



EQUAL EXCHANGE INTERFAITH PROGRAM

FUNDRAISING WITH FAIR TRADE

By purchasing fairly traded products from Equal Exchange, you are giving small farmers and their families hope for a better future. Because 100% of our products are fairly traded, all of your purchases benefit farming communities. In addition, many congregations and organizations also use our products as a fundraiser for special projects or campaigns, raising funds while they spread the word about fair trade in their communities. Your fundraiser can be very basic, requiring little time, or more creative and complex. On the other side of this sheet are ideas to help you create a project that fits your needs.

EQUAL EXCHANGE • 50 United Dr., West Bridgewater, MA 02379 • Tel: 774-776-7366 • interfaith@equalexchange.com

RAISE FUNDS FOR:

- ☛ Your Congregation.
- ☛ A Homebuilding Project.
- ☛ A Sister Congregation or Community.
- ☛ Mission Trips & Delegations.
- ☛ Youth, Women's or Men's Group Project.
- ☛ Soup Kitchen, Shelter, or Community Service.
- ☛ Human Rights, Development, or Relief Efforts.
- ☛ Denominational Projects & Initiatives.

FUNDRAISING IDEAS:

- ☛ **A Holiday Bazaar or Special Event.** The holidays are a great time to organize a Fair Trade bazaar, concert or other event. Community events such as a harvest fair, farmers' market or neighborhood festival are also great opportunities to raise funds, do outreach in your community, and spread the word about Fair Trade. *(Equal Exchange can provide you with pamphlets, table tents, posters and other educational materials to let people know the difference they are making.)*
- ☛ **A Fundraising Table.** Organize a weekly or monthly table or display at your congregation offering fairly traded coffee, tea, cocoa, and chocolate for home use.
- ☛ **A Buying Club.** Appoint a person from your committee to be in charge of collecting pre-orders for home use and gifts. By purchasing by the case and pooling your orders, you can receive wholesale prices.
- ☛ **For More Fundraising Ideas,** see the other side of this sheet!

IT'S EASY:

- ☛ **By the Cup.** When you serve Equal Exchange Coffee, Tea and Hot Cocoa at your event, you are supporting small farmers while spreading the word about fair trade. You can also use the opportunity to raise funds:
 - **Request Donations.** By simply putting out a donation cup you can easily raise extra funds for your project.
 - **Charge by the Cup.** You can also raise funds more quickly by requesting a small donation for each cup you serve. When you order wholesale, a cup of coffee costs you between just 5-10¢, depending on the size. Asking for just 50¢ to \$1 can quickly cover your costs, leaving extra funds for your effort.
- ☛ **By the Package.** Offer Equal Exchange's packaged Coffee, Tea, Cocoa, and Chocolate at a fundraising table. Purchase our products by the case at wholesale prices, then offer them at a small mark-up — usually \$1-4 per package above wholesale. The price that you choose should reflect your fundraising needs and level of community support. You can also purchase our whole bean coffees in bulk 2 lb. and 5 lb. bags, then repackage them for sale in 1 lb. tin tie bags. *(Equal Exchange offers tin tie bags for this purpose.)*
- ☛ **By the Brownie!** Equal Exchange's Fairly Traded Baking Cocoa is a delicious addition to your bake sale, producing a rich brownie, chocolate sugar cookie, or other favorite dessert. *(Contact us for a booklet of recipes or request our "Fair Trade for the Holidays" flyer!)*
- ☛ **Holiday Gift Baskets.** Have your group assemble and sell holiday gift baskets including Equal Exchange coffee, tea, cocoa, chocolate, fairly traded crafts, and baked goods produced by members of your group. *(Equal Exchange also offers travel mugs, t-shirts, pamphlets and newsletters that can be included in your baskets.)*

FOR ORDERING INFORMATION, please call 774-776-7366, or visit our webstore at "<http://store.yahoo.com/equalexchange>"

