

RAISE MONEY RIGHT with CRS and Equal Exchange

Fair Trade begins in remote villages around the world where small farmers struggle to make a living, often on marginal land, facing natural disasters, fluctuating—mostly low—prices, and political and economic injustice.



In many places, farmers have formed co-operatives, frequently with the help of the Church, to obtain land, market their crops, develop their communities and assert their rights.

Catholic Relief Services and Equal Exchange act in solidarity with co-operatives like these and *you can too*, when you Raise Money Right!

- Raise money for your school or organization.
- Give farmers the benefits of Fair Trade.
- Generate a donation from Equal Exchange to the CRS Fair Trade Fund with every item you sell.
- Give your customers delicious, organic chocolate and cocoa.

Equal Exchange makes these commitments: We purchase only from small farmer co-operatives; we pay a fair, stable price; we maintain long-term, direct relationships; we offer affordable credit; and we support diversification and sustainable farming.

Equal Exchange purchases fairly traded coffee, tea, chocolate and other foods from 40 co-operatives in 20 countries. It currently purchases cacao (cocoa beans) from the three co-operatives profiled below.

Our Trading Partners

CACVRA Cooperative, Peru

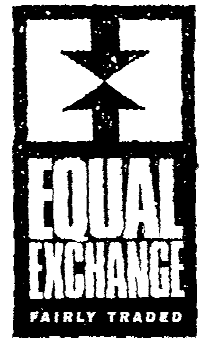
In 1969, indigenous Peruvian farmers in the Ayacucho district in the Andes mountains started a co-operative to sell their coffee together. They called it the "Agrarian Coffee Cooperative of the Apurimac River Valley" (CACVRA), and for ten years, it flourished. In the 1980s, the farmers were surrounded by violent conflict in the district, and their ability to grow and export coffee was severely damaged. Their organization survived, however, and has grown to nearly 1,600 members. Their coffee production and export have recovered and they are also cultivating and exporting high quality organic cacao.

CONACADO Cooperative, Dominican Republic

Cacao farmers in the Dominican Republic organized CONACADO—the National Confederation of Dominican Cacao Producers—in 1988. They joined together to survive low prices, improve the quality of their cacao, and find buyers who would pay more for higher quality. The co-operative has grown from 700 farmers to over 9,500. The small farmers of CONACADO now export roughly 25% of their country's cacao, and they are the world's largest exporter of *organic* cacao. Through Fair Trade, CONACADO has been able to continue to improve quality and build community wells for safe drinking water, and repair schools and health centers.

COCABO Cooperative, Panama

Founded in 1952, COCABO (the Multi-service Cacao Co-operative of Bocatoreña) was the first agricultural co-operative in Panama. It's 1,500 members farm in the Bocas del Toro province. Besides marketing cacao and helping its members improve their farming, the co-operative sells bananas and pineapples, and owns five hardware stores and a saw mill. Located on the outskirts of the Amistad Forest Reserve, COCABO supports alternative development projects that protect this critical forest habitat.



Learn how to **Raise Money Right** with Equal Exchange. Go to <http://www.equalexchange.coop/raise-money-right>

Equal Exchange 50 United Dr., West Bridgewater, MA 02379 **Tel:** 774.776.7366 **Fax:** 508.587.5955 • interfaith@equalexchange.coop

CRS Fair Trade 228 West Lexington Street Baltimore, MD 21201 **Tel:** 410.951.7301 • www.crsfairtrade.org



Chocolate Quality

The farmers of CACVRA, CONACADO and COCABO strive to grow some of the best cacao in the world. They grow their cacao organically; cultivate their trees and harvest by hand; and carefully ferment, wash and sun-dry the beans—all essential to developing the best flavor.

The beans are roasted and ground and combined with other natural ingredients, then heated and mixed for up to three days to blend, mellow and intensify all the flavors and smooth the chocolate. The warm chocolate is carefully cooled, in stages to retain its texture, and molded into bars with added ingredients like almonds, mint crystals or orange oil.



Careful manufacturing respects the farmers, their crop and you, the consumer.

Organic Very Dark Chocolate

An intense bittersweet dark chocolate, the top seller among Catholic customers.

Organic Panama Extra Dark Chocolate

Our darkest bar yet, with the rich and balanced flavor of the Panamanian cacao shining through.

Organic Dark Chocolate with Almonds

A mouth-watering combination of smooth medium-dark chocolate with nutty chunks of almonds. Popular with all ages.

Organic Mint Chocolate with a Delicate Crunch

The ideal balance of dark chocolate with light, crunchy refreshing mint crystals. Your Fair Trade after-dinner mint!

