



"Great Coffees for Great Causes"

Silver Linings, LLC, the parent company of **Aromas** and **Carytown Coffee & Tea Co.** is proud to introduce "**Great Coffees for Great Causes**". Our exciting, "coffee and tea infused" fundraising program is designed to support vitally important charities, non-profit organizations, educational institutions and healthcare facilities plus other worthwhile causes whose objectives are to preserve or enhance the quality of life for all people (as well as the animals we love!) in our multi-cultural, ethnically rich, local, regional, national and international communities. The program essentially works like this.

Each and everyone within your organization who drinks coffee, tea or hot chocolate or who knows someone who does is encouraged to participate. Our fundraiser is passive by design and its level of success highly dependent upon your supporters' on-going, periodic participation. Your communications with your data base of supporters by way of e-mail or other means will be key to maximizing results. "**Great Coffees for Great Causes**" is a new fundraising concept utilizing the world's most highly traded commodities (coffee, tea and cocoa) to the benefit of your organization.

As we look at our program it operates in the following manner.

1. There is no cost to participate in "**Great Coffees for Great Causes**".
2. "**Great Coffees for Great Causes**" designs and can make available an initial quantity of promotional coupons for distribution to your supporters. Coupons are designed to provide basic information about the fundraiser and identify for you the participating individuals.
3. Coupons can be provided for distribution at functions and will also be made available in a nine (9) coupon sheet in "pdf" form for distribution on line by you to those on your data base. We suggest that when you e-mail sheets of coupons to your data base that you ask recipients not only to use the coupons themselves but to pass them along as well to their friends and neighbors to significantly broaden your opportunity for support. Sheets of coupons may be e-mailed as frequently as you desire but we recommend not more frequently than quarterly.
4. In order to help your organization track participants we ask that the supporter/customer print their name on the reverse side of the coupon when they make their purchase at Aromas locations in Hampton, Williamsburg, Newport News or Richmond. At the end of every calendar quarter we will send the participating organization the redeemed coupons and that quarter's donation by the 20th day of the month following that quarter's sales.
5. For every pound of coffee sold a donation of \$3.00 will be made to your organization. For every half pound of loose leaf tea sold a donation of \$1.50 will be made and for every pound of gourmet cocoa, \$1.00. We also will be happy to ship to any destination from our warehouse but must add shipping to the price of the product. Shipping cost will vary depending upon destination. We have shipped as far as Japan.
6. Examples of fresh roasted coffees available for purchase include Colombian Supremo, Guatemala Antigua, Sumatra and our excellent Euro processed Colombian DECAF. Loose leaf teas include English Breakfast, Earl Grey, Sencha Green, and a variety of herbals. Our cocoa is the same fine Ghirardelli sweet ground chocolate powder that we use for our delicious hot chocolate.
7. "**Great Coffees for Great Causes**" is an on-going fundraiser designed to create a new revenue stream for a variety of very important community focused entities. Organizations may participate as long as desired or may have a campaign for a specific period of time.
8. To kickoff the fundraiser we can make available bags of coffee for sale at sponsored events.

We sincerely hope this information is helpful and that the program will prove successful in supporting your very worthwhile efforts. If we can provide other information please call us at (757)565-1516. We'll be glad to respond.

Best wishes for success!

Don & Geri Pratt



Aromas Specialty
Coffees
& Gourmet Bakery