
UK Coffee Week™

27 September - 3 October 2010

How to Get Involved



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Foreword

On 27 September 2010, Allegra Strategies in collaboration with Allegra Foundation will launch the first ever UK Coffee Week. This exciting initiative will incorporate various in-store, regional and national media activities to raise the profile of the coffee and foodservice industry as well as providing charitable funds for Project Waterfall.

In many parts of the world, and frequently in coffee producing countries, a lack of access to clean drinking water is causing severe hardship to millions of people. 100% of all funds raised for Project Waterfall will be used to provide direct access to safe drinking water and education in coffee producing countries throughout Africa.



I am overwhelmed with the high levels of support for UK Coffee Week, from large branded coffee and foodservice chains, key suppliers to hundreds of independent coffee shops across the country. The vast majority of industry leaders see this as a genuine opportunity to promote the success of this fast growing industry, while also collectively giving back.

This year UK Coffee Week hopes to raise more than £1 million which could make a life changing difference to up to 100,000 people living in coffee producing countries. In subsequent years, we plan to do even more.

Your involvement is incredibly important. I look forward to discussing with you how your organisation can actively participate in UK Coffee Week 2010.

A handwritten signature in black ink, appearing to read 'Jeffrey Young'.

Jeffrey Young
Executive Chairman, Allegra Foundation

What is UK Coffee Week™

UK Coffee Week is an annual programme to promote the success and vibrancy of the UK coffee and foodservice sector while providing a valuable opportunity for industry and consumers to give back to an extremely worthy cause.

The inaugural UK Coffee Week will take place from 27 September to 3 October 2010 and will comprise three main elements:

1. NATIONAL MEDIA & COMMUNICATIONS PROGRAMME

- Providing participating stakeholders with national and local media coverage
- Communicating the industry's unified ethical credentials
- A filmed post-event documentary to generate maximum awareness and meaningful connection with the UK public

2. IN-STORE ACTIVITIES & PUBLIC EVENTS

- Numerous public events including: in-store activities, coffee tastings, visits to roasteries, and coffee art exhibitions
- Helping participating companies to engage with communities and raise awareness of coffee quality
- A valuable platform for participants to showcase their own charitable and sustainable initiatives
- A London Coffee Festival is planned for the 2011 programme

3. PROJECT WATERFALL CHARITABLE INITIATIVES

- During UK Coffee Week, Project Waterfall will gather 5p voluntary donations from customers across a wide range of UK coffee shop venues
- Direct public donations will be also received through other sources including online and text donations and charity auctions
- 100% of all funds raised for Project Waterfall go directly to chosen water projects, the first in partnership with WaterAid in the Mbulu District, Tanzania

1. Media & Communications Programme

The Allegra Foundation will execute a comprehensive marketing plan for UK Coffee Week, which is expected to be a nationally recognised event each year.

The main platform for driving awareness will be a visual presence within participating branded and independent coffee shop venues across the nation during UK Coffee Week.

A high profile PR and media campaign will be launched 3-4 weeks prior to 27 September. PR will be handled internally by Allegra Strategies' coffee sector PR team.

UK Coffee Week will provide participating stakeholders with substantial TV, radio, print and online media coverage.

A wide range of online and offline tools will be used to engage with stakeholders, including:

- Allegra Foundation, UK Coffee Week and Project Waterfall websites
- Social networking sites such as Facebook, Twitter and coffee blog sites
- Email campaigns to independent coffee shops
- High profile celebrity endorsers to be known as 'UK coffee ambassadors'
- A brief filmed documentary to generate maximum post-event awareness and develop a meaningful connection with the UK public



2. In-Store Activities & Public Events

An exciting and dynamic array of public and cultural events relating to coffee and foodservice will take place during UK Coffee Week to further increase public awareness and knowledge of coffee quality, preparation and ethical sourcing.

The Allegra Foundation and volunteers will develop several high-profile events, including a London Coffee Art Exhibition.

Participating companies will be encouraged to develop their own internal and external activities to showcase their coffee expertise and ethical credentials.

Ideas may include:

- Coffee tastings and talks
- Barista demonstrations
- African coffee ceremonies
- Visits to roasteries
- Art and cultural exhibitions
- Fundraising music events

A London Coffee Festival is planned for UK Coffee Week in 2011.



3. Project Waterfall

Project Waterfall is the charitable component of UK Coffee Week™. It aims to raise more than £1 million to deliver safe drinking water and sanitation projects for up to 100,000 people, specifically in Africa. Clean water is something that we take for granted in the UK but in many developing countries access to safe water is extremely limited causing severe hardship for millions of people in coffee producing countries.

