

CUPS

FOR A

Cause™



Funding Missions.
Building Communities.
Changing Lives.



FUNDING
MISSIONS



BUILDING
COMMUNITIES



CHANGING
LIVES



Presented by

CUPS FOR A *Cause*™



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Presented by
LISA NICOLE CLOUD
Certified Wellness Coach
Business Strategist
Conectiv Global Expansion Leader

EVERY CUP CREATES CHANGE. EVERY PURCHASE SUPPORTS A PURPOSE. 

Your Mission Is Growing. Traditional Fundraising Isn't.



*"I can do all things
through Christ
who strengthens me."*

PHILIPPIANS 4:13

Churches and nonprofits are doing more
than ever with less than ever.

THE NEED IS REAL. THE TIME IS NOW.



**RISING
OPERATING COSTS**

67%

of churches report
higher operating
costs year over year.



**DECLINING
DONATIONS**

41%

of nonprofits say
donations have
decreased in the
past 3 years.



**OUTREACH PROGRAMS
NEEDING FUNDING**

83%

of churches say
outreach is a top
priority—but lack the
funds to expand.



**YOUTH MINISTRY
NEEDS**

72%

of churches struggle
to fully fund their
youth ministry.



**SCHOLARSHIP
NEEDS**

68%

of organizations want
to offer more scholarships
but lack the funding.



**COMMUNITY SERVICE
DEMANDS**

75%

of nonprofits report
increased demand for
services in their community.



Your mission is too important to be limited by funding.
LET'S CREATE SUSTAINABLE INCOME THAT FUELS ETERNAL IMPACT.



Every cup
purchased
supports a purpose.



Why Traditional Fundraisers Fail

“

*There is a better way to fund your mission—
and it starts with every cup.*



TRADITIONAL FUNDRAISERS

TIME-CONSUMING. HARD TO SELL. ONE-TIME RESULTS.



CANDY SALES

Low profit, high competition, people aren't buying like they used to.



CAR WASHES

Labor intensive, weather dependent, limited income.



BAKE SALES

Time consuming, perishable items, limited reach.



RAFFLE TICKETS

Requires large prizes, low odds of success, limited engagement.



ONE-TIME DONATIONS

Unpredictable, not sustainable, always have to ask.

VS.



A BETTER WAY

SIMPLE. POWERFUL. SUSTAINABLE.



CONSUMABLE PRODUCT

People buy it anyway.
High demand, high value.



REPEAT PURCHASES

Customers come back again and again.



RECURRING REVENUE

Build long-term income that keeps giving.



STOP TRADING TIME FOR PENNIES.

Start building lasting impact and income.



Your mission deserves a fundraising solution that actually works.



MORE THAN COFFEE. IT'S A MOVEMENT.



MORE THAN A FUNDRAISER. IT'S A FUTURE.



INTRODUCING

CUPS

FOR A

Cause



“ A simple fundraising solution
that turns **everyday coffee**
purchases into ministry and
community impact. ”



FUNDING
MISSIONS



BUILDING
COMMUNITIES



CHANGING
LIVES



CREATING LASTING
FINANCIAL IMPACT



Every cup purchased
supports a purpose
that lasts.



Why We Chose COFFEE

Because people *buy it anyway.*



7 INDUSTRY FACTS ABOUT COFFEE

1



Over **2.25 billion** cups of coffee are consumed every day worldwide.

2



Coffee is the **2nd most traded commodity globally**, after crude oil.

3



The global coffee market is valued at **over \$100 billion**.

4



Specialty coffee demand has **increased by 20%** in the last decade.

5



64% of Americans drink coffee **daily**, averaging 3 cups per day.

6



Coffee is the **#1 source of antioxidants** in the Western diet, more than fruits and vegetables combined.

7



Studies show that coffee drinkers have a **lower risk** of several diseases.

COFFEE IS...



CONSUMED DAILY

People enjoy it every single day.



REPEAT CUSTOMERS

They keep coming back for more.



UNIVERSAL APPEAL

Loved across ages, cultures, and communities.



RECURRING REVENUE

A simple purchase that creates lasting financial impact.



COFFEE IS MORE THAN A DRINK—IT'S A MOVEMENT.

More than coffee. It's a movement. More than a fundraiser. It's a future.



Every cup fuels ministry. Every sale creates change.





Why **ALIVE** Coffee?



PREMIUM WELLNESS COFFEE

High-quality ingredients for a premium experience.



COLLAGEN

Supports healthy skin, hair, nails, and joints.



SUPERFOODS

Nutrient-rich ingredients to fuel your body.



