



# WE'RE SERIOUS ABOUT HELPING OUR COMMUNITIES

Serious Coffee has been around since 1994 and thanks to our wonderful customers we have experience continued success. With growth comes more and more requests for support from a variety of non-profit organizations throughout Vancouver Island.

In order to support all “not-for-profit” organizations, we have created a fundraising package that allows community groups to purchase coffee bean certificates that are redeemable at any of our locations.

Here are a few advantages to using Serious Coffee for your next fundraising event:

- **Organizations can earn up to \$7.00 per pound of coffee**
- **Available throughout Vancouver Island**  
(see included Serious Coffee brochure for a list of locations)
- **Our product is easy to transport and redistribute**
- **It makes a perfect gift for someone living elsewhere on Vancouver Island as they can be redeemed all over the Island**
- **The Bean Certificates can be picked up in your community**
- **There is no minimum or maximum order requirements; fund your program for as long as you like and as frequently as you want**
- **Special security features built into the certificates to prevent tampering**
- **6 varieties of great coffees to choose from**
- **Organizations can pre-sell or pre-purchase the certificates**
- **Our product meets health guidelines that limit some organizations such as schools from offering certain products**
- **Our product is an Island product (roasted in Duncan)**
- **Our fundraising package has step-by-step instructions with all the information and forms you need to run a successful program**

Let's not forget, we're offering the best coffee product on the Island! All Serious Coffee Stores are locally-owned and operated with many of us involved in a variety of organizations throughout the Island. We believe that being involved makes us a better company and our communities better places to live!

Included with this introduction is a sample of the Serious Coffee Information Pamphlet you would hand out with the certificates. If you choose to take advantage of our offer you will be provided with a complete package that includes a step-by-step instructions and forms. If you have any questions or want to request our complete fundraising package, please feel free to contact us at 1-888-777-7766 (press 0 for our receptionist) or email us at [orderdesk@seriouscoffee.com](mailto:orderdesk@seriouscoffee.com) and we'll get our Serious Coffee Fundraising Package out to you right away.

**We look forward to hearing from you soon...SERIOUSLY!!**



*It's Simple and Easy.  
There are two great options!!!*

## (OPTION 1)

### **Pre - Sell Bean Certificates**

- Decide the price you wish to charge (see the section titled, *Your Pricing and the Suggested Resale Pricing*)
- Modify the attached forms for your sellers (*pick pricing, add your organization's name, etc*). Be sure to include at least one copy of the Serious Coffee Information Pamphlet (for store location information) and the *Description of Coffee and Resale Price* page for each seller.
- Contact your customer base and have them pay at the time of ordering
- Contact Serious Coffee Head Office with your full order, including payment which is due at the time of ordering.  
Email: [orderdesk@seriouscoffee.com](mailto:orderdesk@seriouscoffee.com)  
Fax: 250-746-6552  
Mail: 1A - 4970 Polkey Rd, Duncan, BC V9L 6W3
- Once you received confirmation from Corporate Head Office that your order is ready and receive a pick-up authorization number, contact the owner/manager of your preferred store location to arrange a pick up time
- Pick up the certificates, complete the front of the Serious Coffee Information Pamphlet (this has all our store locations in it) with your organization's information

All forms are available electronically so your organization can add the necessary information before printing. Please email [orderdesk@seriouscoffee.com](mailto:orderdesk@seriouscoffee.com) for an electronic copy.

Payment is due at the time of placing the order (once the *Credit Card Authorization Form* is on file, payment information can be taken over the phone) and your certificates will be ready in 5 to 7 working days.

## (OPTION 2)

# **Pre-Purchase Bean Certificates before Selling**

- Pre-buy certificates from Serious Coffee Head Office.  
Email: [orderdesk@seriouscoffee.com](mailto:orderdesk@seriouscoffee.com)  
Fax: 250-746-6552  
Mail: 1A - 4970 Polkey Rd, Duncan, BC V9L 6W3
- Notify us at which Serious Coffee location you would like to pick up your certificates (see Serious Coffee Information Pamphlet for locations), obtain a pick-up authorization number and we will advise you of when the certificates will arrive at your chosen location
- Contact the owner/manager of your chosen store location to arrange a pick-up time
- Decide the price you wish to charge (see *Your Cost and Suggested Resale Prices*)
- Use and modify the attached forms for your sellers (add your organization's name to the *Description of Coffee and Resale Price* and the *Serious Coffee Certificate Information* sheet)
- Sell the certificates

All forms are available electronically so your organization can add the necessary information before printing. Please email [orderdesk@seriouscoffee.com](mailto:orderdesk@seriouscoffee.com) for an electronic copy.

Payment is due at the time of placing the order (once the *Credit Card Authorization Form* is on file, payment information can be taken over the phone) and your certificates will be ready in 5 to 7 working days.