

# COFFEE DAYS CAMPAIGN:

## *Building Resilience in Coffee Communities*

This year, in celebration of National and International Coffee Day, the Sustainable Coffee Challenge will promote a crowdfunding campaign to support coffee farmers in landscapes across Honduras, Colombia and Peru that are threatened by climate change and market instability. The campaign will raise funds from consumers as well as companies to provide coffee farmers with healthy coffee seedlings and coffee-friendly trees.

Coffee farmers face unprecedented challenges including coffee disease outbreaks, aging trees and the on-going impacts of climate change. In addition, the current coffee price crisis is preventing many farmers from reinvesting in farm activities that are essential to ensure a thriving livelihood for their families and the coffee industry. One of these investments is planting healthy trees – coffee and others – on farms.

Strong coffee trees increase yield and contribute to additional income from coffee farming, while also helping farmers adapt to changing climate. The incorporation of assorted tree species around a farm provide protection for coffee trees, habitat for animals, income generation opportunities for farm owners and in the long-term, create coffee farms that are more resilient to changes in climate by regulating temperature, protecting soils, etc. Ultimately, the efforts will help contribute to global restoration efforts and climate-resilient coffee communities.



Consumers will be able to donate via a crowdfunding platform. **Every \$10 donated by a consumer helps to plant 20 trees.**



For every **donation of \$10,000 by a company**, the Challenge will lead the efforts **to provide 20,000 coffee seedlings**. The first five companies that donate \$100,000 towards the \$500,000 corporate target will be showcased as lead partners in the campaign.

The campaign will showcase the support and commitment of industry stakeholders while also leveraging the interest of consumers and employees in sustainable coffee. By capturing contributions of consumers, the Challenge ensures farmers are renovating coffee as well as planting other trees on their farms.

### How you can support the campaign?

The Sustainable Coffee Challenge and its partners are coming together to promote a shared response to the challenges faced by coffee communities – you can support in 2 ways:

1. **Kickstart the campaign by donating:** Want to impact coffee communities in Peru, Colombia and Honduras? Consider donating to the campaign. Any size contribution is welcomed, while companies contributing \$100k or more will be highlighted as lead partners.
2. **Help spread the word:** Share the consumer campaign with your followers. Speak with our team about messaging to your consumers or share CI's communications.

Questions? Please contact [scc@conservation.org](mailto:scc@conservation.org)