ENERGY

Clean, sustained energy without the crash.



FOCUS

Enhances mental clarity and productivity.



CONVENIENCE

Easy to prepare. Perfect for busy lives.



30
CLEAN
INGREDIENTS



8G
PROTEIN PER
SACHET



90
CALORIES PER
SACHET



NO
ADDED
SUGAR

POWERFUL INGREDIENTS.

Premium Results.



ARABICA
COFFEE



POMEGRANATE



COCONUT
OIL



CAMELLIA
OIL



COLLAGEN
PEPTIDES



ADAPTOGENS



ANTIOXIDANT
BERRIES



VITAMINS
A & B



MAGNESIUM



CLEAN
ENERGY



MENTAL
CLARITY



IMMUNE
SUPPORT



WHOLE-BODY
WELLNESS



SUPPORT A CAUSE WHILE ENJOYING
a premium wellness coffee.



FUEL
MINISTRY.



BUILD
COMMUNITY.



MAKE AN
IMPACT.



Why **ALIVE** Coffee?



**PREMIUM
WELLNESS COFFEE**
High-quality ingredients
for a premium experience.



COLLAGEN
Supports healthy skin,
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SUPERFOODS
Nutrient-rich ingredients
to fuel your body.



ENERGY
Clean, sustained energy
without the crash.



FOCUS
Enhances mental clarity
and productivity.



CONVENIENCE
Easy to prepare.
Perfect for busy lives.



— MYLIFE WELLNESS —
**COMING
SOON**

ALIVE BLACK PROTEIN COFFEE

WELLNESS FROM THE INSIDE OUT



SAME PREMIUM QUALITY.
SAME POWERFUL BENEFITS.
A BOLD NEW EXPERIENCE.

STAY TUNED



**SUPPORT A CAUSE
WHILE ENJOYING**
a premium wellness coffee



**FUEL
MINISTRY.**



**BUILD
COMMUNITY.**



**MAKE AN
IMPACT.**



EVERY CUP *Creates Impact*

YOU BREW IT. THEY DRINK IT. **LIVES CHANGE.**



YOUR IMPACT POTENTIAL

Profit Margin can range between **\$30 - \$120** per bag of coffee or box sold (depending on retail price box sold at)



50 BOXES SOLD

POTENTIAL PROFIT EARNED=
\$1,500 - \$6,000



100 BOXES SOLD

POTENTIAL PROFIT EARNED=
\$3,000 - \$12,000



250 BOXES SOLD

POTENTIAL PROFIT EARNED=
\$7,500 - \$30,000



500 BOXES SOLD

POTENTIAL PROFIT EARNED=
\$15,000 - \$60,000



WHAT THOSE FUNDS CAN ACCOMPLISH



YOUTH MINISTRY

Invest in the next generation.



SCHOLARSHIPS

Help students pursue their dreams.



MISSIONS

Take the gospel further.



FOOD PANTRY

Provide for families in need.



COMMUNITY OUTREACH

Serve and strengthen our community.



RETIRE ORGANIZATION DEBT

Reduce debt and build a stronger future.



Simple. Sustainable. Powerful.
*Together, we can **brew** change that lasts.*



CUPS FOR A Cause™



HOW IT WORKS

SIMPLE STEPS. REAL IMPACT. LASTING CHANGE.



1

REGISTER ORGANIZATION

Sign up your
organization to
get started.



2

SELECT FUNDRAISING LEADERS

Choose dedicated
leaders to guide and
manage your campaign.



3

LAUNCH COFFEE TASTING EVENT

Host a fun, engaging
event to introduce
ALIVE Coffee.



4

MEMBERS ORDER COFFEE

Supporters place
orders and enjoy
premium coffee.

5

EARN ONGOING REVENUE

Your organization
earns profit with
every sale.



EVERY CUP CREATES
MORE THAN REVENUE.

It creates lasting impact.



STRONGER
COMMUNITY



GREATER
PURPOSE



WIDER
IMPACT



BRIGHTER
FUTURE

ALIVE
BY MYLIFE WELLNESS

COFFEE FELLOWSHIP LAUNCH EVENTS

CONNECT. CONVERSE. CHANGE LIVES.

Simple events that brew meaningful relationships, strengthen community, and create lasting impact.



COFFEE FELLOWSHIP SUNDAY



Kick off or close your Sunday service with warm coffee, meaningful connections, and a heart for impact.



MINISTRY COFFEE HOUR



Fuel relationships and discipleship with intentional coffee moments before or after ministry.