How it will work:

- 5p* will be voluntarily added by customers on coffee and food purchases at a wide range of participating branded and independent coffee shop venues across the country during UK Coffee Week
- These donations will be collected at till points as a non-vatable item or via collection boxes
- 100% of all funds raised will go directly to chosen projects
- The first funds raised will support a much needed project in Tanzania. This project which will be managed in partnership with WaterAid, will bring clean drinking water to up to 7,000 people in the Chini Ward of the Mbulu District by providing 12 water points
- Any additional funds raised will be used to support similar projects in nearby areas or alternatively could be allocated to other grass-roots projects, as determined by Allegra Foundation trustees
- All administrative costs for UK Coffee Week will be covered by sponsorship and seed funds generously provided by industry stakeholders

* Allegra Strategies' research indicates extremely high levels of public support for Project Waterfall. 5p is symbolic and is recognised as a miniscule amount of money relative to the luxury of a good cup of coffee. Allegra anticipates that Project Waterfall will be present in thousands of UK coffee shop venues this year.



Funding Process for UK Coffee Week™

Funds for UK Coffee Week will be raised in three ways, from sponsorship, corporate seed funds and via consumer donations.

1. CORPORATE SPONSORSHIP

- There are two sponsorship options:
 - Headline Sponsorship (Official Partners)
 - Associate Corporate Sponsors
- This a valuable commercial opportunity for companies to raise their profile within the fast growing and high profile coffee shop industry
- Sponsorship funds will support the administration of UK Coffee Week. Surplus funds will be transferred to Project Waterfall

2. CORPORATE SEED FUNDS

- Corporate seed funds provided by key industry participants to support the administration of UK Coffee Week
- Participating independent coffee shops will be asked to cover a nominal fee (circa £25 to cover the costs for POS materials)
- Any surplus seed funds will be transferred to the Project Waterfall fund to invest in further grass-roots projects

3. CONSUMER DONATIONS TO PROJECT WATERFALL

- Project Waterfall will encourage customers in coffee shops and food-service operators to add 5p voluntarily to their purchases
- Participating outlets are invited to voluntarily match customer donations
- Additional direct public donations are also possible (web, text, telephone, etc.)
- 100% of all consumer donations are invested in chosen grass-roots projects
- Participating coffee shops will be asked to complete a declaration of honesty

Seed Funding Guidelines

In order to ensure that 100% of all public/customer donations go to chosen projects we invite the coffee industry stakeholders to contribute seed funds to help cover the administrative costs. The contributions can vary according to the type and size of your business.

RECOMMENDED SEED FUNDS DONATION GUIDELINES ARE AS FOLLOWS

LEVEL	TYPE	AMOUNT
Large Corporate	Global coffee multinational/Leading coffee chain	£10,000
Mid-sized company	Medium sized chain/Non-specialist operator/Leading supplier	£5,000
SME	Small coffee chain/Mid-small supplier	£500 - £1,000
Independent coffee operator	One-off independent coffee shop	£25 - £100



Sponsorship Options

Two sponsorship options are available, Headline Sponsor (Official Partner) and Corporate Sector Sponsors. Sponsorship rates are available on request.

HEADLINE SPONSOR (OFFICIAL PARTNER)

- The only commercial organisation to have their logo appear prominently on all marketing material in coffee venues across the country
- Brand exposure to more than 10 million British consumers across 3,000 coffee venues during UK Coffee Week
- A designated page on the UK Coffee Week website
- Company promotional brochure inserted in packs sent to participating coffee venues
- Targeted consumer literature available in downloadable format on the UK Coffee Week website and in selected coffee venues
- Full mention as the official partner in all trade and consumer press releases
- Rights to use the UK Coffee Week and Project Waterfall brands on marketing and communication material

CORPORATE SECTOR SPONSORS

- Sector exclusive sponsorship (e.g cups, coffee, equipment etc)
- Recognised as an official sponsor for UK Coffee Week
- Company logo and hyperlink included on UKCW website
- Mention as Corporate Sponsor in press releases
- Rights to use the UK Coffee Week and Project Waterfall brands on marketing and communication material
- Opportunity to sponsor specific elements of UK Coffee Week (e.g cultural programme)



Taking Part as a Coffee Chain/Foodservice Operator

Involvement in UK Coffee Week™ provides a number of tangible benefits to leading UK coffee and foodservice operators. There are numerous ways in which key operators can support UK Coffee Week™.

