



FARM AFRICA
COFFEE
CLUB

**A brew-tifully simple way to help transform the lives
of farmers in eastern Africa**



Are you in?

WELCOME!

A Coffee Club is a brew-tifully simple way to gather friends, family, colleagues and others together, catch up over coffee (and cake!) and raise some dough to help farmers farm sustainably in eastern Africa.

From the safety of your own home, online or at a social distance, form your own Coffee Club today and stay connected!

Words cannot espresso how much it will mean to farmers like Joy and Christine



JOY

COFFEE IS LIFE FOR JOY

Dependent on coffee? So is Joy. Joy, a coffee farmer from western Uganda, earns just 10p for every kilo of coffee she sells. But coffee sales are her only source of income: she has to support her family on just £1.52 a week, less than the price of a cup of coffee in the UK.



CHRISTINE

COFFEE COULD CHANGE CHRISTINE'S LIFE

Traditionally, female coffee farmers carry out the majority of agricultural work. Christine is one of these farmers. On her small farm in Kanungu, Uganda, she does the digging, ploughing, weeding and harvesting. Her hard work earns the equivalent of around £90 a year from coffee sales, that's less than a third of what the average Brit spends on coffee in a year.

Coffee is the main cash crop grown in some areas of Uganda, but small producers like Joy and Christine earn very little from it. Sometimes not enough to feed their family or pay for school fees.

Farm Africa's coffee projects help farmers improve their farming practices, increase their yields and sell their produce for the best price.

**Donating the cost of your coffees,
or more, could help farmers
like Joy and Christine to thrive.**

Will you form your own Coffee Club?

YOUR COFFEE CLUB

A STEP-BY-STEP GUIDE

Step 1 Date

Will you host your Coffee Club once a week, once a month or just as a one-off event? Set a date and time for your Coffee Club that suits everyone's availability.

You can choose to meet in a safe virtual space or in person at a safe distance. Whatever you choose, please make sure you adhere to the [latest government guidelines](#) to help keep everyone safe.

GET INVITING!

This sample wording for your invite can work on email, text, WhatsApp, social media and even via postal invite.

You're invited to join [your name]'s exclusive Coffee Club!

Dear [insert name],

I'd like to invite you to join my Coffee Club. It's the perfect excuse for us to catch up over coffee whilst raising funds for Farm Africa, a charity that helps farmers in eastern Africa to thrive, even coffee farmers! I have some good fun planned and would love for you to join us.

Date: [For a fixed date, try to avoid occasions and give at least a few weeks' notice.]

Time: [Avoid busy times of day. One to two hours is best for a single Coffee Club catch up!]

Place: [Add the location address or your chosen virtual platform]

RSVP: [Add your mobile or email address]

Do let me know if you can make it and I hope to see you there - every cup counts!


A latte on your plate right now? Don't worry, forming your own Coffee Club is simple and easy!





Download our Facebook event banner and other resources at
[www.farmafrica.org/
coffeeclubhub](http://www.farmafrica.org/coffeeclubhub)

Step 2 Design

To form a successful Coffee Club, you must think about how you are going to fundraise. You could:

- Set up a donation page online and share it with your Coffee Club. See Step 4 of this guide to learn how to do that.
- Let your guests know why you're doing it - do you have a personal connection to farming, Africa or perhaps you just love coffee?
- Ask people to make a donation to join, and encourage them to donate what they would have spent on coffee.
- Make sure you promote the club and your fundraising at every opportunity, and collect donations before, during and after your event.
Did you know? Around 20% of donations come in after an event so don't forget to keep up the momentum!
- Go social! Share your Coffee Club fundraising page on social media using **@FarmAfrica** for Facebook and Twitter, and **@farm_africa** for Instagram.

When people join or support your Coffee Club, make sure to thank them and remind them what a difference their money could make to the lives of farmers in eastern Africa.

WAYS TO ESPRESSO YOURSELF

1. Send your guests our **DIY Coffee Club bunting** to print themselves and hang in their homes.
2. Ask everyone to wear **Farm Africa's colours**: green, blue, orange and yellow!
3. Make your Coffee Club fun and memorable by adding some atmosphere with games and music from our **Farm Africa Spotify playlist** – this features a selection of up-beat tunes from Kenya, Democratic Republic of Congo, Uganda, Ethiopia and Tanzania, home of Farm Africa's sustainable programme.



