



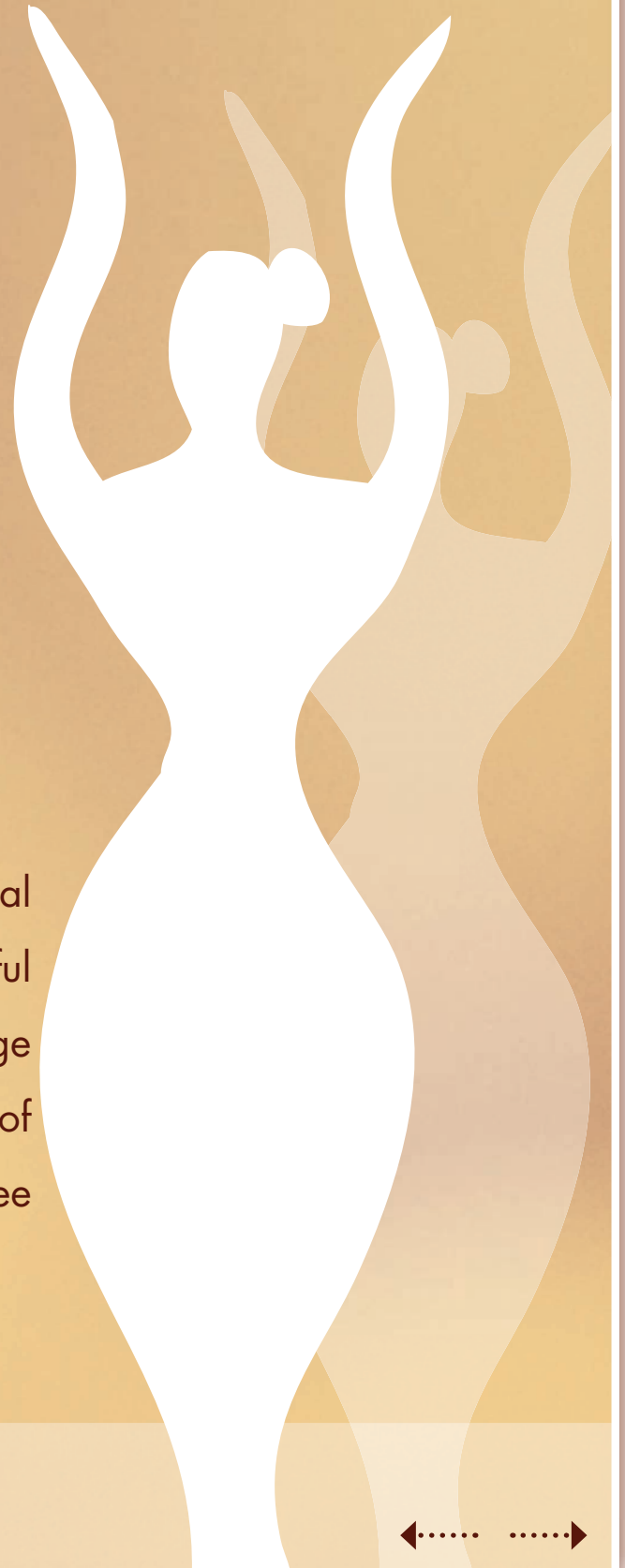
# CHARTING THE IMPACT

*An Interactive Guide to the International  
Women's Coffee Alliance*



## OUR MISSION IS

to empower women in the international coffee community to achieve meaningful and sustainable lives, and to encourage and recognize the participation of women in all aspects of the coffee industry.



# TABLE OF CONTENTS

## EXECUTIVE SUMMARY

## WHAT WE DO

## OUR VALUES

## OUR PROGRAMS

- Chapter Development
- Leadership Training
- Technical Training
- Partnership Development
- Women in Coffee Networks

## NEEDS OF WOMEN IN COFFEE

- Greatest Needs of Women in Coffee
- Greatest Benefit to IWCA Chapters
- Estimated Typical Chapter Costs

## CHANGING LIVES EMPOWERING WOMEN

- Commercial
- Technical Impact
- Community Impact
- Personal & Professional Growth
- Policy Impact

## SUPPORT IWCA

- Fundraising Activities
- How to Donate



### THIS IS AN INTERACTIVE GUIDE

Use the arrows at the bottom of the guide to scroll from one page to the next, or use the links at the bottom of each page to navigate to other pages.





