



OASIS

Aaron 'AJ' Johnson

Owner, Founder of Oasis Fresh Markets



Tulsa, OK



Husband

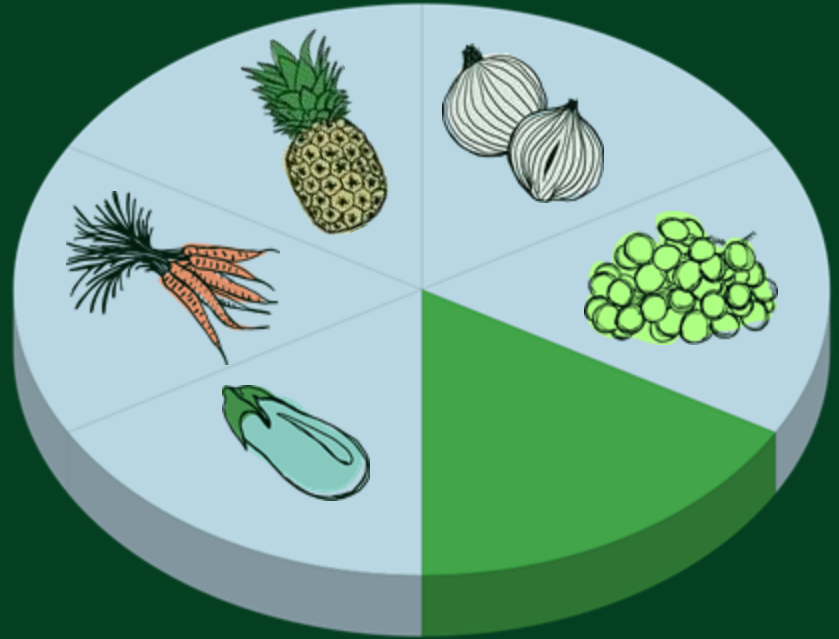


**Father of
three**



1 out of 6 Americans struggles to eat daily.

The country is facing the worst levels of food insecurity since this metric was first measured in 1995.





Food desert (n) —

An urban or rural area in which it is difficult to buy affordable or good-quality fresh food.

One metric used to qualify a food desert happens when **one-third of the area's population lives more than 9 miles in an urban area and 14 miles in a rural area from the nearest supermarket**, regardless of vehicle availability - making them food insecure.

Lack of access to healthy food is **killing people.**

A report from the USDA revealed that lower food security is significantly associated with 10 chronic illnesses

High
blood
pressure

Coronary
heart
disease
(CHD)

