

Program 2

**A passive earning program:
Just Have Your Supporters Buy
Their Coffee Direct From CJ's
Café in Bronte and You Earn!**

Instead of going out and selling coffee, groups simply give out a stamp-card to their members or students, which they themselves can use. Again, gather in the cards at the end of an agreed period and **CJ will give you \$5 for every stamp.**

For a group with 25 members, if each member bought 4 pounds of coffee over the period, the group would get \$500, with no work at all. And they would have enjoyed great coffee and helped hardworking women in Peru.

**Make
Café Femenino Coffee
The Heart of Your
WIN-WIN-WIN-WIN
Fundraising Campaign!**

CJ's Café in Bronte
2416 Lakeshore Rd W,
Oakville ON, L6L 1H7

Call CJ at 905-484-4257
cj@cjscafeinbronte.com



CJ Makes it EASY to succeed!

CJ Martin, owner of CJ's Café in Bronte, used to work in the non-profit / social justice field, which explains her passion for helping local & international community projects.



CJ makes it easy for you to take on this fundraising program. Having worked in non-profits for years, often in fundraising, she understands your needs and is able to work with you.

She will provide the order forms and support material, and can help you set up online sales to make it easier to achieve higher results.

CJ has a power-point presentation provided by students who visited a Café Femenino project in Peru in May of 2012. She can share this with your group, to help educate and motivate.

You will enjoy working with this local entrepreneur who

**thinks globally,
acts locally.**

CJ's Coffee FUNDRAISING

**Earn Big While
Helping Women
Coffee Growers in Peru**

CJ's unique
Coffee Fundraiser
Project creates benefits
far beyond our local
community.



☕ **You Win**— you keep 33-40% percent of your sales total—a very high rate

☕ **Your Customers Win**— a delicious and healthy product that most people use everyday anyway

☕ **The Coffee Growers Win**— sustainable incomes for women & their families – Café Femenino pays the growers even better than Fair Trade programs

☕ **The Environment Wins**— no chemicals are used to grow this coffee—it is 100% organic

WIN~WIN~WIN~WIN



“CJ's Coffee Fundraising”
is a project of
CJ's Café in Bronte

Why is Café Femenino Coffee at the Heart of CJ's Coffee Fundraising?



The Café Femenino project is an international, non-profit organization that was set up to address how few opportunities there are for rural women to earn sustainable incomes in coffee growing countries.

The Café Femenino project establishes women as owners and operators of their own coffee operations, and helps them to work collectively with other rural women in their region to bring their product to the international market.

Women who had no opportunity to have any financial control, are given the opportunity to earn an income that they can use to provide **food, water, housing, health care and an education for their families.**

CJ sells this coffee at CJ's Café in Bronte and works with groups like yours to get more people drinking Café Femenino and supporting these growers.

You can learn more about the inspiring Café Femenino Project at www.cafefemenino.com or search Café Femenino on YouTube.

2 Ways for You to Raise Funds

Program 1

The most profitable program:
Your Students or Members
Sell The Coffee

Groups have their students or members take orders, selling the coffee at \$10 for a 10oz bag or \$15 for a 16oz (one Pound) bag. You keep 33-40% of the total sales dollars. You can use traditional paper order forms & collect cash, or send out emails and let your customers order & pay online – what could be easier! We'll help set you up!

The chart on the next panel shows how much your group can earn. If you have a large group, like a school, it is possible to earn **over \$12,000** relatively easily.

Selling the coffee is easy and the percentage you keep goes up with the more bags you sell. The new rate is applied to the entire order.

But the earning doesn't stop there!

Every one of your customers who buys the coffee also receives a stamp-card. When they buy a pound of coffee at the Café, they get a stamp, up to 20. At the end of an agreed time, the group gathers in the cards, and counts the stamps.

CJ will give you **\$5 for every stamp**. This creates the potential for **thousands more dollars** from the stamp-cards at the end of the period.

Your Group Earns Big Selling Café Femenino Coffee

The Percentage You Keep Is Higher Than Almost Any Other Fundraising Program
You Can Choose if Your Group Wants to Sell
10oz Bags for \$10 each or
16oz (One Pound) Bags for \$15 each

Up to 1000 pounds, You Keep 33%	1000-2000 Pounds You Keep 37%	Past 2000 Pounds You Keep 40%
le, You Sell 800 10 oz Bags at \$10 = 500 pounds You keep \$3.30 / bag YOU EARN \$2640	le, You Sell 1600 10 oz Bags at \$10 = 1000 pounds You keep \$3.70/bag YOU EARN \$5920	le, You Sell 3200 10 oz Bags at \$10 = 2000 pounds You keep \$4.00/bag YOU EARN \$12800
le, You Sell 500 16oz Bags at \$15 = 500 pounds You keep \$4.95 / bag YOU EARN \$2475	le, You Sell 1000 16oz Bags at \$15 = 1000 pounds You keep \$5.55/bag YOU EARN \$5550	le, You Sell 2000 16oz Bags at \$15 = 2000 pounds You keep \$6.00/bag YOU EARN \$12000