

Mochaberry Fundraising

**Coffee Beans
for a Cause!
Your Cause!**



Did you know?

63% of Canadians
feel good about
supporting charities

65% of Canadians
drink coffee EVERY day

79% of coffee
drinkers have their
coffee at HOME

A fresh fundraising idea

Mochaberry Coffee Fundraising can help you achieve your fundraising goals by providing freshly roasted coffee for you to sell.

Engage your customers with a unique fundraising product – freshly roasted gourmet coffee. Consumers can grow weary of traditional fundraising products like chocolate bars, raffle tickets etc. Freshly roasted coffee is an exciting and unique fundraising idea that catches people's attention and best of all for you, offers high profit margins that support your organization.

Read on to find out what we can do to help support your cause.

Mochaberry Coffee Fundraising is a division of Mochaberry Coffee & Co Ltd., a local Orangeville, Ontario café that has been serving the community since 2004 offering only the finest premium coffees and beans and excellent customer service.



Coffee fundraising has its perks!

Sign up today at www.mochaberry.ca



Why Mochaberry Coffee

High profit margins, freshly roasted, custom ordering, free delivery

Freshly roasted coffee might not be the first thing that comes to mind when you think about fundraising, which is why it's the perfect product to capture a potential customer's attention – this unique product will stand out against the chocolate bars, magazine subscriptions and cookies as an item that people will enjoy themselves or give as gifts.

But that's not the only reason this is your best fundraising choice.

High Profit Margins

You have the option to set your own selling price – which you can customize based on your customer base and fundraising needs – this results in incredible profits for your organization - up to \$3.00 to \$3.50 per bag of coffee sold.

Freshly Roasted To Order

An excellent cup of coffee is better enjoyed rather than just consumed. Your coffee is roasted only after it is ordered.

This means you get the freshest coffee possible! We can also create custom labels to personalize your organization and spread your fundraising message.

Free Delivery

We make it easy! We will provide you with easy to use order forms, personalized service and free delivery in the Dufferin area. We will ensure you receive your orders promptly and accurately. (Minimum quantities may apply)

Local and freshly roasted

Support Local Business

When you work with Mochaberry you are working with a local, family-owned company, not another corporate giant. That means we can do things the right way, your way.

Your success matters to us!

Get Started Today

Visit www.mochaberry.ca and click on "Fundraising" under the "wholesale" drop down to learn more about our program.

Click on "Get Started" and fill out a signup form online.



Contact Mochaberry Fundraising

177B Broadway
Orangeville, ON
L9W 1K2

1-519-938-8788 ext: 3

fundraising@mochaberry.ca

3 Easy Steps to Fundraising Success

Mochaberry Fundraising helps make the process of selling fresh roasted coffee an easy and fun experience



Coffee is a great way to put a perk in your step and to perk up your fundraising campaign.

With Mochaberry's fundraising program, you'll find an easier way to achieve impressive profits.

Getting Started

Whether you are a first-time fundraiser or experienced in sales, Mochaberry makes the process simple for you and your organization.

1. Choose a Fundraising Co-coordinator.
2. Contact Mochaberry – we'll provide a selection of delicious gourmet coffee products for you to sell, simply choose a selling price and then we'll put together the rest of your fundraising package including:

- customizable order forms
- posters^{SEP}
- parent letters^{SEP}

(Please allow 2 – 3 business days for us to get your fundraiser program organized).

3. Distribute order forms to all fundraiser participants. Ensure to communicate your timeline so orders are received and can be delivered on time.

Taking Orders

Participants collect coffee orders and funds from customers, recording the information on the order forms.

(We suggest selling to family, friends, neighbours, at sporting events, school cafeterias, outside shopping areas)

We strongly recommend having customers provide payment at the time of ordering since we must have full payment prior to the product leaving Mochaberry.

When the pre-sales period is complete, the order forms and funds are turned in to the Fundraising Co-coordinator who will then submit a master order form for submission.

Delivery

The final step in the process is to deliver your order totals and wholesale payment to Mochaberry. Your organization keeps the profits!

(Accepted payment methods are cash, cheque or credit card)

Within 2-3 weeks we will process your order. Your coffee will be FRESH ROASTED, packaged and then delivered directly to the Fundraising Co-coordinator.

The Fundraising Co-coordinator distributes the orders to the sellers, according to the order forms. Plastic bags are available for easy sorting. The sellers then distribute the fresh roasted coffee to their customers.

Order forms will be included with all final orders if your customers wish to make additional orders.

Mochaberry Coffees

We've selected our best-selling coffees for your organization to sell. All coffee is freshly roasted and packaged in airtight bags. All coffee will be ground before packaging for your customer's convenience – whole beans are available upon special request. We also offer your group special wholesale pricing so you can reach your goals. Our coffees cost your group between \$7.50 - \$8.50 per bag. You then set your selling price based on your fundraising goals.

FRESH ROAST COFFEES - 227g (1/2 pound bag) ground

Light Roast Blend \$7.50 per 227g (1/2 pound bag) – A blend with a soft flavour, nice acidity and a delicate body.

Medium Roast Blend \$7.50 per 227g (1/2 pound bag) – A unique blend with sweet undertones. Roasted to be a smooth and balanced coffee.

Dark Roast Blend \$7.50 per 227g (1/2 pound bag) – Full bodied and bold, this blend features robust flavours and a lush mouth feel with low acidity.

Decaf (WP) Blend \$8 per 227g (1/2 pound bag) - Decaffeinated using a water process, this coffee is roasted to a medium to dark level and is full in body and richly flavoured.

Organic Fair Trade Blend \$8 per 227g (1/2 pound bag) - Bright and crisp with a nutty aroma, this coffee possesses a lively, medium body.

Hot Chocolate \$5.25 per box (8 packets per box) – A rich and creamy hot chocolate mix that can be prepared instantly. Tastes great on its own, with milk or blended with your favourite coffee.

Customize Your Coffee Label

Create your own coffee name to be printed on our Mochaberry Coffee Fundraising labels. Select a coffee from our menu and decide on a different name and message.

PROFIT POTENTIAL

# of Participants	# of bags sold per Participant	Profit per Bag	Total Profit
25	20	\$3.50	\$1750.00
50	20	\$3.50	\$3500.00
100	20	\$3.50	\$7000.00
250	20	\$3.50	\$17,500.00

* Profits based on average selling price.



The USDA logo is the internationally recognized stamp certifying that our coffee meets USDA standards. It is grown, harvested and produced using sustainable agriculture practices, grown without toxic pesticides and processed without chemicals.



The Fair Trade certified logo is the international stamp of approval for quality, fairness and global social responsibility. Buying Fair Trade Certified products helps make the world a better place by paying farmers and their families in developing countries a fair price.