



**INTERNATIONAL  
WOMEN'S  
COFFEE  
ALLIANCE**  
*Promoting Possibilities*  
**IWCA**

*Celebrating 10 Years*

ANNUAL REPORT  
2012-2013

# 2012-2013 Annual Report Outline

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Dear Valued IWCA Member,

With great pleasure I would like to share with you our accomplishments during the last ten years. In February 2013, the IWCA III International Conference, Guatemala celebrated a decade of working towards women's empowerment and marked the turning point for the IWCA.

Ten years ago, a group of 17 women decided to take a giant step forward to acknowledge the participation of women in the coffee industry. As a result, the coffee world has recognized that empowering women is critical to the development of the coffee communities and to the wellbeing of their families. At that time, there was little awareness of the challenges women face, in the rural areas of producing countries, and the situations they have to overcome. Yet, as we look back on the past decade, one thing stands out above all else: we have learned that the challenges facing women are not problems without solutions. While we don't have all of the answers, we continue to seek them as we learn what does and does not work.

Over this decade, we have seen tangible progress on many fronts. More women have stepped forward, wanting to learn about coffee production, quality processing, and marketing. They want to earn their own income to secure economic independence. More women are participating in coffee forums, and more women have set their fears aside and said YES to change. We have realized the best tool for development is our own empowerment and the most important fact is that women have the right to live with dignity and respect.

We will continue to advocate for women from seed to cup and will focus on establishing new chapters, executing leadership programs, developing a platform for connecting women farmers with roasters, expanding our sphere of influence, promoting trade opportunities, and connecting women globally.

The IWCA is an association that does not stand still. I feel incredibly privileged and honored to be involved with such a dynamic and effective organization. We are constantly working to accomplish our mission, but all of our activities are only possible due to the immense level of support and encouragement it receives from a number of donors. Primarily, the IWCA's success is due to the dedication of its volunteers, who give their precious and scarce spare time to organize and coordinate all of the activities, which have been successfully realized. The dedication of all of the committee members is what has carried this organization through the last decade.

Also, a heartfelt thank you goes out to the Founding Partners, sponsors and members who fund the IWCA's activities. We expect the next 10 years to involve a serious increase in the resources available to benefit the lives of so many women in coffee around the globe, as well as their families and communities. We look forward to continued and new collaborations to build upon the great work accomplished.



A handwritten signature in black ink that reads "Grace M. Mene".

IWCA President

*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.*



## A. Our Values

The IWCA values are the guiding principles of the organization. The members of IWCA affirm, embrace, and hold themselves accountable to the following values:

- *Respect*: We believe every woman has a unique and valid voice. Therefore, we respect every woman and her ideas equally.
- *Sustainability*: We support programs that foster harmony of environmental, social, and economic impact.
- *Abundance*: We demonstrate and model generosity, supporting programs that encourage the equitable allocation of resources in the world.
- *Integrity*: We understand that our ultimate reason for being is to serve women in our industry and to make decisions with honesty, integrity, and in accordance with this goal.
- *Collaboration*: Because communities hold the solutions to their own problems, we believe the best way to impact communities that we serve is through collaboration and partnership.
- *Making a Difference*: We believe that all women can make a difference while earning a living.

## B. Our Strategic Plan

### 1. Design & Build Value for Chapters

Initiatives:

- Identify chapter needs while delivering value through strategic planning sessions with chapters
- Create a menu of available resources and training programs

### 2. Create one IWCA Global Community

Initiatives:

- Create an annual report
- Develop a public relations campaign to market the IWCA
- Increase IWCA visibility with a presence at established global coffee events

### 3. Expand and Diversify our Revenue

Initiatives:

- Conduct a membership drive
- Search for and secure grant money from foundations and NGOs
- Conduct a fundraising campaign
- Execute a sponsorship program
- Execute Guatemala Conference Sponsorship program
- Begin SCAA Breakfast Sponsorship program

### 4. Enable Board of Directors to ensure that the critical work is on track

Initiatives:

- Design and implement user friendly “dashboard” to track progress of strategic initiatives
- Standardize other protocols and documents to support Board operation

## C. History

In 2003, Karen Cebreros and Kimberly Easson planned a women-only coffee trip to Nicaragua and Costa Rica. Their goals were to encourage a better understanding of the issues faced by women at origin and create connections between women in all segments of the coffee industry. Within three short days in Nicaragua, women from diverse backgrounds connected and discussed ways to make a difference through their trading relationships. From this trip, the International Women’s Coffee Alliance was born.



