

# Community Blend Coffee Opportunity



# Looking for a new fundraiser

## What we do want:

- Simple and easy to implement.
- Ongoing revenue stream; repeat purchases.
- Promotes our club/Rotary.
- Promotes community service, doing good, raising spirits.
- Satisfies 4-Way Test.

## What we don't want:

- Not dependant on an event.
- Not associated with a specific holiday or season.
- Doesn't require significant investment.



For most of us, coffee is a daily, satisfying ritual.

Wouldn't it be nice to have a fundraiser that people looked forward to everyday?





# Partnering with Happy Goat

A local, community-minded company that is concerned with the environment and fairly sourcing coffee.



**HAPPY GOAT**  
COFFEE COMPANY



# Delicious coffee

Community Blend is a completely unique blend of two directly traded coffees: Brazil Mogiana and Guatemala Moyuta.

Both are medium roasts and have a low-to-medium acidity, are very smooth with a delicate body as well as nutty and light caramel flavours.





# Taste good & feel good coffee: direct-sourced, ecologically friendly



Moyuta, Jutiapa,  
Guatemala



Fazenda Cachoeira  
da Grama, Brazil



**HAPPY GOAT**  
COFFEE COMPANY

# Simple math

	Cost	Sell	Profit
Bag	\$11	\$16	\$5
Case (36 bags)	396	576	180
Grinding beans is additional 50¢/bag.			
No applicable taxes.			

**One person buying a bag a week will generate \$250 annually.**  
**100 people buying just a bag per month will generate \$6,000 annually.**

# Every bag is an advertisement

- Each coffee bag will have a Community Blend label.
- You can add your own label, attach info on your club or a specific project.
- Companies can give Community Blend coffee to clients as a gift and attach their own corporate information.





# We're here to help

- Your fundraiser listed and linked on Community Blend website.
- Community Blend graphics and ad banners for inclusion in your emails, on social media and on your website.
- Re-posting of your social media promotions.
- Community Blend sell-sheet/poster with your Rotary Club's logo (letter-sized PDF).
- Inclusion in local Community Blend PR efforts.
- Free case delivery in Ottawa area.
- Terms for Rotary Clubs is net 15 days.
- NB Rotary Club Ottawa South receives \$1 for each bag sold (separate from your \$5/bag).



# Sip & Support

Community Blend is more than a feel-good fundraiser, it's a movement to feel good about community service.



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**Community Blend  
Coffee is Your  
Opportunity**