BENEFITS

- Increased brand awareness by active participation in the industry's most high-profile event
- Rights to use the UK Coffee Week and Project Waterfall brands in-store and on marketing material
- Opportunity to showcase company's ethical credentials
- Demonstrating the brand's coffee expertise
- Enhancing customer in-store experience and positive perceptions of the brand
- Increasing staff morale and company commitment
- Potential sales uplift during UK Coffee Week
- Making a real difference to the lives of people in coffee producing countries

INVOLVEMENT

- Providing seed funds, which will allow 100% of all Project Waterfall donations from customers to go directly to chosen projects
- Participating in Project Waterfall, accepting 5p donations in-store during UK Coffee Week
- Matching customer donations (optional)
- Encouraging key suppliers to get involved in UK Coffee Week
- Running in-store activities
- Promoting active staff involvement
- Generating new and exciting ideas
- All or some of the above



Taking Part as an Industry Supplier

UK Coffee Week™ provides industry suppliers with a valuable platform to demonstrate commitment to the ethical practices and client relationships. There are numerous ways in which key suppliers can support UK Coffee Week™.

BENEFITS

- Recognition with current and potential clients as a lead participant in the industry's most high-profile charitable initiative
- Rights to use the UK Coffee Week and Project Waterfall brands in-store and on marketing material
- Long-term sales uplift from growth of the industry
- Opportunity to showcase company's ethical credentials to clients
- Increasing staff morale and company commitment
- Making a real difference to the lives of people in coffee producing countries

INVOLVEMENT

- Providing seed funds, which will allow 100% of all Project Waterfall donations from customers to go directly to chosen projects
- Encouraging clients to participating in UK Coffee Week and Project Waterfall
- Promoting active staff involvement, potentially in client sites
- Disseminating information via channels to market
- Generating new and exciting ideas
- Donating in-kind materials and services (e.g. branded cups, printing & packaging, bespoke food products etc.)
- All or some of the above



Taking Part as an Independent Coffee Shop

Taking part in UK Coffee Week™ gives independent coffee shop operators the opportunity to engage their customers in this nationwide charitable initiative. Involvement in UK Coffee Week™ provides a number of tangible benefits.

BENEFITS

- Active participation in the industry's most exciting event
- Opportunity to showcase the coffee shop's ethical credentials to customers
- Increasing staff morale and passion for the cause
- Making a real difference to the lives of people in coffee producing countries
- Rights to use the UK Coffee Week and Project Waterfall brands in coffee shop
- Comprehensive marketing material provided on sign-up (including posters, leaflets, window stickers, etc.)
- Certificate of participation to display in coffee shop

INVOLVEMENT

- Participating in Project Waterfall, accepting 5p donations in-store during UK Coffee Week
- Contributing seed funds, including £25 administration fee to cover costs of marketing material provided. This allows 100% of all Project Waterfall donations from customers to go directly to chosen projects
- Encouraging key suppliers to get involved
- Running in-store activities and other community events to celebrate UK Coffee Week and promote Project Waterfall
- Encouraging staff and customers to get involved
- All or some of the above



Who is Already Participating

Allegra Foundation expects UK Coffee Week™ and Project Waterfall activities to be present in more than 3,000 UK coffee venues this year and hopefully in more than 10,000 venues in Year 2.

The Foundation has already secured a number of high profile industry companies to take part in UK Coffee Week in 2010, including those listed below. Discussions are underway to secure many other leading operators and suppliers.



About the Parties Involved

Allegra FOUNDATION

An independent registered charity (No. 1133540) founded by Allegra Strategies to provide clean drinking water to impoverished communities in coffee producing countries.

- The Allegra Foundation manages UK Coffee Week™ and Project Waterfall
- The Foundation currently has a team of 4 full-time staff plus volunteers. More team members will be added shortly
- The Foundation is overseen by a team of experienced and committed (non-remunerated) trustees and advisors from across the coffee industry

Allegra STRATEGIES

A leading strategic research consultancy with a focus on the food, leisure and retail sectors. Through its definitive publications and consultancy Allegra Strategies is recognised as one of the world's leading authorities on the coffee shop sector. Allegra Strategies is the owner of UK Coffee Week brand.



A long-established registered charity (No. 288701) whose mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

WaterAid is Allegra Foundation's chosen partner for Project Waterfall in 2010. WaterAid will manage and deliver the first project in the Mbulu District in Tanzania.

Contact

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