



Hello,

We are a culinary startup operating from the El Pájaro CDC Commercial Kitchen Incubator in Watsonville. We produce and distribute a mole powder in the Monterey and San Francisco Bay regions; We also host a monthly cooking class & dinner on the complexities of mole. Our focus is on sustaining traditional Mexican cuisine using responsibly sourced ingredients.

We are on the verge of the next phase of our growth. With your help, we can be successful in our project—*Spice up your life with My Mom's Mole*. We are getting ready to launch this project on Monday, September 14th.

We are reaching out to thought leaders and community champions to ask for support and to help us spread the word.

We have decided to use Barnraiser, a social and funding community that allows its members to influence and scale the food movement by connecting to innovators of sustainable food and farming, celebrating their stories, and collectively backing projects that shape how communities farm and eat, locally and globally. With this campaign, our goal is to raise \$9000. It's a big number, we know, but we have confidence in our community and [Barnraiser](#). We have 32 days (from September 14 — October 16) to achieve our goal.

Reaching this goal will allow us to make our cooking classes available to the public at a reduced cost, enable us to increase production capacity, help us to cover part-time labor costs for a new team member to do in-store demos, and allow us to begin a pilot partnership with local farmers to grow organic chile peppers to use in our mole powder.

We are paying it forward and donating some of the proceeds from this campaign to three local organizations, whose values align with our own and who have been key to our recent brand development and growth. You are likely familiar with them. They are FOODWHAT, which empowers youth through teaching them about food justice, Digital NEST, which provides technical training and mentorship to students, and Friends of Santa Cruz State Parks, which works to ensure that area state parks and beaches are maintained for the enjoyment of all.

We invite you to join us and support the local food movement. Your support will go a long way in helping to make sustainable food the standard. You can support this campaign in a couple ways.

1. Become a backer. ANY amount makes a huge impact towards reaching our tilt goal of \$9000. We have a variety of rewards (recipe cards, 1lb of mole, t-shirts, tote bags, private dance lessons, gift baskets & many more!) available for backers of our campaign.
2. SPREAD the word. We are asking each person to spread the campaign to 5-10 people that they think would support this campaign as a backer and/or also pass it along to others.

Visit our campaign page <http://bit.ly/mole914> for all of the details. Please don't hesitate to contact us with any questions by phone at 831.706.1062 or by email at mole914@mymomsmole.com.

We appreciate your time and commitment to this community and hope that you will help us make this campaign successful.

Sincerely,

Cesario Ruiz

Founder | My Mom's Mole