



Penny Per Pound Importer Registration Form

Why Participate

The Penny Per Pound program is an easy, impactful, sustainable way for you and your team to help care for women at origin by funding live-saving health services. These women shoulder nearly 70% of the labor in coffee production and as wives, mothers, aunts and grandmothers, are the social and economic backbone of their communities. You can help ensure they don't succumb to cervical cancer, a disease that is totally preventable if caught early.

How it works

Penny Per Pound is a good-works partnership between importer and roaster. Importers establish with their roaster customers a nominal fee—usually one to two cents—that is added on to every pound of coffee sold to roasters, including it as cost of doing business, similar to other fees such as warehousing, brokerage, etc. You'll run quarterly or semi-annual reports, broken down by roaster, multiply pounds sold by the contribution level agreed to by participating roasters, and send those funds to Grounds for Health. (Some importers choose to calculate and issue Penny Per Pound amounts as a separate invoice for the roasters on a regular schedule, rather than including it in each green coffee order.) Grounds for Health will acknowledge receipt of funds to both roaster and importer. As a cherry...a coffee cherry, of course...on the cake, as an importer you can choose to match the funds contributed by roasters, and thereby double the impact of this program!

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. Most of all, you will be doing something tangible to help women who need this care.

Grounds for Health is a registered 501c(3) non-profit organization. All contributions 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.

Name of Company _____

First & Last Name _____

Contact Title _____

Email _____

Address _____

Phone _____

Will you be matching contributions? ☐ Yes! ☐ Not able at this time

Signature _____ Date _____

Please send an .eps or .png version of your logo with the completed registration form. Once we receive your application, your company name will be added to our list of Penny Per Pound partners on the Grounds for Health website. Questions? Just ask! Lisa Espenshade, lisa@groundsforhealth.org