

EcoTeach Foundation - Coffee Fundraiser

Dear Coordinator,

Thank you for your interest in our "Coffee Fundraiser" through the EcoTeach Foundation. This fundraiser has proven to be very successful in generating financial support for a wide range of school and organization projects across the country. We know you'll also appreciate that your coffee purchase supports the small Costa Rican coffee farmer and also promotes sustainability and conservation in this ecologically diverse Central American country.

Why Coffee?

With 80% of Americans drinking coffee, you don't have to wonder who's going to be interested in your fundraiser - it's not seasonal and it's not a fad. In fact, most households purchase coffee weekly, giving you the added advantage of having repeat customers for as long as you are running your fundraiser. Not many fundraising products can offer that opportunity. We provide you with materials and support necessary for your success. We are priced competitively with all coffee of equal quality at your local grocer and, for the same price, allow people to contribute to many good causes.

Why ECOTEACH FOUNDATION gourmet coffee?

Your customers can purchase their gourmet coffee from you for the same price and less effort than they would at their local grocer. At the same time, they will be supporting your group, the EcoTeach Foundation's conservation work in Costa Rica, and sustainable coffee production. Your organization can earn up to a \$5 profit on every bag of coffee sold. In addition, for each bag sold, there will be a \$1 donation to the non-profit EcoTeach Foundation. The foundation's work in Costa Rica includes sea turtle conservation, reforestation, and community service, as well as educational opportunities and supplies for local children. In the year 2003, we saw nearly \$100,000 returned to these projects through the EcoTeach Foundation.

And Quality?

You bet. No hiding behind blends or flavors here. We offer the finest, 100% Arabica, shade grown gourmet coffee that comes direct to you from our partner farmers and cooperatives in Costa Rica. All of our beans are rated the highest - Strictly Hard Bean - and are grown with a mind towards a sustainable future (a detailed description of our coffee program is enclosed). Our most popular coffee currently comes from the world famous Tarazzú region and our premium organic comes from the renowned Alajuela Volcanic Mountain District of Costa Rica. Both offer a taste of Costa Rica's famously mild yet complex specialty coffee's that make them known as some of the best in the world!

The Specifics

Minimum order to qualify for a full 50% (\$5) profit is only 50 bags. Even with an order of 25-49 pounds, you still make \$4 per bag. UPS Ground Shipping is always free.

Our fundraising kit includes: samples of our coffee for tasting, detailed information on the story behind our coffee and step-by-step instructions for your fundraiser including order forms, receipts, and other materials to ensure the success of your coffee fundraiser. Contact us right away for yours to get started or to present it to your group!

We are also continually developing and improving our supplemental materials to help you have the most successful fundraiser possible.

If you have any questions about the coffee or the process, please don't hesitate to contact me directly.

Thank you for considering EcoTeach Foundation - Coffee Fundraiser!

Sincerely,

Trish Lassinger
Fundraising Coordinator

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Trish & Cindy fundraiser coordinators