



COFFEE KIDS[®]

GROUNDS FOR HOPE

Fundraising Guide

Introduction

Coffee Kids was founded in 1988 as a non-profit organization dedicated to helping coffee-farming families improve the quality of their lives. Our work is not related to the production or marketing of coffee, but rather creating sustainable alternatives to coffee that will allow farmers and their families to reduce their reliance on this crop, while subsequently increasing economic independence.

Coffee Kids only works with coffee-farming communities. Our partner organizations provide hands-on training and technical skills to implement community improvements. Projects generally fall within the categories of health awareness, economic diversification and microcredit, education and training, and food security.

Economics of Coffee

Coffee is one of the largest traded commodities; its prices are volatile and subject to a boom/bust pattern. Coffee prices are determined by speculative buying and selling. While prices during boom years are high, they are deceptive. The price paid to farmers has steadily dropped for generations. According to the World Bank, after inflation, coffee farmers earn less today than their ancestors did 100 years ago.

When coffee prices drop, farmers do the only thing they know how to do, grow more coffee. And prices drop even further. Fair trade and other premiums have helped establish better prices for small farmers - provided roasters and vendors pay a more equitable price for coffee.

If coffee farmers are to liberate themselves from the cycle of poverty, they must wean themselves from over - dependency on the coffee harvest. Coffee Kids believes by helping coffee-farming families create alternate sources of income and community infrastructure, they will be able to better maintain themselves and their families.

Fundraising for Coffee Kids

There is no shortage of opportunities for coffee shop/café owners, baristas, roasters, suppliers and interested individuals to help Coffee Kids accomplish their mission:

To help coffee-farming families improve their quality of life.

Ideas for Individuals and Small Groups

- A little change makes a lot of cents: ask your bank to post this message at the teller line, “donate the cents from your deposit to help Coffee Kids .”
- Use your green thumb: sell corsages, your extra houseplants, or bouquets from your garden.
- Schedule a game night: host a Monopoly, poker, bingo or other game night and charge admission.
- Ask your hair salon or barber shop if they will donate \$2 of each hair cut over a weekend to you.
- Host a spring cleaning yard sale: if family/friends don't want to give money, suggest that you sell their unwanted items and keep the profit.
- Turn a gift to you into a gift to Coffee Kids: ask family/friends to donate money on your behalf to Coffee Kids instead of giving presents at your upcoming birthday or anniversary.
- Present an instructional class: invite possible donors to participate in a how-to class and charge a fee that goes toward your goal..
- Host a party: throw a great party and charge admission!
- Host a block party: invite your neighbors to a neighborhood block party. Sell food and charge admission.
- Host a road race or walkathon to benefit Coffee Kids.

Ideas for Businesses

- Hold a “themed” auction: coffee related items, sports and fitness, travel, etc.
- Schedule a share-the-profit event: donate a portion of a day's/week's/ month's profits to Coffee Kids
- Bring Your Own Mug Day: donate “x” amount to Coffee Kids on behalf of each customer that brings their own mug,
- Guess the Number of Coffee Beans: charge customers per guess; offer prizes.
- Employee Payroll Deduction Program: match employee's donations to Coffee Kids; process the donation through automatic payroll deduction.
- Place a Coin Drop: order a coin drop box and place it near the employee cafeteria cash register.
- Sponsor a sporting event with proceeds donated to Coffee Kids.

Promotional Opportunities

Local newspapers and magazines

Submit a press release (see example on next page) to print media outlets one to two months in advance and then contact the media about three weeks before the event. Look for an angle that makes your event unique and appealing.

Local TV and radio stations

Submit a public service announcement (see example on next page) to radio and television outlets. Invite the station to send a representative to the event.

Online

Utilize Coffee Kids' social networks to reach a wider audience (see below).

Coffee Kids Logo Files

When planning a fundraiser, users are granted a one-time use of the Coffee Kids logo, available in gif, eps or .pdf formats. To request the logo please send an e-mail to info@coffeekids.org with event details and proposed logo use. All reproductions of the Coffee Kids logo on package labels, point of purchase and other promotional materials must be submitted to Coffee Kids prior to production.