MORE IDEAS FOR FUNDRAISING WITH FAIR TRADE

- ☛ **A Fundraising Display.** At Providence Friends Meeting, in Providence, RI, the Peace & Social Concerns Committee orders packaged coffee, tea and cocoa at wholesale prices, offering it as a fundraiser each Sunday after worship. The project works on the honor system: there is a pricelist on the display, which includes pamphlets about the American Friends Service Committee Coffee Project and a can for people to leave their payment. At the end of each year, the committee has a couple hundred dollars to contribute to an organization or community project. *(You can order a basic cardboard fundraising display from Equal Exchange.)*



- ☛ **An Art Project for Young People.** At First Parish Church (UCC) in Brunswick, Maine, Sunday school students decorated plain brown 1 lb. coffee bags with crayons, markers, and paints in Latin American designs. They purchased Equal Exchange coffee in bulk and repackaged it in their custom-made bags, selling each 1 lb. bag for \$10. The proceeds were then donated to a children's organization in El Salvador! *(Equal Exchange offers a full line of coffees in 2 and 5 lb. bags, as well as blank coffee bags for decorating and repackaging.)*

- ☛ **A Fair Trade Coffee Shop:** St. Peter's Roman Catholic Church in Saratoga Springs, NY involves their 9th grade religious education class by planning an annual "Fair Trade Coffee Shop." A few weeks before their event, the class begins learning about fair trade "as an example of how our religious convictions affect the decisions we make in the world." The students order coffee to serve at the coffee shop, where parishioners gather socially and learn from the youth about Fair Trade. Then they choose a charity, such as the local community shelter, to receive the proceeds from their effort. *(Equal Exchange can help you with everything from background materials on fair trade to a skit that young people can put on in your congregation.)*

- ☛ **A Community Coffee House:** Since 1996, Peace Presbyterian Church in Winterville, NC has been holding an annual coffee house offering fairly traded products from Equal Exchange and crafts from SERRV, a sister fair trade organization. Members of the community are invited to offer their talents — everything from singing and dancing to poetry and skits — for the evening's festivities. The fellowship shared by participants is extended to those in need overseas through the sale of fairly traded products, which are offered at cost to promote fair trade in the community. *(In addition to coffee, tea, cocoa, and chocolate, Equal Exchange offers t-shirts, hats, travel mugs and other items for raffles and door prizes. For more information on SERRV, call 1-800-423-0071, or visit <www.serrv.org>.)*

- ☛ **A Classical Concert to Benefit Small Farmers:** St. Paul's Lutheran Church in Glenside, PA hosted a classical music concert featuring a performance of Johan Sebastian Bach's "Coffee Cantata." Proceeds from the tickets and the concession stand (including fairly traded coffee, of course) were donated to coffee cooperatives in Tanzania, Guatemala and Nicaragua for community projects! *(Equal Exchange offers brewing advice, as well as everything from coffee filters, paper cups and table tents to help make your event a success.)*



- ☛ **A Spring Concert for Relief:** In its mission of *tikkun olam* (to mend or heal the world), Temple Beth El in Belmont, MA responded to the earthquakes that hit El Salvador in 2001 by channeling proceeds from their Annual Spring Concert to victims of the disaster. They raised money at the event by selling packages of Equal Exchange's "Cafe Salvador" coffee from El Salvador. By fundraising with fair trade, the impact of their efforts was two-fold, helping Salvadoran communities both through trade and relief efforts. *(Equal Exchange can provide fact sheets on our farmer partners to help tell their stories.)*

- ☛ **Tell us your ideas!** *If your congregation held a special event to spread the word about fair trade in your community, please let us know! Give us a call or e-mail your ideas to <interfaith@equalexchange.com>.*

- ☛ Equal Exchange's Interfaith Program works in partnership with communities of faith and faith-based organizations to make a difference in the lives of small farmers and their families through Fair Trade. For more information, or to order coffee, tea or cocoa for your place of worship, office or organization, please contact us.