



EQUAL EXCHANGE INTERFAITH PROGRAM

BRING FAIR TRADE TO CAMPUS!

Equal Exchange's Interfaith Program works in partnership with communities of faith and faith-based organizations to make a difference in the lives of small farmers and their families through Fair Trade. By working directly with democratic farmer cooperatives, paying a fair price, offering affordable credit, and supporting sustainable agriculture, we help small farmers build a better life for themselves and their families. Because 100% of our products are fairly traded, all of your purchases benefit farming communities.



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Around the world, small coffee farmers are facing a crisis. As world coffee prices have plummeted to historic lows, they are struggling to make a living, to send their children to school, and to hold onto their farms. You can help make a difference by drinking fairly traded coffee and encouraging businesses on campus and in the community to offer fairly traded products.

IDEAS FOR ACTION:

- **CONSIDER** how our everyday acts of consumption impact the lives of people in need and the integrity of Creation. Can fair trade help us bring these relationships into better balance? (Contact Equal Exchange for background information on fair trade and sustainable agriculture.)
- **INTRODUCE** fair trade to potentially sympathetic people on campus. Student organizations focusing on issues of social justice and environmental witness may be your best allies. You may also know faculty members who teach economic development or environmental issues. Invite them to be part of the effort.
- **EXPLORE** areas where coffee is currently available on campus. Don't limit yourself to dining halls or other obvious places. It is just as important to think of places that may be more immediately responsive, such as the chaplain's office, where students gather to drink coffee before classes, or where they have more direct influence. If there are places on or near campus that already offer fairly traded products, don't forget to thank them and to shop there when possible. When you approach someone about offering fairly traded coffee, remember to be respectful — you want them to be an ally in your campaign to build fair trade, not to feel like they are being forced to do something. Listen to their concerns and help them find answers.
 - **Your Local Church or Place of Worship.** For many congregations, coffee is an essential part of community. To date, over 10,000 places of worship across the country have been involved in Equal Exchange's Interfaith Program, serving fairly traded coffee at coffee hour, in their offices, and at holiday bazaars and fundraisers.
 - **Student Housing or Co-ops.** Many campuses have independent student housing where students purchase food together. If they are willing to buy coffee in bulk, they may be able to take advantage if wholesale prices and order directly from Equal Exchange.
 - **Student Centers and Cafes.** Many colleges and universities have student centers where coffee is offered, or student-run cafes or coffee houses. This could be a great place to start.
 - **Campus Ministry, Chaplain's or Faculty Offices** that serve coffee or tea may be open to serving fairly traded coffee. Offer them information about Equal Exchange's Interfaith Program and how they can get involved.
 - **Local Grocery Stores** where students shop may be open to offering fairly traded products if they believe that students will buy them. If they have a suggestion box, ask them to offer Equal Exchange, or drop off a pamphlet. If you can talk with a manager and they seem open to the idea, ask if it would be okay for someone from Equal Exchange to contact them. Then pass their contact information on to us.
 - **Locally-Owned Cafes** who serve students in the community may be open to serving fairly traded coffee, especially if many of their customers seem supportive. They may be looking for something that will make them more unique or appealing to students, such as fairly traded, organic or shade grown coffee.
 - **Dining Halls on Campus** can be a long process because of complex budgets and equipment needs. Fairly traded and organic coffee can be slightly more expensive because of quality and prices paid to growers. But if food services managers believe that students care about the issue and will be supportive in the future, they may be open to a change. It is most important to put them in touch with Equal Exchange as soon as possible so we can help answer questions and propose solutions.
- **CONTACT** Equal Exchange for background information on fair trade and product and ordering information to share with the people you approach. When you have made contact with someone who seems interested in offering fairly traded products, please contact us.

MORE IDEAS FOR FUNDRAISING WITH FAIR TRADE

- ☛ **A Fundraising Display.** At Providence Friends Meeting, in Providence, RI, the Peace & Social Concerns Committee orders packaged coffee, tea and cocoa at wholesale prices, offering it as a fundraiser each Sunday after worship. The project works on the honor system: there is a pricelist on the display, which includes pamphlets about the American Friends Service Committee Coffee Project and a can for people to leave their payment. At the end of each year, the committee has a couple hundred dollars to contribute to an organization or community project. (You can order a basic cardboard fundraising display from Equal Exchange.)



- ☛ **An Art Project for Young People.** At First Parish Church (UCC) in Brunswick, Maine, Sunday school students decorated plain brown 1 lb. coffee bags with crayons, markers, and paints in Latin American designs. They purchased Equal Exchange coffee in bulk and repackaged it in their custom-made bags, selling each 1 lb. bag for \$10. The proceeds were then donated to a children's organization in El Salvador! (Equal Exchange offers a full line of coffees in 2 and 5 lb. bags, as well as blank coffee bags for decorating and repackaging.)

- ☛ **A Fair Trade Coffee Shop:** St. Peter's Roman Catholic Church in Saratoga Springs, NY involves their 9th grade religious education class in fair trade by planning an annual "Fair Trade Coffee Shop." A few weeks before their event, the class begins learning about fair trade "as an example of how our religious convictions affect the decisions we make in the world." The students order coffee to serve at the coffee shop, where parishioners gather socially and learn from the youth about Fair Trade. Then they choose a charity, such as the local community homeless shelter, to receive the proceeds from their effort. (Equal Exchange can help you with everything from background materials on fair trade to a skit that young people can put on in your congregation.)

- ☛ **A Community Coffee House:** Since 1996, Peace Presbyterian Church in Winterville, NC has been holding an annual coffee house offering fairly traded coffee and tea from Equal Exchange and crafts from SERRV, a sister fair trade organization. Members of the community are invited to offer their talents — everything from singing and dancing to poetry and skits — for the evening's festivities. The fellowship shared by participants is extended to those in need overseas through the sale of fairly traded products, which are offered at cost to promote fair trade in the community. (In addition to coffee, tea and cocoa, Equal Exchange offers t-shirts, hats, travel mugs and other items for raffles and door prizes. For more information on organizing a crafts sale, contact SERRV at 1-800-423-0071 or visit <www.serrv.org>.)

- ☛ **A Classical Concert to Benefit Small Farmers:** St. Paul's Lutheran Church in Glenside, PA hosted a classical music concert featuring a performance of Johan Sebastian Bach's "Coffee Cantata." Proceeds from the tickets and the concession stand (including fairly traded coffee, of course) were donated to coffee cooperatives in Tanzania, Guatemala and Nicaragua for community projects! (Equal Exchange offers brewing advice, as well as everything from coffee filters, paper cups and table tents to help make your event a success.)



- ☛ **A Spring Concert for Relief:** In its mission of tikkun olam (to mend or heal the world), Temple Beth El in Belmont, MA responded to the earthquakes that hit El Salvador in 2001 by channeling proceeds from their Annual Spring Concert to victims of the disaster. They raised money at the event by selling packages of Equal Exchange's "Cafe Salvador" coffee from El Salvador. By fundraising with fair trade, the impact of their efforts was two-fold, helping Salvadoran communities both through trade and relief efforts. (Equal Exchange can provide fact sheets on our farmer partners to help tell their stories.)

- ☛ **Tell us your ideas!** If your congregation held a special event to spread the word about fair trade in your community, please let us know! Send your ideas to the address below or e-mail <interfaith@equalexchange.com>.

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