*The IWCA has remained focused on promoting possibilities for women's communities throughout the world and has achieved remarkable successes.*

The IWCA applies a strategy of "success through localization," which is based upon the formation of chapters in both coffee producing and consuming countries.

### **A. Producer Country Chapters**

Producer Country Chapters are alliances of women in the coffee sector headquartered in producer countries (countries of origin). The country is classified as a producer country when a majority of local coffee industry activities include growing, producing, milling, exporting, and other operations at the beginning of the supply chain.

#### 1. Current IWCA Producer Chapters

- Burundi
- Brazil
- Colombia
- Costa Rica
- Dominican Republic
- El Salvador
- Guatemala
- India
- Kenya
- Nicaragua
- Philippines
- Uganda

#### 2. Countries Expressing Interest in Forming Producer Chapters

- Democratic Republic of Congo
- Ethiopia
- Haiti
- Honduras
- Indonesia
- Mexico
- Papua New Guinea
- Peru
- Rwanda
- Tanzania
- Zambia

### **B. Consumer Country Chapters**

Consumer Country Chapters are alliances of women in the coffee sector headquartered in consumer countries. The country is classified as a consumer country when a majority of local coffee industry activities include importing, distributing, roasting, and retailing.

#### 1. Countries Expressing Interest in Forming Consumer Chapters

- Japan
- Netherlands
- United Kingdom
- United States

## A. 2012 Chapter Accomplishments

### Burundi

#### STRENGTHS

- 135 members
- Board represents all coffee regions and the entire coffee value chain
- Annual fees established since constitutive assembly
- Established alliance with COPROTRA, a privately owned coffee washing station
- Established alliance with BD Imports, a supplier of quality, specialty grade



#### MONTHLY ACTIVITIES & ONGOING PROJECTS

- Trainings
- Field Trips
- Connecting with NGOs to finance IWCA Burundi projects

### Brazil

#### STRENGTHS

- Well-established goals
- Board represents every sector of the coffee industry
- Alliance with SEBRAE, a Brazilian service of assistance to micro and small enterprises



#### MONTHLY ACTIVITIES & ONGOING PROJECTS

- Established a scholarship for a local public school student to be trained at the Academia do Café
- Barista competitions
- Coffee trainings and workshops
- Established six board committees to promote communications in all coffee producing regions
- Translated SCAA Posters Wheel of Aromas and Coffee Defects into Portuguese



# Costa Rica

## STRENGTHS

- 15 members, representing more than 2,700 women
- Registered brand name for AMCCR packaged coffee: "Women in Harvest" ("Cosecha de Mujer")
- Helped "Hogar Madre del Redentor," a home for abused girls 5–18 years old
- Renovated strategic planning for 2013
- Participated in fair of Costa Rican products
- Established a Verification Norm for women in coffee
- Sold women's coffee to U.S.A. with verification process



## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Visited farms and mill processing plants
- Personal development programs
- Coffee cupping
- Hosted women's breakfasts and afternoon activities to exchange ideas and connect with members

# Dominican Republic

## STRENGTHS

- 16 active members
- Representing more than 250 women

## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Hosted a party for more than 180 children from two schoolhouses of border communities of the Dominican Republic and Haiti.
- Signed an agreement with the Dominican Coffee Council (CODOCAFE) that will implement a pilot program that rehabilitates plantations affected by coffee rust. The project will be replicated and benefit other producers.
- Delivered livestock to more than 80 women to ensure household food security. The Dominican Coffee Council manages the program funds.



