



## Penny Per Pound Program

**Tangible, Measureable Impact: Enabling women at origin to achieve their full potential**

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Women have always played a critical role in the coffeelands. Shouldering nearly 70% of the labor burden at origin, they are also instrumental in shaping the social and economic fabric of coffee farming communities. And as programs to support gender equity take hold, women are primed to play an even more influential role in the future of the world's supply of coffee and the sustainability of the supply chain.

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In order for these women to reach their full potential as farmers, accountants, managers and community and business leaders, they must be healthy. In fact, a 2008 report from the International Labor Organization states, "female health status has an increasing effect on economic productivity and growth, which in turn affect progress . . ."

Grounds for Health is committed to helping women in the coffeelands maximize their potential by providing life-saving health services at origin. Specifically, we deliver much-needed screening and treatment for cervical cancer, an easily prevented disease that kills more women in many parts of the world than maternal causes. In the next 15 years, six million women are expected to die from cervical cancer. Nearly 90% of those deaths will occur in developing regions such as Latin America, Sub-Saharan Africa and South Asia.

Currently Grounds for Health supports programs in Ethiopia, Nicaragua and Peru. But in order to achieve our mission we must scale-up our services to not only reach more women in the regions we already work, but also expand our geographic footprint.

To maximize our impact we must take a long-term view and make investments that will ensure as many women as possible benefit from our services.

We are asking our colleagues interested in nurturing the future of the coffee supply chain to join us by making commitments that enable Grounds for Health to build a consistent financial channel that will, in turn, enable us to truly impact the lives of women at origin.

## **Penny Per Pound Program – How it Works**

Like many “check-off” programs in other commodity industries, Grounds for Health’s *Penny per Pound* program provides an opportunity for those in the coffee industry to invest in our work via the procurement process.

***Funds Collection.*** Collecting at the importer level offers a simple mechanism for registering and reporting contributions. Importers add a nominal fee of between \$.005 and \$.01 to every pound of coffee sold to roasters, including it as cost of doing business (similar to other fees such as warehousing, brokerage, etc).

***Reporting.*** Importers will run quarterly sales reports, broken down by roaster, multiply pounds sold by the contribution level agreed to by participating roasters and submit those funds to Grounds for Health. Grounds for Health will acknowledge receipt of funds to both roaster and importer to enable easy tracking of donations.

***Promotion and Recognition.*** All participating importers will be recognized on the Grounds for Health website, in annual reports and tradeshow signage. Participants will also be able to promote their participation on their own websites with use of the Grounds for Health logo. Additional content such as stories and photos can be negotiated separately.

***Team Approach.*** As a way to help maximize participation, Grounds for Health encourages importers to match the donations of their roaster customers. Taking such a team approach further contributes to the effectiveness and sustainability of our programs.

***Tax Deductions.*** Grounds for Health is a registered 501c(3) non-profit organization. All contributions made to Grounds for Health are an allowable tax-deductible business expense. All roasters and matching importers will receive an annual letter confirming contribution for that tax year to ensure tax benefits can be fully realized.