Going virtual? No problem!

Whether it's two or 200 guests, nothing stops the Coffee Club, even if you can't meet in person. There are plenty of virtual platforms to choose from, for your Coffee Club to meet including Zoom, FaceTime, Houseparty, Microsoft Teams, Skype and WhatsApp.

Make sure to send the link to your confirmed guests in advance, encouraging them to make a small donation for attending.

And remember... show your smile (not your ceiling)! Ensure your guests can see your face and coffee cup clearly.

FOR SOME EXTRA FUN ON ZOOM...

... add your own and encourage others to create a virtual background!

- Save your preferred virtual background to your device.
- Sign in to your Coffee Club video call and go to the Settings tab on the video call screen.
- Select your virtual background and click OK
- Wait for it to load and admire your new virtual surroundings

VIRTUAL SAFETY

- Lock your Coffee Club as soon as every guest has arrived (for HouseParty and Zoom users); this will prevent others from joining and disrupting your catch up!
- If possible, password protect your video calls.

If you're face-to-face, please stay safe!

If your Coffee Club is taking place in your own garden, home or a park, please ensure the space is clean, comfortable, allows enough space for gathering at a safe distance and that any food or drink is served in accordance with current safety guidelines.

Should you choose a café or any other public venue or communal space, please gain permission from the owner first.

Resources:

[Click here for Government guidelines for mass gatherings.](#)

[Click here for the latest social distancing updates.](#)

Your health and safety is important to us. If you are experiencing any symptoms we would strongly advise you not to put anyone else's health at risk and to isolate in accordance with current government and NHS advice. Please follow the [NHS's latest Covid-19 guidance](#).

There are generally six characteristics to bear in mind when tasting coffee – aroma, acidity, sweetness, body, finish and flavour. Our [downloadable tasting guide](#) expands on these characteristics and is based on James Hoffman's fantastic [Beginner's Guide to Coffee Tasting](#).



Step 3 Drink

After all, it's all about the coffee. So whether you consider yourself a novice or a coffee aficionado, here are some ideas to bring the coffee into the club.

ORGANISE A COFFEE TASTING

Expand your knowledge and skills in coffee tasting (or coffee cupping, as it's usually called in the coffee industry).

[Click here to download a simplified guide and score sheet](#) to set up a comparative tasting for your Coffee Club at home. This guide is based on James Hoffman's fantastic and easy to follow YouTube video on [setting up your own industry-style 'coffee cupping' at home](#).

You can usually find a short taste description on your coffee packet. Use these tools to taste and form a description of your own!

ONE MONTH, ONE COFFEE

If you'd like to try a more simple and casual approach to tasting and scoring, meet for Coffee Club regularly and try one new coffee product every month.

Use [our coffee tasting guide](#) to each give the coffee an overall score out of five. Do remember to keep score, find your favourite brands and varieties, and crown a Coffee Club winner!

Fundraising tip: Every time someone at the Coffee Club buys a new coffee to sample, why not encourage them to match what they've spent on it to donate to Farm Africa!

Download a coffee tasting guide and other resources at www.farmafrica.org/coffeeclubhub





GO FURTHER... IT'S A PIECE OF CAKE!

A cup of coffee with a delicious piece of cake is a great marriage.

Be inspired by some of the coffee recipes taken from [Farm Africa's Recipes for Prosperity](#), like the one below.

These amazing recipes have been inspired by the Farm Africa projects that exist to empower young farmers in Uganda and the DRC to grow more, sell more and increase the value of the coffee they are producing.

Safety first: If you're preparing food for others, please ensure this is prepared safely and hygienically. For more advice on food hygiene, visit the Food Standards Agency website at [food.gov.uk](https://www.food.gov.uk).