# El Salvador

## STRENGTHS

- 75 members, representing more than 300 women
- Well-established goals
- Alliance with Consejo Salvadoreño del Café, a Salvadoran coffee council that acts as the governing body of the coffee production in El Salvador



## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Training and workshops with coffee experts
- Monthly lecture series
- Participated in the 8th Annual Chamber of Commerce for Women Entrepreneurs



# Guatemala

## STRENGTHS

- 37 members, representing more than 1,480 women
- Well-established goals and stakeholders
- Board represents all the coffee value chain
- Alliance with Anacafé - National Coffee Association (administrative, legal, logistics and office space)
- Hosted 2013 IWCA III International Conference, Guatemala, which was attended by more than 250 coffee professionals

## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Talks, workshops, and trainings
- Personal development programs
- Field trips and agronomic courses
- Participation in Anacafé's full program of activities



# India

## STRENGTHS

- 11 members
- Guided by best known (in India and abroad) name in coffee quality
- Board represents entire coffee value chain
- Directly associated with thousands of women working on coffee farms in traditional and non-traditional areas

## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Participation in the “Women’s Harvest Coffee” and in the Araku Originals Award for Tribal Women Farmers. The Araku Originals Award project is underway and will be completed in April of this year.



# Kenya

## STRENGTHS

- 1,200 women represented by members
- Operating with a gender sensitive country constitution, a devolved government is underway and funds available
- Experienced, skilled and competent secretariat representing the whole value chain
- The chapter’s strategic objectives are being implemented by many coffee organizations

## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Gender talks and training with different groups and partners
- Leadership training, both physical and online
- Individual development programs



# Philippines

## STRENGTHS

- 7 members
- 3 communities already enrolled in Coffee Buying program
- All three major island groups are represented
- Board members represent all parts of the value chain
- Board members represent specialty coffee sectors of Arabica and Civet coffee
- Alliance with Philippine Coffee Board, Inc.



## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Supply coffee to Accenture Philippines
- Beginning negotiations and presentations with IBM Philippines
- Field trips and workshops in schools



# Uganda

## STRENGTHS

- 10,000 women represented by members
- Well-established goals and stakeholders
- Strong board that represents the entire coffee value chain
- Alliance with Uganda Coffee Development Authority (administrative, legal, logistics)



## MONTHLY ACTIVITIES & ONGOING PROJECTS

- Fundraising activities
- Cupping for women's coffee
- Workshops and seminars



## B. Strategic Planning Workshops for International Chapters in Central America - December 2012 - January 2013



IWCA strives to build value and our activities are focused around the collective needs of our chapters. Through Strategic Planning workshops we were able to gain necessary information from our chapters to help guide our future work.

IWCA confirmed four chapters, Costa Rica, El Salvador, Guatemala, and Nicaragua, to hold strategic planning workshops for Board of Directors, committee chairs, key volunteers,

and staff that contribute significantly to the future direction of each organization.

IWCA selected the international company Franklin Covey to provide highly skilled facilitators that guided teams through productive workshops. The workshop activities included personality assessments to help individuals better understand their leadership and group work style, identification of major goals of the organization for the next two years, and production of an outline to better monitor the organization's progress toward the set goals.

The strategic planning sessions resulted in the following themes for each chapter to focus on in 2013:

- Strengthen organizations structurally, via websites, administrative staff, physical office, committed board and members
- Build and strengthen partnerships both nationally and internationally
- Educate and train more women about the various disciplines of coffee
- Identify and implement social projects
- Build strong brand identification for women's coffee
- Collect data on women in coffee
- Outreach to more women in each country



## C. Expected Chapter in 2013 - Democratic Republic of Congo

The IWCA is excited to announce that the Democratic Republic of Congo (DRC) has submitted all legal documentation in 2012 for the formation of an IWCA DRC chapter. While the information is still being reviewed, the DRC is expected to join the list of international IWCA chapters in 2013.

Chantal Binwa has been the leader in the DRC chapter development. Since 1999, Chantal has been involved in activities against women discrimination and supported women economic empowerment. Chantal wrote to the IWCA in 2012 to express the need and initiatives for women empowerment in the DRC coffee industry.

