

# "Consciousness" Raising Organizational Brochure 2010-2011



## SAFI COFFEE

A FULL SERVING OF CONSCIOUSNESS IN EVERY CUP



# Are you ready for a Consciousness Raising Experience?

During difficult financial times, many organizations are seeking new and unique ways of supplementing their primary funding sources.

Safi Coffee is the perfect vehicle to help you achieve that goal!

Product is in demand!

-More than 100 million Americans drink coffee every single day.  
coffees are delicious and fresh roasted to order.

-We offer only premium quality, Kenyan Arabica Coffee.  
coffees are competitively priced.

-We enable you full control of your profit making potential.  
Coffee provides multiple sales options.

-Direct, Brochure, and Online sales available.  
supports you throughout the fundraising process.

-We provide all materials and ongoing sales support.  
Coffee is socially and environmentally responsible.

-Safi farmers aren't simply producers, they're owners!

## So, Why "Raise Consciousness"?

Safi Coffee is an excellent organizational fundraising opportunity for a multitude of reasons:

1. Unlike other fundraisers, Safi provides your supporters with a product they actually use regularly.
2. Safi enables you control of what you sell, how you sell, and how much it costs.
3. Safi encourages your members/students to be aware of the social and environmental implications of the products they buy.
4. We offer a seamless process: from p



“Consciousness Raising” can oftentimes be a lengthy, difficult process; but with Safi Coffee, we make it easy, allowing you time to stop and smell the coffee.

1. A Safi Representative visits your office to discuss your needs and fundraising goals.
2. We help you to select the right mix of products and services to meet your needs.
3. Sales Period
  - Brochure Sales:**
    - Marketing and sales materials delivered to you, with step-by-step instructions.
    - You Sell and collect payment—with full telephone and online support from us.
  - Online Sales:**
    - Your supporters are provided with a unique organizational identifier, which enables them to continue purchasing Safi Coffee, to your benefit, well after the fundraiser ends.
4. Commitment
  - We prepare, pack, and ship your order for easy distribution.
5. You collect payment and distribute items sold.
6. You continue to benefit through online sales.



*Bring Safi to your*

**Contact us online, or complete the form below and fax it back to get started raising funds!**

## **Safi Coffee “Consciousness Raising” Registration Form**

Organization Name \_\_\_\_\_

Type of Organization \_\_\_\_\_

Contact Person \_\_\_\_\_

Shipping Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_

Daytime Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_

Best time to call? \_\_\_\_\_

What is your fundraising goal? \$ \_\_\_\_\_

How many members in your organization? \_\_\_\_\_

What is your time-frame for reaching your goal? \_\_\_\_\_

## **About Safi Coffee**

**O**ur coffee is grown in the foothills of Mount Kenya—one of the world’s prime coffee growing areas. Only the very best coffee beans are hand-selected for use in Safi Coffee. Our coffee is grown to local organic standards and the beans are artisan roasted in the US to guarantee freshness.

Unlike with many fair-trade brands, the Safi coffee farmers are partners in the business, rather than just suppliers. They own equity in the company and sit on the board. Through partnering with Safi Coffee, they are able to have a sustainable income, enabling them to lift themselves out of poverty and keep their children fed and in school.

1.347.803.8892

[www.saficoffee.com](http://www.saficoffee.com)

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