

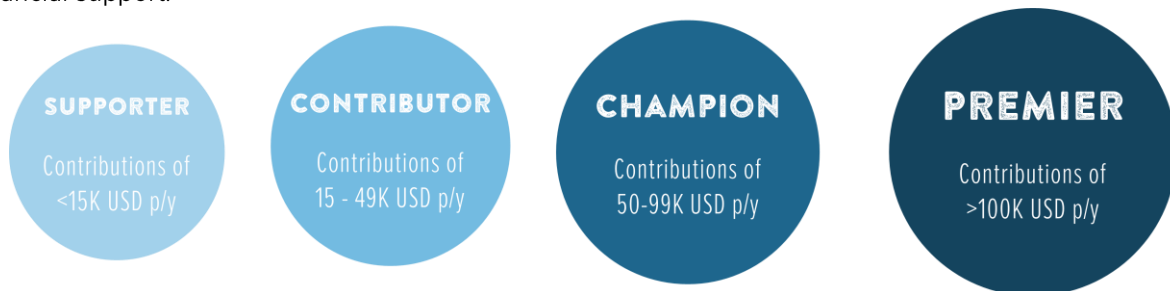
VOLUNTARY DONATION LEVELS

Launched in December 2015, the Sustainable Coffee Challenge is a coalition of partners from across the coffee sector working together to make coffee the world's first sustainable agricultural product. Convened and facilitated by Conservation International, we are a dynamic and diverse coalition of more than 170 partners from across the coffee sector, including private sector, civil society and associations, and government agencies. The wide variety of actors represented in the Challenge is a clear testimony to the open and inclusive culture of our coalition.

To ensure a low barrier to entry for every actor that shares our vision, there are no fees associated with joining the Challenge. This has in part been made possible through the generous support and funding from our founding partner, Starbucks, as well as institutional support from Conservation International. In addition, several other partners have stepped up over the past six years and contributed (in-kind or cash) towards the overall convening and facilitating of our coalition.

To continue our transition towards a diversified portfolio of donors, we actively request our partners – particularly private sector actors – to consider providing financial support to the Challenge. These contributions will help to maintain the financial stability of our coalition. To ensure continuity and strategic planning, we ask partners to consider multi-year commitments. The funds will be used to finance the convening and facilitation of the Challenge, which roughly can be broken down into 3 categories of activities that are core to ensuring success: community engagement; Commitments Hub management; and Collective Action Network facilitation.

Contributions are entirely voluntary and determined at a partner's own discretion. We offer the following suggested donation levels as a reference and framing for how we will recognize our partners who provide financial support:



We will recognize the leadership of those partners who financially support the Challenge through an evolving package of benefits, including:

- New donor highlights in monthly newsletter and inclusion in boilerplate language in press releases for *premier* contributors
- Continuous recognition based on donation level through various Challenge communication channels and resources (e.g. dedicated donor page on sustaincoffee.org, recognition on partner profile page; section in annual Commitments Hub Report and All-Partner-Meeting binder)
- Recognition as event sponsor for 2023 All-Partner Meeting
- Exclusive annual update to organizations contributing to the Challenge
- Access to social media assets to highlight sponsorship
- First access to scientific reports, Gala invites and updates from Conservation International

If you are interested and/or have any questions, please reach out to us via scc@conservation.org.