In the proposal, Chantal described the strong and violent opposition that women in the DRC coffee industry face from the male leaders of the coffee growing companies. The industry practices

“constitute a serious violation of the dignity of women and discrimination by their men and society as a whole,” Chantal explained. Often women in the DRC grow coffee with their husbands and are frequently denied access to the harvest generated income. Women in the industry often face brutal physical and sexual violence in the fields. Many women in the DRC coffee industry have also been driven from their homes, permitted to take their children, but forced to leave all possessions.

Chantal has been a leader in the development of the DRC IWCA chapter in order to fight these practices. The following initiatives have been established to lead these changes:

*Education –*

- Women and girls will be educated about their human rights against the sexual violence that they face daily in their coffee cultivation and in their households.

*Advocacy –*

- The chapter will advocate to local political and administrative authorities about the measures that can be taken to end the dignity violation that women face in their coffee and their households.

*Economic Empowerment –*

- The chapter will equip women with the skills and resources to produce high quality coffee, which will have strong potential to produce high profits.
- Field schools will be developed to help women begin the coffee cultivation process by teaching cultivation techniques and providing coffee seedlings.
- Small loans will be offered to facilitate the maintenance of the coffee fields.
- Access to high quality machines will improve the processing of the women’s coffee.

## D. The IWCA Hosts 3<sup>rd</sup> Annual Convention in Guatemala

The IWCA held their third annual convention February 7-9, 2013 in Guatemala. The event, organized by the Asociación de Mujeres en Café Guatemala (IWCA Guatemalan Chapter), was attended by more than 250 coffee professionals who were focused on learning more about the challenges and opportunities in the supply chain.

Roxana Baldetti, Vice President of the Republic of Guatemala, addressed the audience and discussed the current state of emergency surrounding coffee in Central America. The harvest has been severely affected by *Roya*, a coffee leaf rust disease. It is the most severe infestation the region has experienced and early predictions indicate yields may be reduced by 20 to 40 percent.

Other topics included trends of the industry, impacts of climate change, supply chain challenges, trends in certification, and women’s role in the coffee value chain. A unique feature of the convention was the “Cupping Round Table,” which brought together cuppers and producers providing the opportunity to share expertise around coffee quality.

Forty-five exhibitors were on hand at the event to share their areas of expertise. Several IWCA chapters had booths, including Guatemala, Philippines, Burundi, Brazil, El Salvador, Costa Rica, Dominican Republic, Nicaragua, and India. Chapters sold handcrafts from their respective countries





with proceeds benefiting their organizations. The IWCA International group sponsored a booth celebrating their 10th Anniversary and promoting two upcoming 2013 events: the IWCA Luncheon at the National Coffee Association Convention, March 22 in San Francisco featuring Grace Hightower DeNiro as the key note speaker and the IWCA Breakfast at the Specialty Coffee Association Expo in Boston on April 13, featuring Debra Gittler.

A highlight of the event was the official signing of two new IWCA chapters. Women leaders in coffee from India and the Philippines signed Letters of

Understanding to be recognized as IWCA chapters, bringing the total number of active IWCA chapters to twelve. The process of becoming a chapter takes several steps that start with casual socializations and move into the establishment of officers, bylaws, conducting needs assessments, strategic planning, and legalization. In some countries, this process can take several years depending on available resources. The IWCA believes in success through localization where national chapters are comprised of women and men representing the coffee supply chain. Becoming a legal entity allows the organization to have a voice in their country.

The event also included a variety of networking, including a welcome reception at the Galeria de Arte with the theme, "Women and Coffee." Artists sold their "women and coffee" themed artwork and offered 25 percent of the proceeds to a literacy program for rural women in Guatemala. The final evening of the convention, a "Coffee Fiesta," was held at Finca Rabanales, just outside of Guatemala City.

## E. US & Mexico Tour for Women Leaders in Coffee

The IWCA, in conjunction with the United Nations' International Trade Center and UKaid, hosted the "US & Mexico Tour for Women Leaders in Coffee," October 28-November 8, 2012. Four women in the coffee industry from African regions were invited to the US and Mexico. The visit provided IWCA with the opportunity to learn more about the women's challenges and connect them with helpful resources and networks in the coffee supply chain.