## EXECUTIVE SUMMARY

Coffee is one of the world's most highly traded commodities and women undertake approximately 70% of the field work but typically own only 15% of the land, processing facilities and traded product.

With the first chapter formed in 2005, the IWCA has grown to 15 chapters with 57% of world coffee production represented by local membership based on data from the International Coffee Organization (ICO).

The goal of our programs is to empower women with the knowledge and monetary support that will shift their role from one of voiceless laborers to leaders of sustainable, profitable businesses.

### OUR PROGRAMS

*Chapter Development* - to enable women to have a voice in their country, government and workplace

*Leadership Training* - to develop effective thought and strategic leaders to broaden the role and impact of women in the global coffee community

*Technical Training* - to facilitate the delivery of skills and information ranging from negotiating better prices to improving their execution of industry agricultural and trade practices

*Women in Coffee Networks* - to provide strength in numbers and to facilitate access to knowledge, ideas, assistance and shared experiences.

## GREATEST NEEDS OF WOMEN IN COFFEE

- Access to land and credit
- Quality and productivity training
- Leadership skills
- Market access
- Financial security
- Management capacity
- Organizing women coffee farmers

TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

[CONTACT US](#)





# EXECUTIVE SUMMARY

As an all volunteer organization, the IWCA national organization board and committee members donate a minimum of 8,400 volunteer hours annually and have donated nearly \$500,000 since 2009.

## CHAPTER REACH

*India – 11 members*

*Kenya – 1200 women represented*

*Burundi – 135 members*

*Costa Rica – 15 members representing 2700 women*

*Dominican Republic – 16 members representing 250 women*

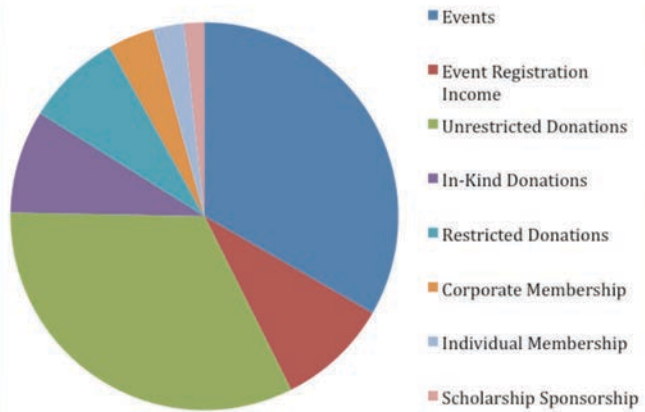
*El Salvador – 75 members representing 300 women*

*Guatemala – 37 members representing 1480 women*

*The Philippines – 7 members representing 3 communities*

*Uganda – 10,000 women represented*

**IWCA Revenue Stream Report 2009-2013 Total**



## IWCA Chapter Formation History



## WHAT WE DO

We are a global network of women in coffee representing a variety of roles within the supply chain and industry. Our virtual, all-volunteer network advocates for the reduction of barriers to resources, while creating a forum in which we connect with other women throughout the coffee value chain. **The goal is to empower women with the knowledge and monetary support that will shift their role from one of voiceless laborers to leaders of sustainable, profitable businesses.**



We have come a long way since our humble beginning in 2003, when two pioneering women planned a women-only coffee trip to Nicaragua and Costa Rica. Their goal was to encourage a better understanding of the issues faced by women at origin and to create connections between women in all segments of the coffee industry. Within three short days in Nicaragua, women from diverse backgrounds connected and discussed ways to make a difference through their trading relationships. From this trip, the IWCA was born.

From our inception in 2003, the IWCA has focused on *Promoting Possibilities* for women in coffee communities throughout the world. The IWCA offers an opportunity for social and economic empowerment, which will contribute to accomplishing the United Nation's Millennium Development Goals.

 **OUR VALUES**

Holding fast to our values and relying upon them as the guiding principles of the organization, the members of IWCA affirm, embrace, and hold themselves accountable to:

**RESPECT**

We believe every woman has a unique and valid voice. Therefore, we respect every woman and her ideas equally.

**SUSTAINABILITY**

We support programs that foster harmony of environmental, social and economic impact.

**ABUNDANCE**

We demonstrate and model generosity, supporting programs that encourage the equitable allocation of resources in the world.

**INTEGRITY**

We understand that our ultimate reason for being is to serve women in our industry and to make decisions with honesty, integrity, and in accordance with this goal.

