

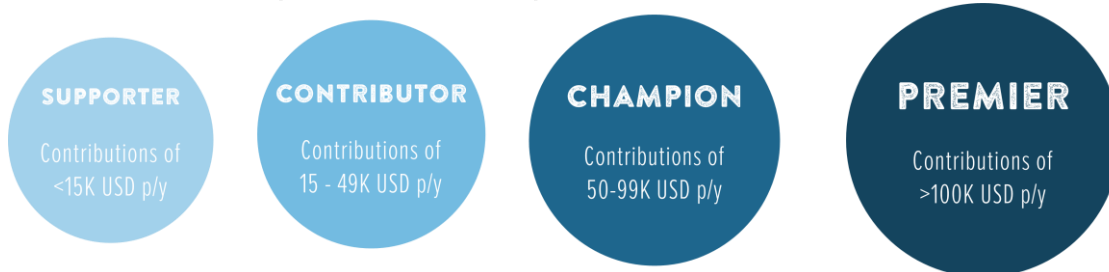
# VOLUNTARY DONATION LEVELS

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 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 inclusivity, there are no fees associated with joining the Challenge. This has been made possible through generous support from our founding partner, Starbucks, institutional support from Conservation International, and the support of several other partners that have contributed over the past seven years (in-kind or cash) to the overall facilitation 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 also ensure continuity and strategic planning, we ask you 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 as a 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 the 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](http://sustaincoffee.org), section in annual Commitments Hub Report, recognition on partner profile page, webinar and event decks)
- Recognition as event sponsor for the 2023 All-Partner Meeting
- Exclusive annual update to organizations contributing to the Challenge
- Ability to utilize the Sustainable Coffee Challenge logo on partner website and/or annual report\*\*
- Eligibility for an Advisory Council seat (limited availability)
- Bi-annual webinars with CI specialists on latest policy and environmental trends
- “Office hours” for *Champion* and *Premier* contributors

In case you are interested and/or have any questions, please reach out to the SCC team via [scc@conservation.org](mailto:scc@conservation.org).

\*Must be in good standing as a Challenge partner to receive all sponsorship benefits

\*\*Must be pre-approved by the Challenge Secretariat