Hepatitis

Stroke

Cancer

Diabetes

Arthritis

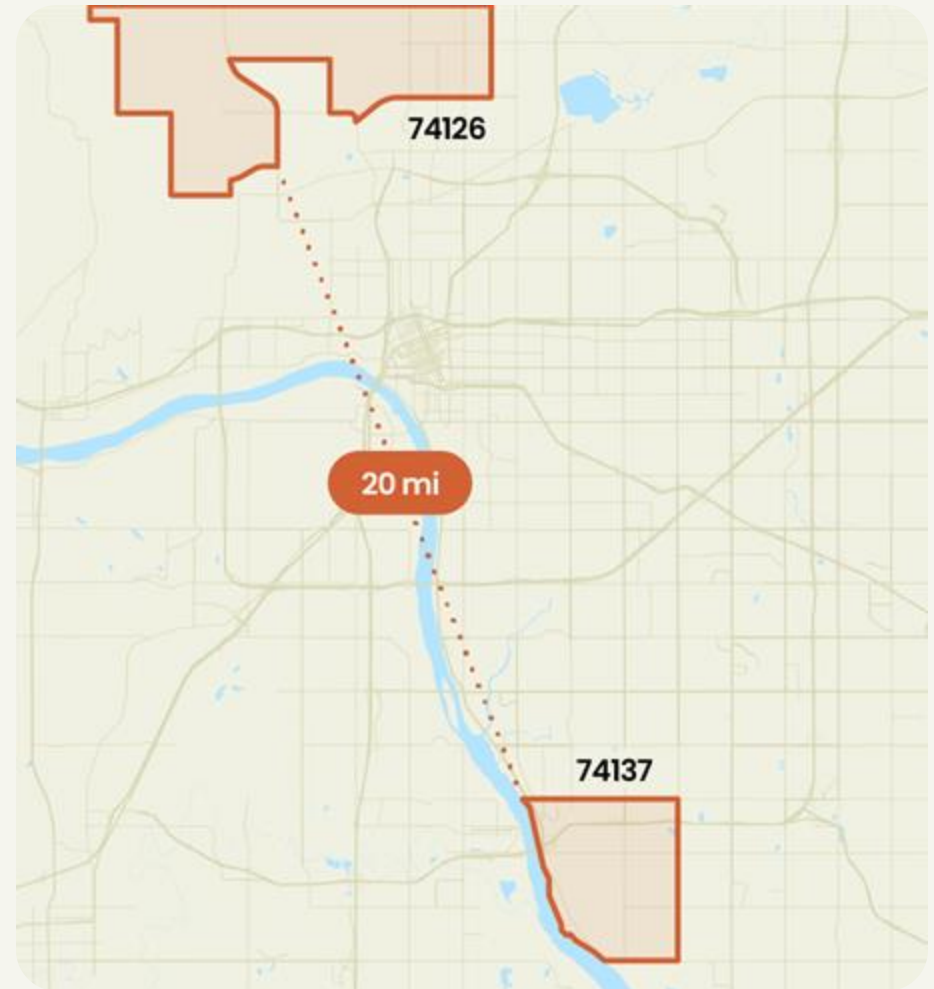
Asthma

Chronic
obstructive
pulmonary
disease
(COPD)

Kidney
disease



A child who grows up in North Tulsa is expected to live 11 years shorter than a child who grows up in South Tulsa

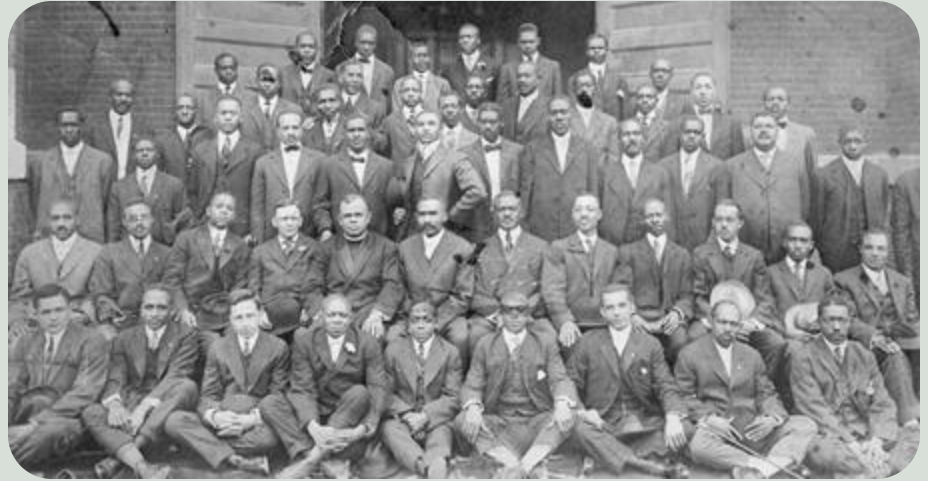


Home of Black Wall Street

BLACK WALL STREET

In the early 1900s, Tulsa's Greenwood district was a bustling cultural and economic haven for Black residents. The area had one of the most prominent concentrations of Black businesses in the United States.

Greenwood's prosperity became legendary in Black America, dubbed "America's Black Wall Street" by Booker T. Washington.





