



Invitation to Join the IWCA Sustaining Partner Program

The mission of the International Women's Coffee Alliance (IWCA) 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.

Why invest in 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 24+ countries. This includes a full-time leadership position, chapter relations management position, and the associated travel costs to deliver value at a global scale. After 16 years as a volunteer organization, this important transition to secure human resources will

- Strengthen the visibility, engagement, and effectiveness of 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;
- Solidify the infrastructure for peer-to-peer exchange across the IWCA global network, which includes individuals from every role in the coffee value chain across 24+ countries; and
- Ensure that the IWCA can deliver a consistently impactful level of service to achieve sustainable livelihoods across the global coffee industry through market visibility, strategic partnership, and leadership development.

*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

2020 SUSTAINING PARTNER PROGRAM BENEFITS

- Recognition on IWCA website: company link, and logo featured on www.womenincoffee.org, average 1600+ unique visitors per month
- Recognition in IWCA presentations, including at industry events: NCA, SCA, AFCA
- IWCA Sustaining Partner digital logo to promote your investment via web and socials
- Listing in IWCA E-Newsletter. Quarterly edition reaches 1400+ subscribers.
- Sustaining Partner Stakeholder calls to gain exclusive updates from IWCA leadership regarding accomplishments and insights across the IWCA Global Network
- 2 tickets to IWCA's annual breakfast at SCA Expo, sold out 500-person audience expected



Sustaining Partner Program

INVESTMENT CATEGORIES

IWCA Platinum Sustaining Partner	\$100,000
IWCA Gold Sustaining Partner	\$50,000
IWCA Silver Sustaining Partner	\$25,000
IWCA Bronze Sustaining Partner	\$10,000
IWCA Sustaining Friend	\$5,000

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 partnership with IWCA stand-alone sustainability investment
- 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 countless 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.

To learn more about these, please visit the IWCA Case Studies: www.womenincoffee.org/case-studies. To demonstrate your commitment to continue this work and sustain the IWCA, contact Kellem Emanuele, IWCA Executive Director: kellem.emanuele@womenincoffee.org.

*The IWCA is a 501(c)(3) tax-exempt non-profit organization.
Contributions are tax deductible as provided by law.*



IWCA Country Chapter Map as of September 2019. Several additional countries are currently completing the 8 step IWCA Chapter Formation Protocol.



IWCA Sustaining Partner Program Registration Form

Please send completed form to Kurt Hans,
Treasurer of the IWCA Global Board of Directors:
finance@womenincoffee.org.

Name: _____ Title: _____

Tel: _____ Email: _____

Company: _____

Address: _____ City: _____

State: _____ Zip/Postal Code _____ Country: _____

INVESTMENT CATEGORIES

- IWCA Platinum Sustaining Partner
- IWCA Gold Sustaining Partner
- IWCA Silver Sustaining Partner
- IWCA Bronze Sustaining Partner
- IWCA Sustaining Friend

AMOUNT (pls check)

- ☐ \$100,000
- ☐ \$50,000
- ☐ \$25,000
- ☐ \$10,000
- ☐ \$5,000

Commitment (pls check)

- | | | |
|-------------------------------|-------------------------------|-------------------------------|
| <input type="checkbox"/> 2020 | <input type="checkbox"/> 2021 | <input type="checkbox"/> 2022 |
| <input type="checkbox"/> 2020 | <input type="checkbox"/> 2021 | <input type="checkbox"/> 2022 |
| <input type="checkbox"/> 2020 | <input type="checkbox"/> 2021 | <input type="checkbox"/> 2022 |
| <input type="checkbox"/> 2020 | <input type="checkbox"/> 2021 | <input type="checkbox"/> 2022 |
| <input type="checkbox"/> 2020 | <input type="checkbox"/> 2021 | <input type="checkbox"/> 2022 |

PAYMENT METHOD Please select payment method for the 2020 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.

Total Payment:	US \$	Payment Type:	Check Enclosed	Credit Card
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Credit Card Type:	Visa	MasterCard	AMEX
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Name as Printed on Card:	
Cardholder Address:	

Credit Card #:		Exp. Date:	Month		Year	
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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		

The IWCA is a 501 (c)(3) tax-exempt non-profit organization.

Your contribution funds the human and travel resources necessary to connect, empower, and advance thousands of people across the 24+ countries in the IWCA Global Network.