**COLLABORATION**

Because communities hold the solutions to their own problems, we believe the best way to impact communities that we serve is through collaboration and partnership.

**MAKING A DIFFERENCE**

We believe that all women can make a difference while earning a living.



## **CHAPTER DEVELOPMENT**

In the past 10 years

our chapters have grown local membership to represent  
**57%** of world coffee production based on data from the ICO.

Coffee is produced in more than 60 countries, with Brazil, Vietnam and Colombia accounting for almost 60% of world coffee production and Africa accounting for an additional 15%.

The IWCA facilitates establishment of chapters in coffee-producing countries as well as in coffee-consuming nations. We encourage our chapters to register as legal, independently governed entities with chapter-defined mission statements that align with the national organization. The legalized organization allows women to interact with their local government and to market as a group rather than as individuals. This allows women to have a voice in their country, government and workplace. Each IWCA leadership team, typically consisting of 15 members from a variety of roles in the coffee supply chain, can represent hundreds or even thousands of women from their region, giving IWCA chapters an opportunity to reach large numbers of women and families throughout the coffee supply chain. Coffee cooperatives are encouraged to join IWCA chapters, increasing opportunities to have a broad-scale impact.





## OUR PROGRAMS

Today the IWCA has 15 chapters formally operating, with 3 chapters operating under a Letter of Intent (LOI) and 5 countries have expressed interest in forming a chapter.

### Chapters



Brazil  
Burundi  
Colombia  
Costa Rica  
Democratic Republic of the Congo  
Dominican Republic  
El Salvador  
Guatemala  
Honduras  
India  
Kenya  
Nicaragua  
The Philippines  
Rwanda  
Tanzania  
Uganda

### Operating Under LOI



Yemen  
Mexico  
Japan

### Expressing Interest



Ecuador  
Ethiopia  
Indonesia  
Zambia  
Papua New Guinea

*Our mission to empower women is put into action by the way in which we extend our resources and support around the globe. Through localized change facilitated by chapter creation, the IWCA develops support structure for advancement of women in the coffee supply chain. The IWCA connects its members with other women in their communities to identify common challenges and share solutions.*

Though she may be living in a small or remote village, through IWCA she has access to the world.



TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

[CONTACT US](#)



## **COFFEE SUPPLY CHAIN FLOW**



**125 million people rely on coffee for their livelihoods.**

According to the Fairtrade Foundation 2012, Fairtrade and Coffee Commodity Briefing.

## LEADERSHIP TRAINING

Developing effective thought and strategic leaders to broaden the role and impact of women in the global coffee community is foundational to making a practical difference in the lives of women in the coffee supply chain, from seed to cup. The IWCA seeks mutually beneficial partnerships that will help us to educate women at the local level and build systems to successfully implement, measure and monitor training outcomes.

Through a combination of leadership training programs and strategic planning sessions, the IWCA provides the critical tools to help women create new commercial opportunities and to ultimately strengthen business knowledge and self-confidence.

Over **200 women** attended strategic planning sessions and leadership training programs in 2012 and 2013.

The IWCA accelerates the transfer of knowledge and works to develop leaders who will guide and transform the communities in which they live.

Number of chapter members attending	Countries Represented	Type of Session
100	El Salvador, Costa Rica, Nicaragua, India, Congo DR, Kenya, Burundi & Guatemala	Strategic Planning
30	Kenya	Leadership Training
15	Kenya	Strategic Planning
60	Burundi	3-Day Strategic Planning



## OUR PROGRAMS

### TECHNICAL TRAINING



IWCA chapters work to facilitate the delivery of an array of skills and information, ranging from basics on how to negotiate better prices to industry trade practices like coffee cupping. For coffee producers, access to training and land are key ingredients for success. Because of coffee's importance as an export crop, governments in almost all coffee-producing countries dedicate resources to agricultural and market training for coffee producers. However, these programs seldom reach women, who are increasingly at the heart of coffee cultivation, undertaking approximately **70% of field work** but typically **owning only 15% of land, processing facilities and the traded product according to the IWCA**. Our goal is to change this by empowering them with technical training and knowledge.

In Burundi, **300 IWCA chapter members were trained over 6 months on agricultural practices** by local and international coffee professionals from India, Australia and Korea. International buyers and trainers offered their expertise in planting, coffee cherry selection, coffee parchment selection, cupping, mulching, weeding and pruning. Using materials from the Specialty Coffee Association of America (SCAA), **250 women farmers in the Pioneer Region of Paraná (Brazil), were trained on tasting and understanding aromas**. The event was fully funded by Empresa de Assistência Técnica e Extensão Rural (EMATER).