The 1921 Race Massacre

1921 RACE MASSACRE

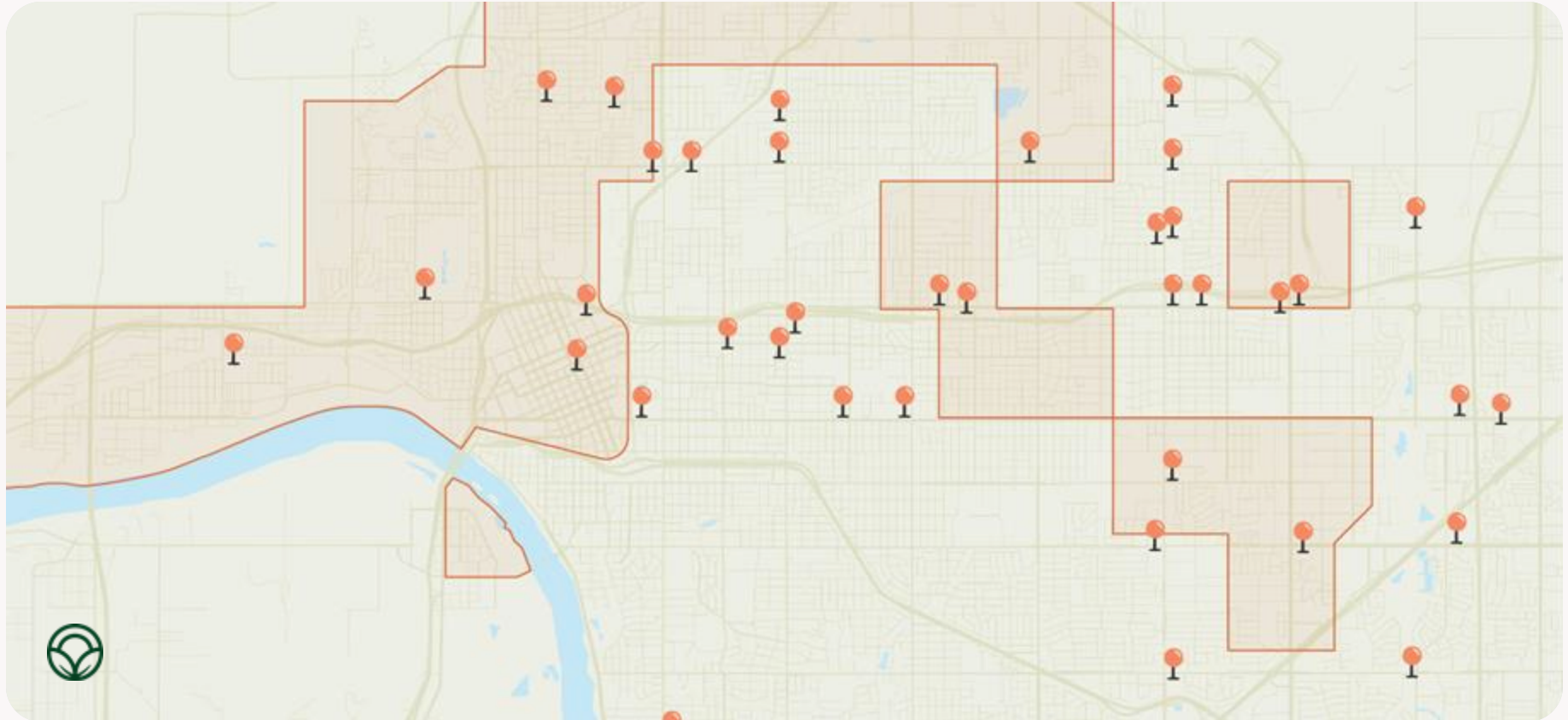
On May 31, 1921, the first and only American sanctioned airstrike against American citizens destroyed Black Wall Street while white civilians looted and set fire to Black-owned businesses and homes.

Hundreds were killed, 1,400 homes and businesses were burned, and nearly 10,000 people were left homeless.

Despite this horrific destruction, the race massacre was barely mentioned in history books until the late 1990s.











Nearly half of all Tulsans are food insecure



Grocery stores are only part of the solution.