The delegation's tour began in Washington D.C., where the women toured the White House, the Capitol, and the National Mall. During a private tour with Representative Aaron Schock, the





women expressed their fascination with the history of the building and demonstrated their strong knowledge of the U.S. political system.

The delegation next met with Vital Voices, an organization that provides training and mentoring to innovative women leaders in order to enhance their ability to transform lives and advance peace and prosperity in their communities. The delegates shared the challenges that women face in

their countries' coffee industries with the organization: no access to finance, inability to own land, lack of education and training, domestic violence, hunger and poverty.

While in Washington D.C., the delegation also had the opportunity to share their story with Allison Aubrey, NPR News Correspondent covering food and health. Dressed in traditional African clothing, the delegation spoke with pride as they were interviewed and described their work in Kenya, Tanzania, Burundi and Rwanda. Ms. Aubrey listened with intent as the women talked about their goals of empowering others in their communities and their desire to eradicate poverty for future generations. "Do not think we want to step on men for the way that we are sometimes treated. We want equality to make life better in our communities," explained Fatima Aziz Faraji of Tanzania.

*"One cow can provide milk for her family, produce fertilizer for the coffee plants and produce biogas to generate light and heat for cooking. If we have light, our children can read and study after dark."*

- Immy Abine Numutako Kamrade of Rwanda on the difference one cow can make in the life of a woman coffee farmer



*"It is an honor to tour the US Capitol and the White House. We have been able to do something that many politicians in our country will never be able to do. It gives us hope."*

- Mbula Kaluki Musau of Kenya

## A. Board of Directors

- *President* – Grace Mena
- *1st Vice-President* – Johanna Bot
- *2nd Vice-President* – Desiree Logsdon
- *Secretary* – Mery Santos
- *Treasurer* – Sharon Riechers
- *Strategic Alliances Chair* – Jennifer Gallegos
- *Origin Support* – Olga Hazard
- *Chapter Relations Committee Chair* – Phyllis Johnson
- *Marketing Chair* – Lisa Grant
- *Events Chair* – Shannon Craige
- *Development Chair* – Kelle Vandenberg
- *Sponsorship Chair* – Pauline Faull

## B. Committees

Committees perform a vital role and help IWCA reach its goals. Each committee is made up of committed volunteers and the IWCA is regularly looking for committee members and special project volunteers.

*Committees include:*

- Chapter Relations
- Development
- Events
- Marketing
- Membership
- Strategic Alliance

## C. Founding Partners

- America's Food Technologies, Inc.
- Bunn-O-Matic Corporation®
- Gaviña Gourmet Coffee
- Green Mountain Coffee® Roasters Foundation
- InterAmerican Coffee

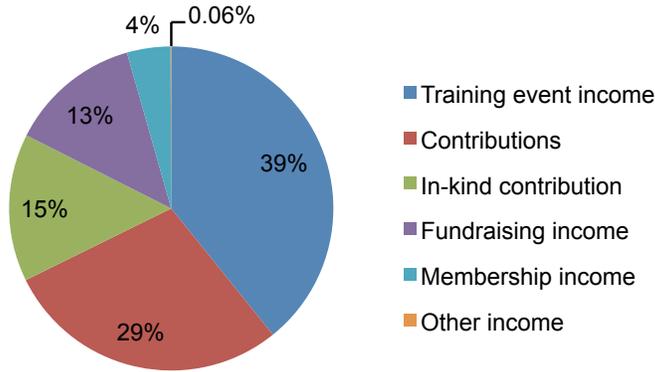


## D. Founders

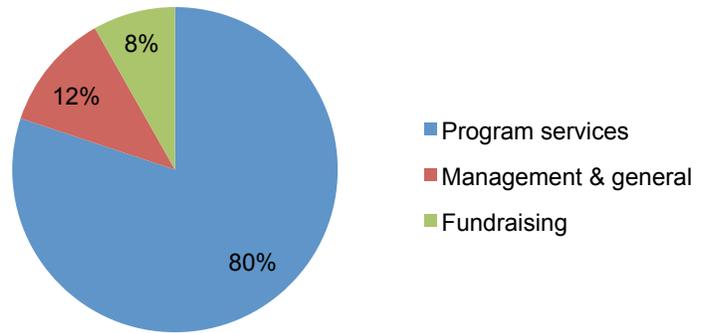
- Karen Cebreros
- Kimberly Eason
- Melissa Pugash
- Colleen Crosby
- Karen Gordon
- Margaret Swallow



