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# Raise money, do good and bring new ideas into the community

Enterprising and easy fundraising

We sell ethically sourced, organic and hand roasted Ugandan coffee to schools, charities and **community** **groups**. Our goal is to help **you** raise funds whilst supporting the coffee growers in Uganda.

**Why coffee**

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| * **It’s profitable**:
 | You make at least 25% profit. |
| * **It’s repeatable**:
 | Selling items such as tea-towels and aprons is great, but you buy one and it lasts for years. You can sell coffee over and over again. |
| * **It’s all year round**:
 | You can change the label for different occasions. |
| * **It doesn’t go off**:
 | Cakes and biscuits are delicious, but if you don’t sell them all on the fundraising day what happens? Ground coffee stays fresh for months.  |
| * **It’s novel**:
 | Selling your own community coffee is a new and fun way of raising funds. |
| * **It’s easy**:
 | **A simple e-mail is all it takes to get you on your way.** |

**Why Pop-up-Foundation coffee**

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| * **Experience**:
 | We bring over 50 years of marketing and business development, worldwide sustainability education experience and more than six years running a farming charity in Uganda. |
| * **Resources**:
 | We have photos, videos and information for you to use in your community. We can come and give talks and share stories and information about the coffee. |
| * **Transparency**:
 | We are open about our pricing and business model. |
| * **Traceability**:
 | We work directly with farmers in Uganda. We know where our coffee has come from. |
| * **Trust**:
 | Pop-Up-Foundation is built on trust, between us, you, the farmers and everyone in-between. |
| * **Community**:
 | We will connect you with other communities to share ideas and learn new ones. |
| * **It’s easy**:
 | **A simple e-mail is all it takes to get you on your way.** |

**How it works**

1. We sell the coffee to you for £4.00 a bag
2. You sell the coffee for a recommended price of £5.00 a bag

You receive plainly packaged coffee with an information label on the back. The front is blank for you to create your own brand.

**“***We are delighted to be involved in the coffee project – we feel really good helping actually. Most importantly, it’s very satisfying to know the producers are getting a good deal - we are saying it’s fairer than the fair trade idea! How exciting for our children in Padiham! This is a real business link for them too – so thank you for this opportunity*.”

Mark Dixon, Head teacher at Padiham Green Primary School

Get involved: visit www.happycoffeebean.com or email: alison.hall@pop-up-foundation.org