Food deserts tend to have higher rates of:

 <p>Poverty</p>	 <p>Unemployment</p>	 <p>Chronic illness</p>	 <p>Vacant homes</p>
 <p>Undereducation</p>	 <p>Low transportation</p>	 <p>Low health care</p>	 <p>They also tend to coincide with higher concentrations of minority populations</p>





OASIS

More than just groceries. **Equipping you for life.**



Oasis

O-a-sis (noun): Refuge, safe place, shelter.

We want
people to be
seen, to feel
safe and to
be heard.



Oasis is a unique hybrid model



Opened in May 2021 in the heart of North Tulsa



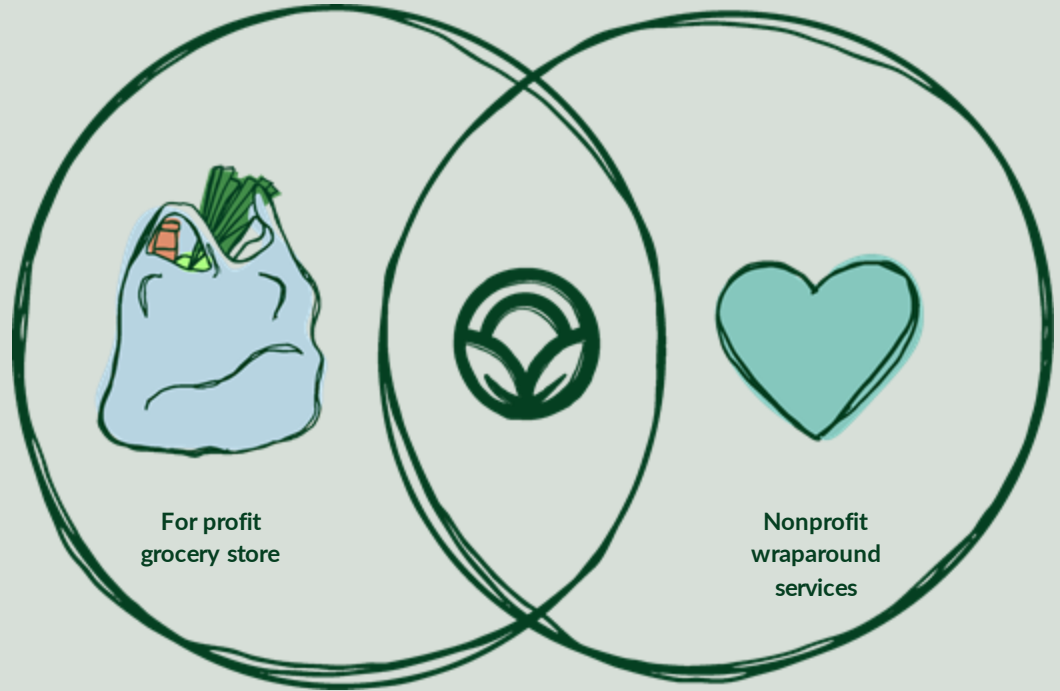
First full-service grocery store in North Tulsa in 14 years



First and only Black-owned grocery store in Tulsa in over 50 years



First and only grocery store in Tulsa to offer the Double Up Program



The only grocery store in Tulsa to offer the Double Up Program

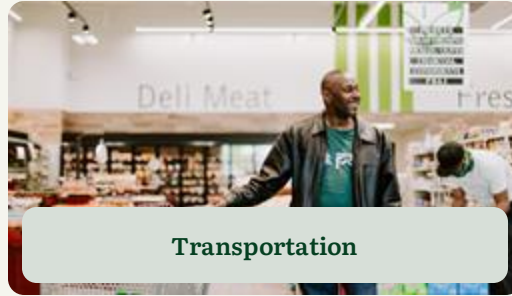
The Double Up Oklahoma (DUO) Program matches the value of SNAP dollars spent with up to **\$20 a day** in DUO Bucks that shoppers can use to buy fresh fruit, vegetables, and herbs at participating farmers markets and grocery stores.



