



Coffee Promotion Guidelines

Grounds for Health welcomes coffee roasters/retailers to hold coffee promotions to support the Grounds for Health mission. Research shows that customers prefer to do business with companies that support relevant social causes. Through promotions with your customers, you gain customer loyalty and help Grounds for Health reach more women at origin with potentially life-saving services. It's a win/win.

We understand that every coffee business is different and we are willing to adjust these guidelines to meet your needs. Please contact us with questions and to arrange your coffee promotion:

- 802-241-4146
- development@groundsforhealth.org

Grounds for Health agrees to provide:

- Electronic versions of our logo that you may use for the duration of the promotion. You may use the logo(s) for:
 - Your website, social networking sites (with links to GFH homepage)
 - In-print advertising
 - Co-branded packaging (with approval)
- A link from our web page to yours for the duration of the promotion
- A call-out in our monthly e-newsletter
- Talking points about Grounds for Health to educate baristas and staff
- An electronic version of a counter card that explains the GFH program and/or
- An electronic customizable counter card to promote your special coffees
- 25 hard copies of Grounds for Health brochures with subsequent restocking (if requested)
- 100 Grounds for Health stickers for your packaged coffee with subsequent restocking (if requested)
- A counter-top drop box after promotion has ended (if requested)
- Tax receipts for all donations

In exchange, you agree to:

- If time-limited, provide clear dates when you will hold the promotion.
- Notify GFH when promotion has commenced and ended.
- Donate proceeds from the coffee promotion according to one or more of the following:
 - At least \$1/pound of bagged coffee sales (or agreed upon figure)
 - An agreed-to percentage of sale for bagged coffee and/or coffee beverages
- Monthly reconciliation of donations (unless other arrangements are made)
- Provide a link from your website to <http://www.groundsforhealth.org> for the duration of the promotion.
- Use our logo only according to our guidelines.
- Remove the GFH logo from all marketing materials (including your website) at the culmination of the promotion unless an alternate agreement is reached.