COFFEE & COMMUNITY EVENTS



Meet your neighbors where they are with coffee-powered events that build bridges and belonging.



CHURCH COFFEE TASTINGS



Introduce your church to ALIVE Coffee through fun, engaging tastings that inspire and inform.



COMMUNITY IMPACT GATHERINGS



Host gatherings that combine great coffee with purpose-driven outreach and service opportunities.

“Great coffee starts conversations.
Great conversations change lives.”



STRONGER
RELATIONSHIPS



DEEPER
DISCIPLESHIP



GREATER
IMPACT



LASTING
CHANGE



CUPS FOR A Cause™

SUCCESS STORIES

REAL PEOPLE. REAL IMPACT. REAL CHANGE.

Coffee brings people together — and purpose moves us forward.



CHURCH TESTIMONIAL



PASTOR DERRICK WILLIAMS
Grace & Truth Fellowship

“Cups for a Cause has been a blessing to our church. It not only brought our congregation closer together, but it also created a steady stream of income that supports our outreach and ministries.”



WE'VE SEEN MORE ENGAGEMENT, STRONGER RELATIONSHIPS, AND GREATER IMPACT IN OUR COMMUNITY.



NONPROFIT TESTIMONIAL



MARIA RODRIGUEZ
Hope for Tomorrow Outreach

“The partnership with Cups for a Cause has helped us fund essential programs we couldn't afford before. The coffee is amazing, but the impact is even better.”



THIS PROGRAM HAS FUELED OUR MISSION AND HELPED US SERVE MORE FAMILIES IN NEED THAN EVER BEFORE.



FUNDRAISING RESULTS FOR YOUTH ORGANIZATION



IN JUST 90 DAYS, WE:

	RAISED	\$18,750	in profit for youth programs
	SERVED OVER	200	youth through events and mentoring
	FUNDED	5	scholarships for high school seniors
	BUILT STRONGER COMMUNITY TIES		through coffee, connection & purpose

“It's more than coffee.
It's a movement of purpose.”



STRONGER
TOGETHER



MAKING AN
IMPACT



CHANGING
LIVES



BUILDING
THE FUTURE



Every cup creates purpose. Every order creates opportunity.

*Thank you for being
part of the change.*





WHAT MAKES THE CUPS FOR A CAUSE FUNDRAISING INITIATIVE DIFFERENT

MORE THAN COFFEE. MORE THAN A FUNDRAISER. **IT'S A MOVEMENT.**



TRADITIONAL FUNDRAISERS



One-time effort
with short-term results



Unpredictable
or low profit margins



Limited engagement
and participation



Product is usually
consumed once



No ongoing revenue
once the sale is over



Needs to be repeated
over and over

VS

CUPS FOR A CAUSE FUNDRAISING INITIATIVE



Ongoing opportunity
with long-term impact



High profit potential
with premium products



Builds community
around a purpose



Premium coffee people
use and reorder



Creates recurring revenue
month after month



Sustainable model that
grows over time

THE DIFFERENCE THAT MATTERS

- ✓ No financial risk
- ✓ Easy to implement
- ✓ No extra giving required
- ✓ Supports ministries & outreach
- ✓ Creates long-term sustainability

ONE-TIME REVENUE



ONE-TIME REVENUE
Funds come in
once and stop.

The cycle ends.

VS.

RECURRING REVENUE



RECURRING REVENUE
Funds keep coming in
with every reorder.

The impact never stops.



CHOOSE A FUNDRAISER THAT DOES MORE
Create Impact. Build Community. Change Lives.



STRENGTHENS MINISTRIES

Provides sustainable
support for your mission.



SERVES COMMUNITIES

Brings people together
through connection.



EMPOWERS PEOPLE

Creates opportunities
and builds confidence.



BUILDS A BETTER FUTURE

One cup. One order.
One lasting impact.



Every cup creates purpose.
Every order creates opportunity.
Together, we change lives.



WHAT COULD YOUR ORGANIZATION FUND?

WHAT WOULD AN EXTRA \$10,000–\$50,000 PER YEAR MAKE POSSIBLE?



MISSIONS



Expand your reach
locally and globally.
More lives changed.



SCHOLARSHIPS



Invest in education.
Open doors.
Change futures.



FOOD PANTRY



Provide food.
Offer hope.
Strengthen families.



YOUTH PROGRAMS



Build character.
Create opportunities.
Inspire the next
generation.



COMMUNITY OUTREACH



Love your neighbor.
Meet real needs.
Build stronger
communities.



BUILDING PROJECTS



Improve facilities.
Expand your impact.
Leave a lasting legacy.