***In the Elgon Zone in Uganda, 6 young women were trained in coffee cupping by the Uganda Coffee Development Authority (UCDA) staff.***

Our aim is to focus directly on women and encourage local development of technical training programs that can do the same over the long-term.



TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

[CONTACT US](#)





## OUR PROGRAMS

### **PARTNERSHIP DEVELOPMENT**

The IWCA seeks and collaborates with partners that open doors in support of mutually beneficial objectives and the advancement of each organization's platform. Through these partnerships the IWCA channels access to knowledge, resources, funding and commercial opportunities to women in coffee. Some of our key partners:

#### TRADE SUPPORT ORGANIZATIONS

**Specialty Coffee Association of America (SCAA)** - With the help of the SCAA and its members, the IWCA has a partner and channel to help reach its goals and to help communicate its message regarding the needs of women in coffee. We work closely with the SCAA, providing networking opportunities and access to grant funded programs.

#### INTERGOVERNMENTAL ORGANIZATIONS

**International Trade Centre (ITC)** - ITC is a UN agency based in Geneva, Switzerland. ITC focuses on technical assistance and training of women in Africa and works with the IWCA to train women in leadership, link buyers and sellers, assist women in obtaining finance and capital, and explore branding opportunities. The ITC plays a significant role in Trade Related Technical Assistance (TRTA), which works with its partners to enable small business export success in developing and transition-economy countries by providing sustainable and inclusive development solutions to the private sector, trade support institutions and policymakers.

**International Coffee Organization (ICO)** - The government of Brazil has nominated the IWCA chapter to be a part of the private sector consultative board representing exporting importing and exporting countries. The ICO addresses the challenges and provides solutions to issues facing the world coffee sector through international cooperation. Its member governments represent 97% of world coffee production and over 80% of world consumption.

#### COMMERCIAL ORGANIZATIONS

**Almana Harvest** - Almana Harvest finds buyers and sellers that have an interest in supporting women in coffee. Harvested by Women Certified is the only worldwide verification system that ensures coffee is grown, harvested and sold in a way that promotes a fair and sustainable lifestyle for the women involved in its production. Almana Harvest manages: the coffee brand, the Harvested by Women™ certification program, the collection of fees and contributions, and a transparent reporting system that shows the impact at origin and the disbursement of grants to the IWCA and its chapters. Almana Harvest's first test program with **IWCA rolled out with 88,000 pounds equating to 2 containers of coffee** produced by IWCA women.

**Boyd's Coffee®** - Boyd's Coffee® is the first coffee roaster in the United States to offer Harvested by Women™ certified coffee.

**S&D Coffee** - To support the Harvested by Women™ program, S&D has purchased a container of coffee from Costa Rica. The coffee is currently in port in the US and has yet to be sold and distributed.



### *Women in Coffee Network*

The IWCA experience shows there is strength in numbers. One of the most impactful ways we help to enrich the lives of women in coffee is through access to resource networks that are created not only at the local level, but internationally as well. These networks provide vital personal and professional connections that can be far-reaching and prove to be beneficial to the women themselves, their families and their communities, and can often open commercial opportunities.

In Uganda, 40 small farmers, mostly single mothers or widows, formed the Chebonet Women Coffee Development Association and increased their income.

#### Also in Uganda:

- An alliance with the Uganda Coffee Development Authority (UCDA) has been formed.
- The IWCA chapter mobilized 8 groups from the Sironko District to work as higher level farmers. Each group has a membership of at least 400 people who are commodity producers of coffee beans and maize.
- Elgon Women Coffee Traders Company has been formed to facilitate the marketing of coffee from women.



- *Relatives and husbands often do not allow women to go to training.*
- *Of more than 40 major training events financed by bilateral aid held in African countries 2004 - 2009, women comprised only 15% of attendees.*

IWCA supports the African Fine Coffees Association policy on gender in the coffee trade in East Africa.



## OUR PROGRAMS

### **Women in Coffee Network** *(continued)*

The IWCA chapter in Bangalore, India, organized a health camp for **3 coffee-growing villages**. The chapter raised money to have 2 doctors flown in to conduct **well-woman exams for 95 women**. Most of the women had never had health screening. During the exams, issues such as malnutrition, anemia and cataracts were diagnosed and the chapter is working with nearby hospitals to schedule follow-up appointments.



