



[Freshfully](#) never loses; it's pretty much a fact. Wednesday, May 15, the purveyor of fresh produce looks to share its Midas touch with its neighborhood Birmingham City elementary school.

[A Facebook event created late last month](#) invites folks to visit its nearly 1½ year-old [Avondale Market](#) on May 15. According to the event's description, 10% of all in-store sales will go to directly benefit [Avondale Elementary School](#). They've already held similar fundraisers for both [Red Mountain Community School](#) and [the Alabama Waldorf School](#) earlier this month.

The two year old business is continuing an unbeaten streak similar to the ones SEC football fans hope for each season. Just last week [the store was named one of the winners](#) of [Intuit's Small Business Growing Strong initiative](#), securing \$5,000 to improve the physical store's lighting. This came on the heels of wrapping up [an IndieGoGo campaign to add a café](#), a month after it reopened following [a renovation of their space](#). Their Occupy:Avondale win presented them with the opportunity to open in the space in addition to six months free rent.

You could even say they started off with a [\(bang\)](#). Area schools have the privilege to benefit from their efforts while residents enjoy locally sourced food options. Sounds like a win for everybody.