Your mission. More resources. Greater impact.

Together, we can do more. ❤️



MORE
IMPACT



STRONGER
TOGETHER



SUSTAINABLE
GROWTH



LASTING
CHANGE

LET'S LAUNCH YOUR CUPS FOR A CAUSE *Campaign*

MORE THAN COFFEE. MORE THAN A FUNDRAISER. IT'S A MOVEMENT.


CUPS
FOR A
Cause



TOGETHER,
WE CAN MAKE A
GREATER IMPACT.

SIMPLE LAUNCH PLAN



STEP 1

**IDENTIFY AND TRAIN
2 ORGANIZATION LEADERS**
on How to Implement the Program.

Complete Organization
Fundraising Goal Worksheet
with Conectiv representative.



STEP 2

DEVELOP PROMOTION GRAPHIC

and have Conectiv rep or
identified organization leaders
briefly share information about
the fundraising program to
organization and announce
the ALIVE coffee tasting
immediately following the
service or meeting.



STEP 3

**COFFEE
SAMPLING EVENT**
(Pre-orders for bags or
boxes of coffee can be
taken at this time.)



STEP 4

FUNDRAISING LAUNCH

Ask Members to buy or sell boxes of coffee.
State the goal of the fundraising initiative
and the cause and purpose.

The goal is for all members to contribute
to achieving the goal of the organization.

- ✓ Ideally each member buys or sells
2-5 boxes/bags of coffee.
- ✓ Get members to invite family and
friends to buy coffee on the
organization website link.
- ✓ Encourage members to share sachets
of coffee with family and friends
from what they purchased to get
broader reach.



YOU DREAM THE IMPACT.
WE'LL HELP YOU BREW IT.



STRONGER TOGETHER.
GREATER IMPACT.



SUSTAINABLE FUNDRAISING.
LASTING CHANGE.



EVERY CUP COUNTS.
EVERY LIFE MATTERS.

Next Steps


CUPS
FOR A
*Cause*TM

— MORE THAN COFFEE. —
— MORE THAN A FUNDRAISER. —
— **IT'S A MOVEMENT.** —



1 **SCHEDULE
CONSULTATION**



2 **SELECT
LEADERSHIP TEAM**



3 **LAUNCH
CUPS FOR A CAUSE**



4 **START
RAISING FUNDS**



MARKETING *Tools* AND RESOURCES



CUPS
FOR A
Cause™

MORE THAN COFFEE.
MORE THAN A FUNDRAISER.
— IT'S A MOVEMENT. —



DIGITAL FLYER

CUPS
FOR A
Cause™

MORE THAN COFFEE.
MORE THAN A FUNDRAISER.
IT'S A MOVEMENT.

**PREMIUM COFFEE.
POWERFUL IMPACT.**

- GREAT COFFEE**
100% organic, gourmet, fair-traded coffee.
- EASY TO SHARE**
Compostable sachets perfect for every time.
- GREATER IMPACT**
Every purchase helps fuel your mission.

ALIVE
BY NATURE WELLNESS
PREMIUM ROASTED COFFEE

ALIVE
BY NATURE WELLNESS
PREMIUM ROASTED COFFEE

**YOUR COFFEE.
THEIR FUTURE.**

TOGETHER, WE CAN MAKE A DIFFERENCE.

- SUPPORT
EDUCATION**
- FEED
COMMUNITIES**
- EMPOWER
YOUTH**
- FUNDS
MINISTRIES**

*Brew Change.
Sip Purpose.*

**SCAN TO LEARN MORE
AND SUPPORT OUR CAUSE**

CUPSFORACAUSE.COM @CUPSFORACAUSE



EVERY TOOL. EVERY RESOURCE. *Every Impact.*
WE'RE HERE TO HELP YOU SUCCEED.

Imagine If

EVERY CUP FUNDED

Your Mission

MORE THAN COFFEE. MORE THAN A FUNDRAISER.

IT'S A MOVEMENT.



Instead of asking people
for another donation...
What if they simply switched
the coffee they're *already* drinking?



That shift changes
the entire conversation
from fundraising to *impact*.



VISIT OUR WEBSITE
TO LEARN MORE

WWW.CUPSFORACAUSE.INFO



SUPPORT
EDUCATION



FEED
COMMUNITIES



EMPOWER
YOUTH



FUNDS
MINISTRIES



TOGETHER, WE CAN MAKE A DIFFERENCE THAT LASTS.



TOGETHER,
WE BREW CHANGE.

THANK YOU FOR
MAKING AN IMPACT!

*Brew Change.
Sip Purpose.*

