



Thanks for your interest in our Global Coffee Fundraising Program! Global wants to help you meet your fundraising goals. This packet contains all the information you need to get started and to make your fundraiser a success. We'll offer a "step by step" how to guide, product descriptions, pricing and more.

But first we'd like to introduce ourselves...

Global Coffee Fundraising is a division of Global Coffee Inc., a local Maple Ridge (BC) company that has been roasting since 1996. We strive to consistently offer the finest premium coffees. From bean selection to roasting techniques and packaging, the attention to detail that goes into each pound of our coffee ensures the highest level of quality for our customers. As always, we personally select our coffee and ensure that each bean is roasted, packaged and brewed to exacting standards. Our Global Team offers excellent customer service, and the freshest coffee around. We'd love to help your school or organization reach and surpass its fundraising goals.

Why Choose Global Coffee Fundraising?

Locally Roasted. Coffee begins to stale as soon as it leaves the roaster. A closer time between roast to brew, makes for an excellent cup of coffee to be experienced rather than consumed.

Roasted in Small Batches and Roasted to Order. We roast your coffee only after it is ordered. This means you get the freshest coffee possible! No stale coffee that has been sitting on warehouse shelves for months.

High Profit Margins. We give you the option of setting a selling price that fits your fundraiser which can create astonishing profits for your group. Earn up to \$5.00 per bag of coffee sold.

Ordering is Easy and Quick Delivery. We will provide you with easy to use order and tabulation forms with personal service, and we will ensure you receive your orders promptly and accurately.

Local Company! When you work with Global Coffee Fundraising, you are working with a small, local, family-owned company, not another corporate giant. That means we can do things your way. We take a lot of pride in what we do, so we take a lot of pride in what you do! Your success matters to us, and it shows.

How to Get Started

Visit www.globalcoffeefundraising.ca to learn more about our fundraising program, then click on "Get Started" and fill out a signup form online. Or, feel free to contact a GC fundraising representative at 604.618.7505 or email info@globalcoffeefundraising.ca.



Program Steps

Global Coffee Fundraising is ready to help you put the **FUN** back into your fundraising efforts. Our fundraiser program is an easy way for your organization to earn attractive profits.

Now, let us walk you through our quick fundraiser steps for a pre-sale program...

Before You Begin Selling:

Have your organization select a Fundraising Coordinator. Contact Global Coffee to select the coffees that you would like to sell and select the selling price you prefer for the coffee products.

Global Coffee will put together your fundraiser packet. Your packets will include customized sell sheets, posters, parent letters and incentive sheets. (Please allow 2 – 3 business days for us to get your fundraiser program organized).

Distribute order forms to all fundraiser participants and be sure to communicate your timeline so orders are received and delivered on time.

During the Selling Process:

Participants collect coffee orders and funds from customers, recording the information on the order forms. (We suggest selling: to neighbors, during sporting events, in the school cafeteria, to family and friends.)

We recommend having participants receive payment at the time of ordering since we must have full payment prior to the product leaving the Global Coffee facility.

When the pre-sales period is complete, the order forms and funds are turned in to the Fundraising Coordinator. The Fundraising Coordinator will then complete the master order form for submission.

After Selling is Complete:

Contact Global Coffee with your order totals and to arrange for payment. Payment for the total wholesale price is submitted to Global Coffee Fundraising. Your organization keeps the profits! (Accepted payment methods are cash or check)

Global Coffee will then FRESH ROAST and package the coffee immediately after receiving your consolidated order. Your order is then delivered within 2 to 3 weeks directly to the Fundraising Coordinator.

The Fundraising Coordinator distributes the orders to the participants, according to the order forms. We will provide plastic bags and custom group slips for easy sorting. The participants then distribute the fresh roasted coffee to their customers.

Sustainable Revenue

We strongly encourage groups to run this program as a sustainable fundraiser that encourages repeat orders from their supporters each month. This provides an ongoing revenue for the group.

Coffee is a consumable product that people buy regularly. Coffee can be ordered the first week of each month and delivered the end of each month.



Our Coffees

We've selected some of our best-selling coffees for your organization to sell. All coffee is roasted on site at our Maple Ridge (BC) location and packaged in 12oz zip-lock bags. We recommend you choose three varieties of coffee, available in either whole bean or ground. We offer your group special wholesale pricing so you can reach your goals. Our coffees cost your group between \$7.50 - \$8.50 per 12oz bag. You then set your selling price based on your fundraising goals.

REGULAR COFFEES - \$7.50 per 12oz bag, whole bean or ground

Black Velvet – A unique blend a bold, intense flavor, with sweet undertones. Our most popular blend!

Colombia - A deeply rich cup of coffee, with a bright, delicious sweetness. Simply delicious any time of day.

Organic Costa Rica - A snappy, light coffee with soft nutty tones. This is a 100% organic coffee.

Organic Sumatra - A classic single origin coffee known for its low acidity, full body and earthy, butterscotch notes.

FAIR TRADE ORGANIC COFFEES - \$8.50 per 12oz bag, whole bean or ground

Mexico - Bright and crisp with a nutty aroma, this coffee possesses a lively, medium body.

