



**FAIR TRADE
TOWNS USA**

Fundraising with Fair Trade

Ideas & Opportunities

Host a Fundraiser

A number of Fair Trade organizations and national faith communities offer fundraising opportunities for schools, churches and community groups like yours. Set up a regular event with your local farmers market or existing gathering, or organize a church craft sale to educate your community and raise money for your group. Alternately, you can bring items to sell to all of your Fair Trade events!

Host an Event

Local artists and musicians will generally donate their talent, local businesses will offer samples, and by now your group no doubt has a deep stable of public speakers. Organize as many aspects of the event as possible as donations and then charge a cover fee to benefit your group! Some fun ideas for events include film screenings, music festivals, craft fairs, speaking panels, banana-eating contests, fundraising dinners, barbecues or any combination thereof. Be creative! You can make a raffle to add value to ticket prices, solicit product donations and sponsorships from local businesses and do a silent auction to raise additional money for your group. The money you earn and the awareness you will raise in publicizing your event will position you well for the next step in the process.

Local Grants

Groups like Rotary, Veterans of Foreign Wars, Lions Club, General Federation of Women's Clubs, Local Churches, whose job and mission include giving small grants to community organizations that advance international cooperation, etc may offer you support. These groups also have good connections to the community and can help you reach out to new businesses, community groups, etc. The Foundation Center website offers a searchable database of foundation grants- or just use Google.

Once you identify the foundations that are a good fit you can start to ask who might know the person who makes the decision over grants and you would be surprised the interconnectivity of some cities. Fair Trade is a very easy sell for these foundations once you get to the point of establishment.



Fundraising Opportunities from the Fair Trade Federation

Members of the Fair Trade Federation support organizations by offering fundraising opportunities for schools, faith communities, and other groups

Fundraising Partners:

Equal Exchange

An exciting alternative to a typical fundraiser. Support your school or group while building family farming communities across the globe. Offering coffee, tea, chocolate, and more.

Divine Chocolate

Offers special fundraising price for schools, churches, and nonprofit organizations. Contact for details on orders for fundraiser and discount price.

Ten Thousand Villages Festival Sales

While not necessarily intended to be fundraisers, sellers keep 10% of the income from the sale of handcrafted pieces from around the world.

Trade as One

Whether a seasonal sale or a low-key event, church sales are the most effective ways to launch the *Trade as One* program in your church.

Catholic Relief Services

The official international relief and development agency of the U.S. Catholic community. Offers a "Raise Money Right" program for those interested in doing good while raising money. The program involves selling Divine Chocolate. Contact Divine Chocolate directly for their fundraising prices for schools, churches, and nonprofit organizations.

SERRV International Sales

Support artisans and farmers by selling SERRV handcrafts and foods in your community.

Lutheran World Relief

Lutheran organization that works with partners in 35 countries to help people grow food, improve health, strengthen communities. The LWR Chocolate Project Fundraising Kit guides your group in selling delicious, gourmet-quality chocolate with a clear conscience.

Fair Trade Federation Members:

Higher Grounds Trading Co.

A convenient way for organizations to earn money by offering premium fair trade, organic, and shade grown coffee.

Just Coffee

Practical, custom-built, easy to implement coffee fundraisers for churches, schools and community organizations.

Global Exchange

Fundraise with fair trade chocolate through Global Exchange.

Partners for Just Trade

Sell Fair Trade products with a 20% discount and keep the profits for your own cause through an easy online ordering process.

S.P.I.R.A.L Foundation

Host a SPIRAL Sale and 20% of the proceeds return to your school or organization.

Cards from Africa

Offers handmade greeting cards online or sell in-person; earn 10-15% on all sales generated.

Earth Friendly Coffee Company

Raise money for your organization through the sale of fair trade coffee.