire Bridge Rd. N.E. Atlanta, GA 30324**  
**Inspirational Life Style Change & Wholistic Wellness Consultant**  
**Facilitator of the Step into More Power and Sistahood & Brothahood Empowerment Circles**  
**Producer & Host of the Meeting of the Inner Circle**  
**89.3FM [www.wrfg.org](http://www.wrfg.org) Thursdays Midnight-6am**

The whole of humanity, is being called to rise from the valley of the shadow of death and the ditches of degradation; to awaken from slumber under the tenants of oppression, racism, sexism, exploitation, genocide and depopulation. The true pandemic of heart disease, cancer, upper respiratory disease stroke, high blood pressure, diabetes, obesity, fatal accidents, liver & kidney disease and all other issues are the results of cellular oppression via the flesh of dead animals, the aborted fetuses of chickens, the pus and mucus of cows and the plethora of chemicals contained therein as preservatives, hormones, antibiotics, pesticides, herbicides, larvicides, nitrates, nitrites, flavorings, stabilizers and shelf life enhancers; the effect of which is behavior modification. Liberation must happen at the cellular level.

The evidence of behavior modification is the reality that despite the true pandemic and the issues people are encumbered with; they exert very little effort in changing their buying and eating habits. They are unable to connect the dots in the realization that the profiteers of the meat, dairy, egg, chicken, sea-creature, alcohol, tobacco and sugar industries, that constitute at least 99% of what they consume, are the same lineages that captured, enslaved, hung, beat, raped, castrated, set us a fire, tarred and feathered, classified us as less than human and set the precedent that material things have more value than our lives. These are the lineages who are heavily vested in the prison industrial complex, the military industrial complex, the pharmaceutical and biotech industries, the insurance companies, hospitals, surgeries, as well as organ and tissue harvesting.

Despite the global outrage and protest of the failure of the Minneapolis police department to arrest and charge each officer involved with the George Floyd murder and the barrage of police killings prior to and since then, people have yet to initiate any outrage at the global genocide and depopulation through the death industries that impacts and affects everyone including the police officers.

A show of numbers in the street will never be as effective as each one wherever we are recognizing and acknowledging the divinity of the body temple; no longer bringing the flesh, blood, progeny and chemicals into our bodies through the stuff they call food and consistent cellular cleansing; withdrawing, emotional, mental, physical, financial and spiritual support from the death industries as means and method of saving our youth, teaching them through our example, allowing us to earn our rights towards real salvation, real life, real love and real liberty while on Earth and opportunity to qualify for continued existence after our earth residency.

There is no government, religious, or educational institution, that is authorized by Law of Existence, or The Creator's Will to legislate or perpetuate death as popular and common activity, collective learning and education and/or path of prosperity, nor do they have right and power to determine that everyone on the planet must be vaccinated from the farce of a Corona Virus pandemic that does not in truth exist.

On behalf of All Orders of Being, youth, and unborn generations I urge you to consider how amazing it would be, if, we each took personal responsibility in redirecting our lives, energies, and resources from producing, manufacturing, distributing, advertising, promoting and consuming products that offer little or no nutritive substance whatsoever, rob us of existing minerals and vital substance offering us artificial this, artificial that, dyes, chemicals, preservatives, stimulants, hormones, and other such behavior modifying food additives...creating an artificial people.

The only way to take control of our lives, reverse the dis-eases that are plaguing our global communities is to take control of our personal habits, desires, thoughts and actions, to take control by taking our lives, monies, resources, and children out of the influences of those whose products and ways promote sickness, illness, disease and death.

In the Exaltation of the Law of Love & Light



NORDIC  NATURALS®

# Pure Power



Concentrated and carefully purified omega-3s for superior heart, brain, and immune support.\*

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## Whats New at Sevananda?



Wholly Veggie  
Ranch  
Cauliflower  
Wings  
\$6.19



Emerald Pure Albion  
Zinc 25mg, 90 vcaps  
\$12.99



Justin's Maple Almond  
Butter, 16 oz  
\$12.39



Vegan Robs  
Dragon Crisps  
\$4.29



Green2 Tree Free Bath Tis-  
sue, 12 Double Rolls  
\$15.99



The Good Bean Chocolate  
Covered Chickpeas,  
Mocha Chocolate  
\$4.29





Dear Customer,

The past few months have been incredibly challenging for the entire world. The pandemic has affected us all in a myriad of ways – uniquely heavy as our individual loads to bear. No matter where any of us stand in regards to this, society as a whole is in flux as new norms impact how we are accustomed to navigating our day to day lives.

I have personally opted to self-quarantine with my family out of concern that I could be the stepping stone for COVID-19, completing a chain of contact that could cause suffering to someone else. This has not been an easy decision and daily I am confronted with the fact that while my team, friends and extended family of loved ones brave the front lines of the pandemic daily (even as I write this) – I am safe at home.

