



### Who We Are

The International Women's Coffee Alliance (IWCA) is a non-profit organization founded in 2003. What began as an informal effort to connect women across the value chain, has grown to become a global network of self-organized, self-governed chapters in 22 countries. Our mission 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. As we celebrate 15 years, it is clear that IWCA is a uniquely powerful platform to address significant challenges in local communities and across the global industry through leadership development, strategic partnership, and market visibility.

### The Shared Challenges at Origin

- People working in coffee origins typically live and work in substandard conditions and navigate a volatile and risky market, for which their compensation rarely covers production costs or future-focused investments.
- Current threats of climate change, disease, and political conflict place considerable additional strain on their livelihoods which are already well outside acceptable margins.
- Women face additional challenges including abuse, malnutrition, illiteracy, lack of healthcare, and balancing primary caregiving and domestic responsibilities with work in coffee.

### The Need for Inclusion

- Women's labor is predominant during the coffee farming phases that affect the sensory quality attributes. In some studies, women farmers have delivered better quality product. Reasons for this include: women's greater diligence and attention to quality control and greater willingness to invest in the longer-term interests of their families and communities.
- Women are under-represented across the value chain, particularly in leadership and decision-making roles, as well in training, education, and financial programs.

### The Case for Business Development and Leadership

- As Technoserve summarizes, "Women often identify needs and opportunities (especially those that benefit women and families) that their male counterparts do not; women are more likely to reinvest their incomes in their families; and women entrepreneurs create more women-friendly workplaces."
- "When women are organized into groups, they expand their production, increase the sale of products, and have a strategic role in growing household income."



### Call to Action

The reach, value, and potential impact of IWCA has outgrown the volunteer-driven model it was founded upon.

In 2018-19, we are committed to raising \$300,000. This modest amount will enable us to secure the human and organizational resources necessary to achieve our mission:

- capacity building & leadership development
- business & market access training & education
- communication & impact assessment across the organization

Support for IWCA is an investment in an inclusive platform to achieve a sustainable future. Contact Kellem Emanuele, IWCA President at [kellem.iwca@gmail.com](mailto:kellem.iwca@gmail.com) to discuss your contribution today.



## Recent Chapter Accomplishments

### Central America

El Salvador: IWCA El Salvador is one of only seven organizations convened by the national El Salvador government to form a strategic alliance to energize El Salvador's coffee industry, called "Unity to Reactive Coffee Fields". The cross-cutting, collaborative initiative focuses on a range of objectives, including the overall strengthening and growth of the coffee institution and integrating key actors to facilitate agricultural, economic, education, and financial development.

### Africa

Burundi: Burundi is one of the poorest countries in world. Customs and national policies prevent women from owning land or making related decisions, despite women having significant coffee farming responsibilities. Since its formation as a recognized national organization, IWCA Burundi has developed key partnerships, such as with Burundi Friends International, who provided chapter members with a male and female goat that provide both sources of nourishment such as milk and cheese, and offspring that can generate further income.

### Asia

India: The IWCA India Chapter developed and hosts an annual Coffee Market, "Coffee Santhe", to raise funds to address communities in need throughout India. The Santhe brings together key players in India's coffee industry, ranging from Coffee Board of India, Tourism Boards, private companies, and other organizations. The Santhe has been very successful. Participation increases every year from visitors and coffee-related entrepreneurs exhibiting and selling their work. The funds raised support the India Chapter's numerous projects including their substantial educational scholarship program for young girls from plantation families and healthcare services for underserved communities.

## International Women's Coffee Alliance (IWCA)

[womenincoffee.org](http://womenincoffee.org)

*IWCA is a nonprofit 501(c)(3) tax-exempt organization. Donations are tax-deductible as provided by law.*

### References

- <sup>1</sup> International Coffee Organization. *Assessing the Economic Sustainability of Growing Coffee*. November 2016. <http://www.ico.org/documents/cy2015-16/icc-117-6e-economic-sustainability.pdf>
- <sup>2</sup> Man-Kwun Chan, w/Stephanie Barrientos. 2010. Prepared for Bill and Melinda Gates Foundation. "Improving Opportunities for Women in Small-holder-based Supply Chains." P. 17-23 <https://docs.gatesfoundation.org/documents/gender-value-chain-guide.pdf>
- <sup>3</sup> "Three Ways to Empower Women Entrepreneurs". Nov. 2016. <http://www.technoserve.org/blog/three-ways-to-empower-women-entrepreneurs#sthash.4KLCsX80.dpu>
- <sup>4</sup> As stated by C. Anunu in her research to inform CQI The Way Forward Report. Original research conducted by Swanson and Rajalahti (2010). <sup>5</sup> Chan, Barrientos. 2010. Gates Foundation. "Improving Opportunities for Women in Smallholder-based Supply Chains." P. 17-23 <https://docs.gatesfoundation.org/documents/gender-value-chain-guide.pdf>

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