Coffee is becoming a crop in the sugar land in Negros, Philippines, and **9 villages are now contributing fresh cherries**.



The IWCA Chapter in Burundi supported a project to give **110 women farmers 2 goats each**. Goats produce manure to fertilize women's coffee plants, provide milk and butter for their children, and the goats' offspring can serve as currency for tuition for the children or to pay for their medical fees.

TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

**CONTACT US**



## NEEDS OF WOMEN IN COFFEE

The goal of IWCA is to give women more independence by empowering them with the knowledge and monetary support that will help shift the role of women in the coffee-growing community.

### GREATEST NEEDS OF WOMEN IN COFFEE

- Access to land and credit
- Quality and productivity training
- Leadership skills
- Market access
- Financial security
- Management capacity
- Organizing women coffee farmers



*Often times, male family members do not encourage or support women traveling alone to attend training. It is in this travel and training that women can change the course of their communities.*



## GREATEST BENEFIT OF IWCA CHAPTERS

- Exchange of information on “everything coffee,” including field work, harvest, storage and trade issues.
- Efficiencies from joining forces for production and trade activities, including sharing tools and group purchases of fertilizer, and group marketing of coffee (i.e. identifying buyers and selling larger volumes).
- Exchange of information on ways to make earnings from non-coffee sources, such as growing other crops.
- A voice in local, regional and national politics of interest to them, e.g. issues related to heritage and ownership of land.
- Confidence and self-esteem from the experience of participating in a forum where they are listened to when they take the floor. Many women have found that this “benefit” of the association is the most valuable of them all.

*IWCA women are carrying their confidence and self-esteem into many non-coffee contexts within their societies where they have traditionally not had a voice.*





## ESTIMATED TYPICAL CHAPTER COSTS

<b>Establish in-country local chapter office</b>	<b>\$9,000</b>
<b>Establish regional office</b>	<b>\$30,000</b>
<b>Strategic planning meetings</b>	<b>\$3,000</b>
<b>Regional training (leadership &amp; technical) (per attendee)</b>	<b>\$3,500</b>
<b>IWCA Annual Convention (per attendee in country)</b>	<b>\$2,500</b>
<b>(per attendee outside country)</b>	<b>\$5,000</b>

The IWCA welcomes restricted donations to fund specific in-country activities.



## **CHANGING LIVES** EMPOWERING WOMEN

In many coffee-growing communities the prevalent issues for women are not only those of lack of education, gender inequality and trade inequality. Women in coffee face not only the challenges of hard labor, lack of ownership and monetary benefit, but also the burden of being the primary caretakers of their families and communities.



*"In my country, women in coffee do not have land. The fact is, in Burundi, the owner of the land is the man. Your husband. The fruit of the agriculture belongs to the man. When you get married, you go to another family. You live on the land, but it belongs to your husband. You are not honored. It is not yours. You can work on it, but you can't decide what to do with it. For example, if you have coffee, you grow and pick the coffee. But the sale of the coffee and the money, the man needs to manage."*

**– Isabelle Sinamenye**  
**Founder and President, IWCA Burundi**

***At IWCA our goal is to lift women up and elevate every facet of their life in order to create more fruit from the labors of their work, to create safer communities in which to live, and to create a legacy and pathway to sustainability for their families.***



***The work of the IWCA is reflected back to the world in the ways in which the lives of women in coffee, their families and their communities have changed.***

TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

**CONTACT US**







## COMMERCIAL IMPACT

**BRAZIL 2011** - Brigida Salgado from Piatã, Chapada Diamantina, is an organic coffee producer who more than doubled the price of her coffee after the leadership training and cupping at the first IWCA meeting in 2011.

**BRAZIL 2012** - Josana Bissoli sold her coffee during the IWCA Brazil's cupping that took place within the 2nd IWCA chapter meeting at the 7th Espaço Café Brasil in 2012.

**BRAZIL 2013** - At the 3rd chapter meeting at the 8th Espaço Café Brasil, a coffee buyer company was interested in buying coffee from the women in Brazil. **Samples are currently being selected, approved to be commercialized.** The process is gaining momentum and visibility as the chapter grows.

**BURUNDI** - The IWCA secured a favorable relationship with a washing station and secured a U.S. buyer for their coffees.