Sevananda has been a pillar of health for decades – the vanguards of health, heavily rooted in the vegan and vegetarian way of life. And though we have met and overcome our fair share of challenges it has been during this pandemic that some of our brightest stars have begun to shine. Our staff has shrunk in numbers and simultaneously has grown (exponentially) as a team, essentially shining a light through these crazy and somewhat dark times. . . I am humbled.

As of lately your produce department has primarily been kept alive by three produce specialists: Chef Akil Amen, Matthew Mickell and Tuamutef Ani. The contributions of these three have been nothing less than stellar in spite of the times and in lieu of my absence. Though I work remotely – they are nothing less but the ties that bind your produce department together, maintaining an organic fresh produce department while, just like the rest of the world, negotiate the plethora of inconveniences that flail about our lives like some ragged assimilation of normal. They make me proud to be a part of their team.

And for those of you who are long time members and shoppers to those of you who are new to our Coop, I want you to know that without you there would not be a Sevananda. We value you not only as a customer but for being part of the culture that Sevananda stands for. You are our family as well – you are truly cherished. We want you to rest assured that we will continue holding the line for healthy living, as we have for over 40 years – committed to the culture, committed to you.

Derie Keene Shipmon  
Sevananda Produce Manager

**SUPPORT OUR  
STAFF  
Make A Donation**



As each day comes there are changes being told in reference to the Covid-19 Virus and we at Sevananda want to make sure we stay ahead of any changes that could eventually cause us to either shut down or downsize our staff.

We have an existing staff program called Sev-TNet. . . This is an in-house fund that staff contributes to through payroll deduction to support each other through hardship circumstance. It is an emergency fund of sorts for employees.

At this time we would like to extend this program to our members, and customers in order to accept donations directly for staff members. If you would like to donate funds to support staff at this time, please click on the Bar Code below to process a donation through our Pay-Pal account. Funds will be transferred directly our Sev-T-Net account for staff needs and distribution, should the need arise..

Also if you come into the store you can round-up your purchase and those funds too will be transferred directly to our Sev-T-Net account.

Thank you for supporting your local community co-op and our amazing, resilient, talented staff.





# THE MARCHEN SAGEN ACADEMY



The Marchen Sagen Academy (MSA) serves youth in the Decatur Georgia area ages 5-12 with immersive STEAM based afternoon enrichment, school break and summer camp programming. In operation since 2015, we are entering our 4th year of afternoon enrichment programming. Our goals are to expose underserved children to technology as well as pique an interest in science, technology, engineering and math (STEM) disciplines as they relate to future careers. By reversing the “digital divides” which includes the gaps in access to technology between those of low-incomes and those with high incomes, and the gap between communities of color representation in technology careers, we will ensure that these youth pursue higher education and are able to succeed in an increasingly technology-based global economy.

We partner with a Title 1 school to serve those children most at risk to falling to the ills of low-income communities. Forty percent of our program participants qualify for free or reduced lunch and are considered Low Moderate Income (LMI). Additionally, MSA currently partners with the Decatur Education Foundation to provide low to no cost workshops in video and audio production for underserved youth in the community. Through a 10-month curriculum, program participants are taught to create videos and music in workshops and to create projects in film-making, video and audio production, voice-over recording, scoring, video editing, special effects, lighting, green-screen production, stop-motion animation and sound design. Students also can participate in a STEAM-based technology curriculum that includes Coding I, II and III, LEGO Robotics and 3D Printing.

MSA serves students from various backgrounds and life circumstances. All of them benefit from our programming, but one story that stands out is a student at MSA diagnosed on the Autism Spectrum. A direct quote from his mother

states, “Our son has been attending MSA almost since its inception. To say MSA has been life-changing sounds cliché, but it’s true. You see, our son is on the Autism Spectrum, in the range that used to be called Asperger’s. He is highly intelligent, but, before he started at MSA, he had challenges connecting with his peers. He was very hesitant to try new things and often found the social interactions of group programs very challenging. That all changed when he went to MSA. Mr. Al knew just how to get our son to engage, focusing on our son’s strengths to overcome any challenges. Like a lot of kids on the spectrum, he is technologically inclined. He immediately took to video editing and became the resident video editor. He started teaching other kids how to edit videos. This gave him a leadership position and earned the respect of his peers. He came out of his shell and had a group of friends from MSA that he also saw at school. MSA helped him find his place. We are so grateful for what MSA has done for our son.” This story directly demonstrates MSA’s mission to encourage personal transformation and demonstration through the development of the human imagination. For more information about all of the Marchen Sagen Academy’s programs please visit [www.marchensagen.org](http://www.marchensagen.org).