Organic Milk Chocolate with a Hint of Hazelnut

Let this creamy milk chocolate melt in your mouth. Our second-best seller and a favorite with children.

Organic Orange Dark Chocolate

A refreshing blend of dark chocolate and ripe, not-too-tart organic orange oil.

Organic Hot Cocoa Mix

Rich chocolatey flavor that children and adults love. Easy to make with hot water—organic milk is already in the mix!

Organic Spicy Hot Cocoa

This is our deliciously spicy twist on hot cocoa that combines cocoa with cinnamon and cayenne pepper for cocoa with a kick!

Organic Drinking Chocolate

Intensely rich 57% cacao content. Made with chocolate liquor (roasted, finely ground organic cacao). It's like sipping dark chocolate.

Organic Baking Cocoa

Made with cacao from the Dominican Republic, this Dutch-processed baking cocoa is perfect for your most decadent brownie, cake or cookie recipe.

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How To Raise Money Right

Prepare for your Fundraiser . . .

When you are ready to Raise Money Right, order your Tool Kit, which will help you plan and prepare your Fundraiser. Please email Interfaith@equalexchange.coop or call 774-776-7366 if you have any questions.

. . . prepare your Student-Fundraisers and . . .

Use the outline in your Tool Kit to prepare a presentation for your Student-Fundraisers. Tell them about cacao farmers and their families; Fair Trade; delicious, organic chocolate and cocoa; and how they will Raise Money Right.

. . . give them their tools.

Equip your Student-Fundraisers with the Sales Presenter/Order Form, and the Receipt Envelope/Tally Sheet.

Your Student-Fundraisers solicit orders, using a full color Sales Presenter/Order Form and a Receipt Envelope/Tally Sheet they hand in to you.

You total and submit your order to Equal Exchange

You total up all your Student-Fundraisers' orders on the Total Sheet. Or use an electronic spreadsheet available from our web site.

You round up the total for each item to the nearest full case (12 bars for chocolate or 6 cans for cocoa) .

You submit your order to the Equal Exchange Interfaith Online Store, or by calling the Interfaith Program or by mail or fax using our downloadable spreadsheet and order form.

When you order, be sure to refer to "Raise Money Right" or "RMR" to ensure that CRS gets the credit for your order.

You receive and break down your order

Your order will arrive within 10 business days from the day we receive it. (For example: If we receive your order on a Monday, we guarantee that you will receive it no later than a week from that Friday.)

Your order will arrive in full cases of chocolate or cocoa. You break down and distribute orders to each of your Student-Fundraisers according to the Totals Sheet.

Your Student-Fundraisers take their orders and distribute them to their customers.

Profits from your fundraiser

You purchase organic, fairly traded chocolate at the wholesale price of \$30 per case of 12 or \$2.50 per bar, and sell them for \$4.00 a bar for a \$1.50 profit.

You purchase organic, fairly traded cocoa for \$30 per case of 6, or \$5.00 a can, and sell them for \$8.00 a can or a \$3.00 profit. The premium Drinking Chocolate is \$39 per case, \$6.50 per can, and sells for \$9.00, a \$2.50 profit.

Selling to you in whole cases enables Equal Exchange to give you the wholesale price, but it may also leave you with chocolate bars or cans of cocoa for which you don't have pre-orders. You should have a way to sell these extras, through your Student-Fundraisers, in the school or rectory office or at school or parish events.

Please call or email (see below) with any questions Be sure to refer to "Raise Money Right" or "RMR".

Learn how to **Raise Money Right** with Equal Exchange. Go to <http://www.equalexchange.coop/raise-money-right>

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Are you ready to Raise Money Right?

Order your Tool Kit!

To order your Tool Kit online, visit <http://www.equalexchange.coop/rmrtoolkit.html>

The tool kit will be sent by postal mail and will include:

- An instruction sheet
- A Presentation Package to help you educate your Student-Fundraisers
- Sales Presenters/Order Forms (one for each Fundraiser, plus a few extra for the high achievers)
- Cash envelopes (one for each Sales Presenter)
- A Total Sheet for adding up your Student-Fundraisers' orders.

Name _____

Address _____

City _____

State _____ Zip _____

E-mail _____

Name of Organization _____

School Type Elementary Secondary Other _____

Date of Fundraiser _____

* Number of kits needed (one for each of your Student-Fundraisers) _____

Are you already an Equal Exchange customer? Yes No

If Yes, please enter your Customer ID if you know it _____

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