 **Idea:** If it's safe enough to meet in person, bake a cake and ask for donations for each slice.

 **Another idea:** Is there anyone in your family who detests baking? Sponsor them to bake a cake for Farm Africa!

ESPRESSO CHOCOLATE CAKE

INGREDIENTS

3 tbsp plain flour, plus extra for ramekins
250g dark chocolate broken into pieces
250g salted butter, softened and chopped, plus extra for greasing
2 tbsp instant espresso powder
6 medium eggs, separated
4 tbsp brown sugar
175g caster sugar
½ tsp cream of tartar
4 tbsp ground almonds
A dusting of cocoa powder, to serve
300ml double cream



METHOD

- 1)** Heat oven to 180°C/160°C fan/gas mark 4. Grease six ramekins with soft butter and shake a little flour around the edges.
- 2)** Melt the chocolate and butter together over a pan of simmering water. Once melted, whisk together until smooth and add 1 tbsp of the espresso powder. Whisk the egg yolks with the brown sugar and caster sugar for 5-10 mins until thick and pale. In a separate bowl, using a clean whisk, beat the egg whites and cream of tartar until soft rounded peaks form.
- 3)** Pour the chocolate mixture onto the beaten yolks and sugar, and gently mix until smooth. Add the almonds and flour and mix again. Spoon the egg whites into the chocolate mixture and gently fold together. Pour the batter into the prepared ramekins and bake for 40-45 mins until the cakes are set but with a slight jiggle in the centre.
- 4)** Leave to cool – they will sink a little as they cool. Whisk the cream and remaining espresso powder and serve on the side or spoon on top of

FUN AND GAMES!

Liven up your Coffee Club with some fun and interactive games for everyone! Here are a few ideas to get you going and raise even more...

1. How many coffee beans in the jar?
2. Guess the origin of the coffee!
3. Hold a cake auction (if there is a safe way for you to do so, you could also arrange a special doorstep delivery).
4. Fine £1 every time someone talks on mute.
5. De'caf'lon: after your Coffee Club, ask your friends and family to sponsor you to give up coffee for a week, fortnight... or month!
6. Share a secret recipe or share your skills in a bake-along in exchange for donations.
7. Play our quiz or spot the difference games, which you can access in the [Coffee Club hub](#).

Visit [www.farmafrica.org/
coffeeclubhub](http://www.farmafrica.org/coffeeclubhub) to access
more games for Coffee
Club fun!

SIP OR STAY?

Our take on the classic True or False game!

GAME RULES

This is a very simple game and best played with groups of four people or more, and can be played in person or virtually.

The organiser reads from a list of true and false statements. To answer true, your guests must put their coffee cups in the air. For false, they must put their coffee cup on the table.

If a player answers correctly, they are through to the next round. Questions are asked until there is one winner.

Sample questions

1: In Europe, Finland is the country that consumes the most coffee per capita.

Answer: TRUE. Finland is the top coffee consumer per capita.

2: Coffee originates from Columbia.

Answer: FALSE. The original coffee plant was native to Ethiopia.

3: The first coffee house opened in the UK in 1750.

Answer: FALSE. According to the Fairtrade Foundation, the UK has been drinking at coffee houses since 1650.

A full guide to this game along with more True or False questions can be [found here](#).



If anyone prefers to donate individually, enabling us to claim Gift Aid, send them this link: www.farmafrica.org/coffeeclubdon

Step 4 Donate

Sending in your Coffee Club fundraising is easy. You can do this securely using one of the methods below.

1. Set up your own virtual donation box via JustGiving! It only takes a few minutes.

A JustGiving online fundraising page is the easiest way to see your donations for Farm Africa roll in, particularly if you're running your event on a weekly or monthly basis. An added bonus is your Coffee Club could raise even more for Farm Africa as each member can also tick to claim Gift Aid!

Include the details of your Coffee Club on your JustGiving page and you can also link this to your Facebook too for sharing photos and updates from your Coffee Club.

To get started: Visit [Farm Africa's JustGiving page](#) and select the orange 'Fundraise' button.

2. Donate online

Gather all the proceeds from your Coffee Club yourself and donate the total online via our Coffee Club donation page www.farmafrica.org/coffeeclubdon

3. Donate via post

Send the total proceeds by cheque made payable to Farm Africa. Attach a note with your name, address and don't forget to tell us this is your Coffee Club fundraising. Post this to **Farm Africa, 9th floor, Bastion House, 140 London Wall, London, EC2Y 5DN.**



HOW MANY FARMERS COULD YOUR COFFEE CLUB HELP?

**It only takes £11 to provide training to one farmer
in high-quality coffee production.**

**The money you raise at your Coffee Club can make
a big difference to the lives of farmers and their
families in eastern Africa.**



THANK YOU



FARM AFRICA



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REGULATOR**

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