**Organization Name:** MARCHEN SAGEN ACADEMY

**Mission:** To encourage personal transformation and demonstration through the development of the human imagination.

**Contact:** Couleen Lagon Executive Director

**Address:** 830 West College Ave Decatur 30030

**Website:** [www.marchensagen.org](http://www.marchensagen.org)



# HAMMONDS HOUSE MUSEUM

Hammonds House Museum, located in a beautiful Victorian home in Atlanta's historic West End, is a unique setting to explore the cultural diversity and legacy of artists of African descent. The museum is the former residence of the late Dr. Otis Thrash Hammonds, a prominent Atlanta physician and a passionate arts patron. A 501(c)3 organization which opened in 1988, Hammonds House Museum boasts a permanent collection of more than 350 works including art by Romare Bearden, Robert S. Duncanson, Benny Andrews, Elizabeth Catlett, Jacob Lawrence, Hale Woodruff, Amalia Amaki, Radcliffe Bailey and Kojo Griffin. In addition to featuring art from their collection, the museum offers new exhibitions, artist talks, workshops, concerts, poetry readings, arts education programs, and other cultural events throughout the year.

In 2020 Hammonds House Museum will examine "Blackness." Through exhibitions, public programs, salons, youth events, and digital space they will explore how the idea of blackness manifests itself in the breadth and depth of our being and collective consciousness. The conversation will be anchored by four exhibitions and will expand as additional artists, curators, thought leaders, scholars, and members of the public, are all invited to engage in the conversation. Featured exhibitions will include the following:

**Masud Olufani, Translocation & Transfiguration: January 10 - March 22, 2020**, which explores how the social complication of 'blackness' in America has served as a catalyst for the creative brilliance, cultural inventiveness, and spiritual resilience characteristic of the African diaspora;

**Maurice Evans and Grace Kisa, Nu Africans: April 2 - June 12, 2020**, which addresses the notion that Africans of the diaspora, through their particular set of circumstances, have evolved into their own tribe of Nu Africans. Inspired by the legendary warriors and queens from the African continent, models were styled and photographed as a warrior and as a queen;

**Pastor Troy with Shannon McCollum, Curated by Kevin Sipp, The Art of Crunk According to Pastor Troy: June 26 - August 9, 2020**, where an all-star team of Pastor Troy, photographer Shannon McCollum and

curator Kevin Sipp will examine the Art of Crunk according to Pastor Troy through music, video and photography; and

**Tracy Murrell, Walking in Your Shoes... Exploring Haitian Migration: August 28 - November 1, 2020**, where commissioned artist Tracy Murrell will explore contemporary Haitian migration and produce new artistic works with the intention of offering a counter-narrative to the immigration story and bring to light the universality of migration as a shared experience.

"Blackness is not a monolith. We are not homogenous people; we are not all the same." Jesse Williams

For more information, and to find out how you can get involved, please visit their website: [www.hammondshouse.org](http://www.hammondshouse.org)



**Organization Name:** HAMMONDS HOUSE MUSEUM

**Mission:** To preserve, exhibit, interpret, & increase public awareness about the contributions that visual artists of African descent have made to the world culture.

**Contact:** Leatrice Ellzy Executive Director

**Address:** 503 Peoples St Atlanta 30310

**Website:** [www.hammondshouse.org](http://www.hammondshouse.org)



Sevananda Natural Foods Market  
 467 Moreland Avenue NE  
 Atlanta, GA 30307  
 404-681-2831  
 fax 404 577-3940  
 www.sevananda.coop  
 email: info@sevananda.coop

Store Hours  
 Monday-Sunday  
 9am - 8pm

Co-Options Staff  
 Sharlise Lowe (Editor/Layout/  
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 Ifini Shepperd (Proofing/Team)  
 Cheranna Dottin (Proofing/Team)

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 Permission to reprint any article  
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 public are accepted, but there is no  
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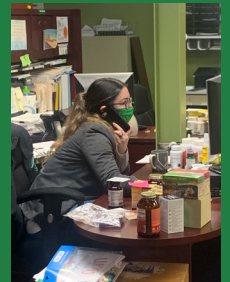
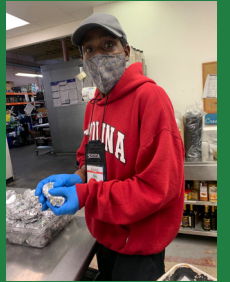
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We Wear  
 A Mask  
*For You*



Please  
 Wear One  
*For Us*



**Starting July 01, 2020  
 Store will be open to Everyone at  
 9:00 am and closing at 8:00 pm**

We will be  
**CLOSED FOR JULY 4th**  
 honoring life, celebrating freedom, and the restoration of rest for our  
 essential staff, service, and living. *Celebrate Freedom!*



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