Coffee Kids may refuse to grant access to promotional materials if it obtains reliable evidence that the activity planned is contrary to the Coffee Kids mission and could damage the Coffee Kids public image.

Social Networking Opportunities

Coffee Kids posts major events, partner information and other pertinent information on all the major social networking sites. We will also post information about your fundraisers so let us know if you have something special planned.



Facebook

<http://www.facebook.com/profile.php?id=1001190219>



Twitter

<http://www.twitter.com/coffeekids>



Baristaexchange

<http://www.baristaexchange.com/profile/CoffeeKids>



Flickr

<http://www.flickr.com/coffeekids>



Youtube

<http://www.youtube.com/coffeekids1988>



Myspace

<http://www.myspace.com/coffeekids>

Sample Press Release

FOR IMMEDIATE RELEASE

Date 12, 2008

Company Name

Contact Name

Phone number

E-mail address

A SHORT INFORMATIONAL HEADLINE ON EVENT (IN CAPS, TWO LINES OR LESS)

If needed use this space for a short additional summary

City, State - The first paragraph of 1-3 sentences should include a summary of your news. It should include all of the important information (who, what, when, where, why) and tell the news outlet why this story deserves to be written.

“The second paragraph oftentimes includes a quote from someone important,” said (FirstName) (LastName), (title) of (company). “And sometimes the quote will go ever further.”

The third paragraph can include any additional information you need to include. Press releases are more likely to be read if they are kept to one page.

About Your Company

Give a brief overview of what your company stands for, what you sell, your mission and anything else you see as appropriate. Should be one or two paragraphs of solid information on who the company is, what it does, who it serves, how it does it, where it's located, etc.

About Coffee Kids

Coffee Kids, Inc., is a nonprofit organization dedicated to helping coffee-farming families improve their quality of life. Founded in 1988, the organization works closely with partner organizations in coffee communities to create programs in economic diversification and microcredit, health awareness, education and food security.

Coffee Kids supports 24 projects managed by 15 partner organizations in Mexico, Guatemala, Nicaragua, Costa Rica and Peru. All programs respect the values, cultural integrity and ingenuity of the communities served. To learn more about Coffee Kids or to make a donation, please visit www.coffeekids.org or call 505-820-1443.

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Sample Public Service Announcement

This is a basic suggestion for a PSA. Different radio stations may have different requirements. Contact your local station for their preferred format.

FOR IMMEDIATE RELEASE

Date 12, 2008

Company Name

Contact Name

Phone number

E-mail address

Public Service Announcement - (PSA Title)

(Station's call sign) wants you to know that from (start time) to (start time) on (date), (name of store) will hold a benefit for Coffee Kids, a nonprofit dedicated to improving the lives of impoverished coffee-farming families around the world. For more information, contact (phone number or e-mail).

Coffee Kids Materials

Coffee Kids has a variety of materials available for purchase. Check our Web site for details and availability.

Countertop Brochure Display - \$15



Coin Drop Box - \$18



Tote Bag - \$15.00



Coffee Kids Mug - \$15.00



Brochures - \$2.50 for pack of 25

Coffee Kids-20 Years DVD - \$10

Order Form and Billing Information

Name _____

Company _____

Address _____

City _____ State _____

Zip _____ Country _____

Phone _____ Fax _____

E-mail _____

Web site _____

Planning a fundraiser? Please share some details:

Item	Quantity	Price	Total
Countertop Display/ Brochure Holder		\$15	
Brochures		\$2.50	
Coin Drop Box		\$18	
Coffee Kids-20 Years DVD		\$10	
Total			

I have included a check for the total amount, or

Please charge my: **Visa** **Mastercard**

AmEx **Discover**

Expires Month _____ Year _____

Signature (only necessary if using credit card)

Coffee Kids is a nonprofit 501(c)(3) tax-exempt organization.
Donations are tax-deductible as provided by law.