Offering wraparound services through the nonprofit



Utilities + Rent Assistance



Transportation



Medical Assistance



Financial Literacy



Workforce Development



Oasis Aspires Program:
Case Management



Outreach Saturdays

Oasis organizes holiday events to unite the community and spread joy and hope.

Leading up to Thanksgiving and Christmas, Oasis gave gift cards, coats and food to families. Over \$35,000 worth of food and groceries were donated, and 2,487 people were impacted from these events.



Holiday giveaways

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Utilities and Rent Assistance

3,171

utility and rent bills
assisted

4,000+

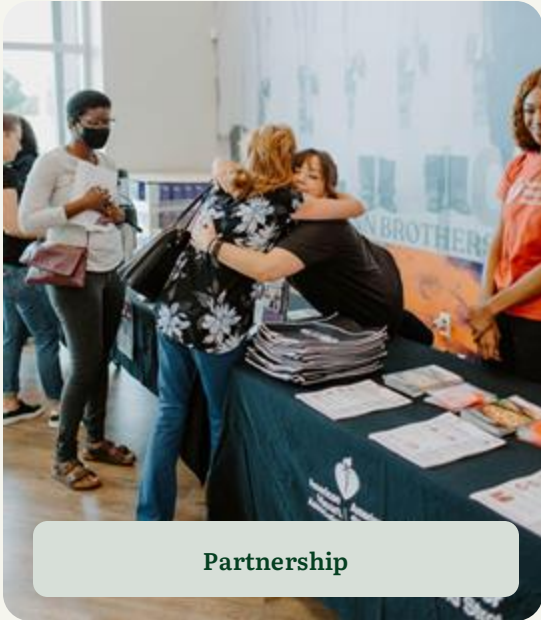
housing applications
sent

In 2022, Oasis helped 3,171 people with utility and rent bills and assisted more than 4,000 in submitting housing applications.



Sustaining the Oasis non-profit services

Oasis non-profit services are made possible through



Success of the Oasis model



The impact of Oasis since opening:

\$227,500 worth of groceries
given to the community

3,171+ received financial
assistance with utility and
rent bills at Oasis



Our success in serving our community didn't come easily

- Earning trust from the community
 - Canvassing door-to-door
-



The result? Stories of changed lives.

Recently, a Councilwoman contacted AJ wondering if they could be of any assistance for a home bound member of a local family. They were in a wheelchair and unable to be transported because there was no ramp to their home. It had been months since they could all get out of the house together.

AJ got the Councilwoman in contact with someone who could help and funded the ramp build for them. One day, AJ was in store and a customer came to him in tears, thanking him for what he did. Gratitude for Oasis and giving them a piece of their lives back.



The result? Stories of changed lives.

Giving back to those in times of need is a large part of Oasis. Over Christmas, the Oasis team heard about a woman who was living in a hotel. She lost one of her children in a tragedy and took in her grandchild. Additionally, she had 5 children of her own and needed help. Oasis was able to provide food, health essentials, and even toys for the family. They were beyond appreciative at the gesture and were able to have some relief for the holiday.





Our vision:

One hundred stores.

One hundred cities.

Serving millions of people.



West Tulsa location opening Spring 2024



Downtown Tulsa location opening Summer 2025



The future of this blueprint:

Full-service community solutions across the country

- Housing empowered by Oasis
 - Medical Clinics empowered by Oasis
 - Daycares empowered by Oasis
 - Transportation empowered by Oasis
-



What We've Learned



Communities need full-service solutions.

Grocery stores are just part of the solution.



No community in America suffers from only one problem at a time. Communities need holistic approaches that fulfill multiple needs.



Serving communities requires trust.



You must earn trust in order to truly learn about a community's needs and understand how you can serve them. This takes time and follow-through — doing what you say you will.



Ask yourself, ‘What are the obstacles?’

Empathize with your community, and figure out how to address their possible obstacles.



People won't come just because you're there. There may be a host of other obstacles in their way
– lack of transportation, time, awareness.



**Serving fresh
from the
heart.**

Thank you!



OASIS

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