**COSTA RICA** - Registration of a brand name for Women's Harvest Cosecha de Mujer was made for the first time.

**HONDURAS** - The IHCAFE (Instituto Hondureño de Café/Honduran Coffee Institute) harvest register for the 2011/2012 season registered 19,764 women producers. **This production of nearly 120 million pounds (approximately 3,000 containers) represents nearly 20% of that year's production in Honduras.**





## TECHNICAL IMPACT

Through the alliance with the Brazilian Service of Support for Micro and Small Enterprise (SEBRAE), a week-long coffee classification and degustation for women was held as well as cupping with coffee from the women during Coffee Week in Belo Horizonte, 8th Espaço Café Brasil and the ICO 50th anniversary.

The Brazil chapter established a scholarship for local public school students to train at Academia do Café.

Thirty women representing 11 African countries attended Leadership Training in Nairobi, Kenya. The training was funded by the International Trade Centre (ITC). Critical to the training was a cupping session led by IWCA volunteers. A sample from each country was prepared and evaluated by the participants. The newly formed chapter from Burundi shared its success in reaching a short-term goal, competing in that country's first Cup of Excellence competition with coffees from chapter members, and placing in the top 20 in the national competition.

The IWCA Costa Rica has held a number of cupping sessions including 50 women in Sabanilla, Alajuela and 20 women in Tarrazú. The chapter has also led capacity - building sessions in agricultural knowledge areas to improve growing practices. In partnership with Starbucks, farm visits were held with 10 to 15 participants per visit to discuss:

- Leaf rust
- Correct use of shade
- Pruning
- Plant renovation with new species
- Fertilization processes
- Prevention of coffee borer beetles





## COMMUNITY IMPACT

### NICARAGUA

In an effort to assist in delivering clean water to their communities, the IWCA Nicaragua Chapter partnered with the EFICO Foundation and AFAL/Euracen in 2013 to provide 590 water filters to women coffee farmers and their families.

### BRAZIL

In 2012, the IWCA chapter in Brazil hosted a party for more than 180 children from 2 schoolhouses.

### GUATEMALA

To mark the III IWCA Convention, the Association of Women in Coffee Guatemala, along with the gallery of Rozas-Botran Foundation, launched a call to leading Guatemalan artists for their participation in an exhibition entitled "Women in Coffee." Sixty visual artists submitted 91 pieces of work, donating 25% of the proceeds to a pilot literacy project for women in rural areas.

### COSTA RICA

The IWCA Costa Rica chapter provides help and support to Hogar Madre del Redentor, a home for abused girls 5-18 years old.





## **PERSONAL & PROFESSIONAL GROWTH**

The IWCA, in conjunction with the International Trade Centre and UKaid, hosted the U.S. & Mexico Tour for Women Leaders in Coffee in 2012. **Four women in the coffee industry from African regions were invited to tour the White House and National Mall.** The women attended the International Trade Centre's (ITC) Women Vendor's Exhibition & Forum in Mexico City, Mexico, where IWCA Chapter members were able to meet potential buyers and learned how to integrate into international supply chains. In Washington, D.C., they visited **National Public Radio** where they produced a story about the work of IWCA to raise awareness. The group visited Vital Voices, an NGO founded by Hillary Clinton with a focus on empowering women through leadership programs.

IWCA member farms in Central America were among the first in the region to appoint women to senior agricultural roles.

The Association of Women in Coffee, Guatemala organized the **2013 IWCA International Convention**. The conference agenda included a variety of programs providing education on economics, trends, agriculture, sustainability, leadership, market prices, climate and ecosystems related to coffee.

The Harvard Business School taught the International Women's Coffee Alliance (IWCA) **case study written by Oxford doctoral candidate Mary Johnstone-Louis** to over 900 first-year MBA students. The study was previously taught in 2013 at Oxford to business owners, policy makers, and others. Students were challenged to deepen their understanding of the current challenges that women in coffee face. The students considered the need to utilize marketing as a means of social change and professors led students to consider and debate the pros and cons of the IWCA creating a gender-friendly brand to help advance its mission in elevating women in the supply chain. Six IWCA members attended the classes and offered their perspective based on their roles across the global supply chain.





