Why invest in the IWCA?

Because you support women as central players to achieve sustainable livelihoods in coffee communities across the global industry.

The IWCA Sustaining Partners fund the human resources necessary for IWCA to provide staff support to a global network of locally-driven empowerment organizations in 27+ countries. This includes a full-time leadership position, chapter relations management position, and other staff support to deliver value at a global scale. After 16 years as a volunteer organization, it is clear that a staffed organization is necessary to

- Ensure that the IWCA can deliver a consistently impactful level of service to achieve sustainable livelihoods across the global coffee industry through programs and services that achieve **amplified market visibility, strategic partnership, and leadership development**;
- Support IWCA Country Chapters as solution partners to address critical challenges: poverty, climate change, quality of life, access to resources, youth engagement, financial literacy, and others; and
- Solidify the infrastructure for peer-to-peer connection and exchange across the IWCA global network, which includes individuals from every role in the coffee value chain across 27+ countries.

**Study after study has confirmed that** there is no development strategy more beneficial to society as a whole—women and men alike—than one which involves women as central players. No other policy is as likely to raise economic productivity, lower infant and maternal mortality or improve nutrition and promote health. When women are fully involved, the benefits can be seen immediately: families are healthier; they are better fed; their income, savings and reinvestment go up. And what is true of families is true of communities and, eventually, whole countries.

Kofi Annan,
Former Secretary General of the United Nations

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**2021 SUSTAINING PARTNER PROGRAM BENEFITS**

- Recognition on IWCA website: company link, and logo featured on [www.womenincoffee.org](http://www.womenincoffee.org), average 1600+ unique visitors per month
- Logo recognition in IWCA presentations, including at industry and virtual events
- Listing in IWCA Monthly E-Newsletter; reaches 2000+ subscribers.
- Sustaining Partner Stakeholder calls with exclusive updates from IWCA leadership
- IWCA Sustaining Partner digital logo to promote your investment via web and socials
  - Option to license IWCA Sustaining Partner logo to be used on product for reduced fee
MAKING THE MOST OF YOUR IWCA SUSTAINING PARTNER INVESTMENT

- Demonstrate your commitment to empowering women across the full value chain
- Add IWCA to your portfolio of corporate social responsibility and sustainability programs
- Issue a media release announcing your investment to amplify and accelerate locally-driven sustainability
- Demonstrate your commitment to UN Sustainable Development Goals, including SDG 5 Gender Equality and SDG 17 Partnerships for the Goals
- Connect with like-minded social media audiences with #womenincoffee, #IWCAGlobal, #sustaincoffee, #strongwomensustaincoffee
- Promote your IWCA investment on key international holidays, i.e. International Coffee Day (Oct. 1), International Women’s Day (March 8), International Day of Rural Women (Oct. 15).

ABOUT THE IWCA

Founded in 2003, the International Women’s Coffee Alliance (womenincoffee.org) has been a pioneer in the coffee sector through its unique approach to globally connect self-driven local organizations, united in pursuit of a shared mission: 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.

Across the IWCA Global Network, we achieve empowerment through leadership development, strategic partnership, and market visibility. This empowerment meaningfully improves livelihoods for thousands of women, families, communities, and businesses. Every IWCA Chapter context is different, complex, and locally-driven, and as a result, the impacts achieved as a result of the IWCA range widely from progress out of poverty, youth access to education, and climate change adaption. CLICK HERE to learn more about the IWCA Case Studies.

The IWCA is a 501(c)(3) tax-exempt non-profit organization. Contributions are tax-deductible as provided by law.
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Company:  
Address:  
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PAYMENT METHOD Please select payment method for the 2021 amount indicated above:  
☐ IWCA to send invoice to the contact person listed above for payment.  
☐ Mail check to Sharon Riechers, IWCA President c/o BUNN - 5020 Ash Grove Drive, Springfield IL  62711.  
☐ I will contact finance@womenincoffee.org for wire transfer instructions*.  
☐ IWCA payment for the amount indicated above using the credit card** information as listed below  
  · Payment plans, such as monthly invoicing or recurring credit card payments, can be arranged.  
  ** Please note that IWCA is charged a 3% fee for online or credit card donations.  

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| CVV Number: | Enter the CVV 3 or 4-digit code located on the back signature strip of your credit card. For AMEX, the CVV number is located on the front right, above card number. |

| Authorized Signature |

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