## Income



## Expense



### STATEMENT OF FINANCIAL POSITION (Audited) for the year ending December 31, 2012

ASSETS		2012
Cash		\$170,370
Pledge Receivable		\$25,000
<b>Total Assets</b>		<b>\$195,370</b>
NET ASSETS		
Unrestricted		\$182,320
Temporarily Restricted		\$13,050
<b>Total Net Assets</b>		<b>\$195,370</b>

### STATEMENT OF ACTIVITIES (Audited) for the year ending December 31, 2012

REVENUE & OTHER SUPPORT	Unrestricted	Temporarily Restricted	Total
Training Event Income	\$73,107		\$73,107
Contributions	\$40,092	\$13,050	\$53,142
In-Kind Contributions	\$27,500		\$27,500
Fundraising Income	\$24,495		\$24,495
Membership Income	\$8,100		\$8,100
Other Income	\$115		\$115
<b>Total Support &amp; Revenue</b>	<b>\$173,409</b>	<b>\$13,050</b>	<b>\$186,459</b>
EXPENSES			
Program Services	\$71,204		\$71,204
Management & General	\$10,396		\$10,396
Fundraising	\$7,281		\$7,281
<b>Total Expenses</b>	<b>\$88,881</b>		<b>\$88,881</b>
Change in Net Assets	\$84,528	\$13,050	\$97,578
Net Assets, beginning of year	\$97,792		\$97,792
<b>Net Assets, end of year</b>	<b>\$182,320</b>	<b>\$13,050</b>	<b>\$195,370</b>

## Donate, Volunteer, Sponsor, Join

Help make a change in the lives of these women by joining together with countless other women and men in the coffee industry. Donate, volunteer, sponsor, or join as a member and help IWCA in the plight to promote possibilities for women in coffee around the world.

### A. Donate

Your donation will help IWCA reach its goal is to give women the independence by empowering them with the knowledge and monetary support that will help shift the role of women in coffee growing communities.

### B. Volunteer

Whether you can give a few hours each month or a few days each year, every little bit helps the IWCA fulfill its mission. There are a variety of volunteer positions and committees for every time and talent.

### C. Sponsor

Another important way to support the IWCA is through event sponsorships. With its strong board and volunteer network, the IWCA ensures that its programs are successful and maximize return on investment for financial supporters.

### D. Join

#### Individual Membership Plans

##### a. Individual – Annual Contribution: \$100

- Opportunity to directly contribute to the success and direction of the IWCA through committee participation
- Quarterly newsletter
- Opportunity to travel to coffee producing countries with other women
- Information and links to organizations that provide support, services, and connection to the coffee industry worldwide
- Access to the IWCA Membership Directory

##### b. Student Membership Plans – Annual Contribution: \$50

- Open to students, Barista Guild of America, and Roasters Guild members. Includes same benefits as Individual Membership excluding the IWCA Membership Directory

#### Corporate Membership Plans

##### a. Corporate – Annual Contribution: \$500.00

- Individual membership benefits plus your company logo and website link on the IWCA website

### E. Contact Information

For further details on how to donate, volunteer, sponsor, or join International Women in Coffee Alliance, visit [www.womenincoffee.org](http://www.womenincoffee.org)



**INTERNATIONAL  
WOMEN'S  
COFFEE  
ALLIANCE**

*Promoting Possibilities*

**IWCA**

*The IWCA is a global peer network of women in coffee that **ADVOCATE** for women from seed to cup and **PROVIDE** access to resources and a forum for connection.*

*Celebrating 10 Years*



[WOMENINCOFFEE.ORG](http://WOMENINCOFFEE.ORG)