Ethiopia Yirgacheffe - Fragrant and floral, the Yirgacheffe is one of the most prized East African coffees.

Peru – An excellent balance of acidity and body with a rich, smooth finish.

Colombia Decaf (SWP) - Full in body, acidity and richly flavored with a subtle, slightly nutty taste.

Customize your Coffee Name! Create your own coffee name to be printed on our Global Coffee Fundraising Labels. Select a coffee from the coffee menu and decide on a different name (For example, 'Beans for Books' or "Coach's Coffee"). If you are interested in this option, speak to our fundraising representative. We are happy to help make your fundraiser unique!

PROFIT POTENTIAL

# of Participants	# of bags sold per Participant	Profit per Bag	Total Profit
25	10	\$5.00	\$1250.00
50	10	\$5.00	\$2500.00
100	10	\$5.00	\$5000.00
250	10	\$5.00	\$12,500.00
500	10	\$5.00	\$25,000.00

* Based on a suggested selling price of \$12.50 per 12 ounce bag of regular coffee



The USDA logo is the internationally recognized stamp certifying that our coffee meets USDA standards. It is grown, harvested and produced using sustainable agriculture practices, grown without toxic pesticides and processed without chemicals.



The Fair Trade certified logo is the international stamp of approval for quality, fairness and global social responsibility. Buying Fair Trade Certified products helps make the world a better place by paying farmers and their families in developing countries a fair price.



Helpful Hints for making the most of your Global Coffee Fundraiser

- * **Pricing:** we recommend that you price the coffees from \$12.50 - \$13.50 per bag to maximize your profit while keeping the price realistic for your customers.
- * **Get Organized!** Set clear goals (such as 10 bags of coffee per person), define what you are setting out to accomplish, assign tasks to specific volunteers, and be sure to follow proper ordering instructions. All of this will ensure that your fundraiser runs smoothly during preparation, fundraising, and distribution.
- * **Make sure students are well-informed.** Be sure to explain pricing and product quality to students. Some groups prefer to have a script or outline of information for students to use when explaining the product. The better your volunteers understand the fundraiser, the more successful they will be. Clearly explain how to take orders, collect money and deliver items.
- * **Involvement!** Give everyone involved plenty of advance notice that a fundraiser is in the works. Be sure to keep parents well informed through letters, emails and conversation.
- * **Make Suggestions.** Suggest team members sell to: Parents, Grandparents, Aunts and Uncles, Coworkers, Neighbors, Family Friends, Teachers, Church members, and Coaches. We do not recommend children sell door to door unless accompanied by an adult.
- * **Set a realistic timeline:** the most successful fundraisers seem to be those that are run over a limited time period, such as 2 - 3 weeks. Following your fundraising efforts, allow our office and warehouse staff a minimum of 2 weeks to fill your order, with a bit more time during our busy seasons. Lastly, give your customers a good idea of when they should expect to receive their orders, keeping in mind that coffee should be delivered within 1 week to maintain freshness.
- * **Holiday Fundraisers.** Fundraisers scheduled during the holiday gift-giving season can be extremely successful. Your customers may already be searching for that perfect gift, something to keep in mind when scheduling your campaign.
- * **Advertise your fundraising campaign:** if people don't know about your efforts, they won't be able to support them! Approximately 2 weeks before your fundraiser begins, post announcements. Contact your supporters through email, newsletters and mailings.
- * **Incentives.** Provide incentives such as prizes, activities or small rewards to keep people motivated. Offer a group prize if the group meets the goal. Create competitions between classes, grades, or teams (girls and boys basketball, etc.) Get creative – incentives don't necessarily have to cost you money. We do offer incentive programs!
- * **Don't Forget:** after the fundraiser is over, there is still work to be done. Organize a team of parents and volunteers to sort orders and help distribute.



PERK UP YOUR FUNDRAISING PROFITS!
SIGN UP NOW @ globalcoffeefundraising.ca

FUNDRAISING ORDER FORM

NAME: _____ PHONE: _____
 ORGANIZATION: _____
 PICK-UP DATE/TIME: _____
 PICK-UP LOCATION: _____
 CHECKS PAYABLE TO: _____

** Please collect all payments at time of order.*



ALL COFFEES FRESH ROASTED
 LOCALLY BY:
 GLOBAL COFFEE FUNDRAISING
 MAPLE RIDGE, BC
 WWW.GLOBALCOFFEEFUNDRAISING.CA
 PHONE: 604.618.7505

	NAME	ADDRESS	PHONE	COFFEE #1		COFFEE #2		COFFEE #3		Total Items	Payment		
				WB	G	WB	G	WB	G		Amount Due	Cheque	Cash
				\$12.50	\$12.50	\$12.50	\$12.50	\$12.50	\$12.50				
1													
2													
3													
4													
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
15													
										# of Bags Total			
*Coffee packaged in 12oz bags													
*Whole Bean (WB), Ground (G)													

THANK YOU FOR YOUR SUPPORT!