# 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.

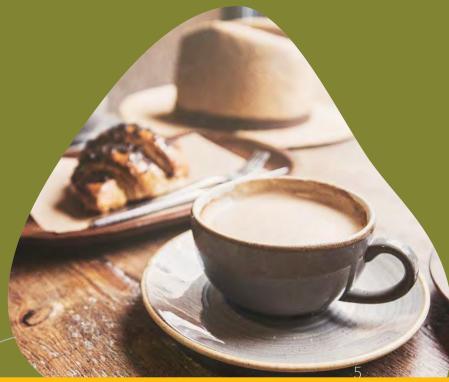


# Delicious coffee

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-tomedium 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



## Simple math

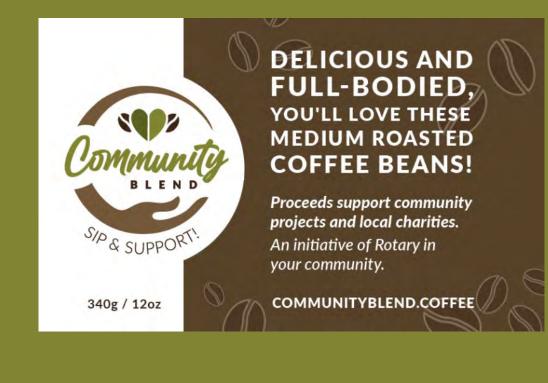
	Cost	Sell	Profit
Bag	\$11	\$16	\$5
Case (36 bags)	396	576	180
Grinding beans is additional 50¢/bag.			
No applicable taxes.			

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.



#### info@rotaryottawasouth.ca





Community Blend Coffee is Your Opportunity