## **POLICY IMPACT**

The International Women's Coffee Alliance signed a Declaration of Support for the African Fine Coffees Association's Gender Policy with an aim to foster the inclusion of women in trade. Specifically the policy's overall goal is to promote:

- Equity in decision-making in coffee farming households
- The right to have and determine choices
- Access to opportunities and resources, including education in their field
- The right to have the power to control their own lives, both within and outside the home
- The ability to influence the direction of social change to create a more just social and economic order, nationally and internationally
- A sense of self-worth and accomplishment

The IWCA Burundi is working to allow women growers to register coffee under their own names, representing a policy shift in gender relations in giving recognition and ownership of women in coffee.



# SUPPORT IWCA

As an all-volunteer nonprofit organization we rely on the generous support of our partners, sponsors and donors to make possible the IWCA and our local chapters.

With fund-raising events such as the Annual Breakfast and Luncheon, the IWCA continues to empower women in the international coffee community to achieve meaningful and sustainable lives, and strives to encourage and recognize the participation of women in all aspects of the coffee industry.



**GET INVOLVED NOW!**

*Click here to become a sponsor of our annual fund-raising event*

*Click here to donate to IWCA*



*Through the support of our partners and generous donors, the IWCA national organization is able to increasingly educate the international community on the state of women in coffee and provide critical programs and services at minimal costs to the local chapters.*

On Friday, March 22, 2013, the International Women's Coffee Alliance (IWCA) hosted our annual fund-raising luncheon at the 102nd Annual National Coffee Association (NCA) convention in San Francisco. NCA President Robert Nelson and IWCA President Grace Mena kicked off the luncheon, during which men and women from throughout the industry had the opportunity to see guest speaker Grace Hightower DeNiro and hear how she embarked on her journey into coffee.



## SUPPORT IWCA



*2013 IWCA Annual National Coffee Association fund-raising luncheon. IWCA Board and committee members with guest speaker Grace Hightower DeNiro.*



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*Click here to donate to IWCA*

## SAVE THE DATE Join us at an upcoming IWCA event:

### ***IWCA Luncheon at the National Coffee Association Convention***

March 21st, 2014 – 12:00 noon  
New Orleans, LA

### ***11th Annual IWCA Breakfast at the Specialty Coffee Association of America's Expo***

April 26th, 2014 - 7:30 a.m.  
Seattle, WA

### ***IV IWCA Convention at the International Specialty Coffee Fair ExpoEspeciales Café de Colombia***

October 14th to 17th, 2015  
Bogotá, Colombia



TABLE OF CONTENTS | EXECUTIVE SUMMARY | WHAT WE DO | OUR VALUES | OUR PROGRAMS |

| NEEDS OF IWCA | CHANGING LIVES | SUPPORT IWCA

**CONTACT US**



## SPONSORS

*The IWCA would like recognize the generosity of our Founding Partners, Corporate Members and Annual Sponsors. Thank you for your support in helping the IWCA achieve our mission.*

### FOUNDING PARTNERS

Amfotek  
BUNN  
Green Mountain Coffee  
Gaviña Gourmet Coffee  
InterAmerican Coffee

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# SPONSORS

## SPONSOR BENEFITS

**Event Sponsor:** Logo placement and recognition at the event

**Sustainable Sponsor:** \$5,000 minimum donation for three-year commitment  
Logo placement on IWCA Sponsor page with link to company website  
IWCA event sponsorship benefits at the Annual Breakfast  
Logo placement and two tickets to the event  
IWCA Corporate Membership  
Complimentary ad placement on IWCA website

**Annual Sponsor:** \$5,000 one-time minimum donation  
Logo placement on IWCA Sponsor page with link to company website  
IWCA event sponsorship benefits at the Annual Breakfast  
Logo placement and two tickets to event  
IWCA Corporate Membership



**GET INVOLVED NOW!**

*[Click here to become a sponsor of our annual fund-raising event](#)*

*[Click here to donate to IWCA](#)*

## SCAA BREAKFAST SPONSORSHIP LEVELS

**Silver Level \$1,000** Two tickets to the Breakfast  
Acknowledgement on the IWCA website  
IWCA sponsor decal for place of business

**Gold Level \$2,000** Four tickets to the Breakfast  
Acknowledgement on the IWCA website  
IWCA sponsor decal for place of business  
Recognition of sponsorship at event

**Platinum Level \$3,000** Ten tickets/table at the Breakfast  
Company sponsorship name on table  
Acknowledgement on the IWCA website  
IWCA sponsor decal for place of business  
Recognition of sponsorship at event  
Link from IWCA website to company website  
Digital welcome banner containing company name displayed at event

