Section I of this application is information required to be considered for the NCA Coffee Gives Back Program Showcase.

Section II of this application is additional information required to be considered for the 2020 NCA Origin Charity of the Year Award (optional).

Eligible organizations must have 501(c)(3) IRS status or its international equivalent, and not be affiliated with, or be a branch or subsidiary of, or controlled by, for-profit companies. Please see the Coffee Gives Back Program Terms and Conditions for full eligibility requirements.

Deadline for the 2020 NCA Origin Charity of the Year Award is December 9, 2019.

Showcase applications are accepted on a rolling basis.

Please email the completed application and any additional materials to info@ncausa.org.

Questions? Contact Terri Bartlett, Director of Member Relations, at 646-924-4039 or trbartlett@ncausa.org.

SECTION I:
THE NCA COFFEE GIVES BACK SHOWCASE APPLICATION

Please attach additional pages as needed to include full information.

ORGANIZATION & PROGRAMS

Organization’s full name: ________________________________

Website: ______________________________________________

Brief organizational history (including founding year):
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Number of people employed by the organization: ______________

Geographic areas served:
____________________________________________________________________
CONTACT INFORMATION
Name: _______________________________________________________________
Title: ________________________________________________________________
Email: _______________________________________________________________
Phone: _______________________________________________________________
Address: ___________________________________________________________________
Preferred mode of contact: ______________________________________________

WRITTEN STATEMENTS
Please provide answers to #1 and #2 on the designated pages at the end of Section I.

1. Organization’s mission and vision statements.
2. Description of your organization and its current programs on behalf of the coffee community (between 500 and 750 words). Description should include:
   • Challenges and issues that the organization and its programs are addressing.
   • Target demographics – beneficiaries and/or communities.
   • Details regarding the programs.

FINANCIALS
Please provide funding sources and percentages of the total revenue of each source for the past fiscal year.
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
What percentage of annual income goes to overhead and program expenses and why this is appropriate?
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
______________________________________________________________________
Were the organization’s financial statements prepared or reviewed by an independent accountant?
☐ Yes  ☐ No
Provide any additional information: ____________________________

Were the organization’s financial statements audited by an independent accountant?
☐ Yes ☐ No

Provide any additional information: ____________________________

Is the organization’s latest annual report or audited financial statements currently available on the organization’s website?
☐ Yes ☐ No

Is the organization’s latest IRS Form 990 or equivalent form currently available on the organization’s website?
☐ Yes ☐ No

Please provide copies of/links to the organization’s last three IRS Forms 990, equivalent forms, or audited financial statements (if no IRS Form 990 or equivalent is required).
- Financial statements in any language other than English must include English translation.
- If the organization has been in existence for less than three years, provide available copies of/links to the organization’s Forms 990, equivalent forms, or audited financial statements.

GOVERNANCE

Does the organization have an independent Board of Directors?
☐ Yes ☐ No

Provide any additional information: ____________________________
If yes, are the independent Board members a voting majority?

☐ Yes  ☐ No

Provide any additional information:

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________

Does the organization have a conflict of interest policy?

☐ Yes  ☐ No

Provide any additional information:

____________________________________________________________________
____________________________________________________________________

DONOR PRIVACY POLICY

Does the organization have a Donor Privacy Policy?

☐ Yes  ☐ No

Does the organization have a Donor Privacy Policy available on its website?

☐ Yes  ☐ No

If yes, link: __________________________________________________________

WEBSITE

Is the organization’s Board of Directors and key staff currently listed on the organization’s website?

☐ Yes  ☐ No

If yes, link: __________________________________________________________

SUPPORTING MATERIAL (OPTIONAL)

You are welcome to attach one or more letters of recommendation from an NCA Member who is not a current member of the NCA Board of Directors.
WRITTEN STATEMENTS (1/2)

1. Organization’s mission and vision statements

Mission Statement:

________________________________________________________________________
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Vision Statement:

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2. Description of your organization and its current programs on behalf of the coffee community (between 500 and 750 words).

Description should include:

- Challenges and issues that the organization and its programs are addressing.
- Target demographics – beneficiaries and/or communities.
- Details regarding the programs.
NCA COFFEE GIVES BACK SHOWCASE RELEASE WAIVER AND USE OF APPLICANT’S INFORMATION

The NCA will not return any of the submission materials. By submitting an application for the NCA Coffee Gives Back Program Showcase, applicant takes full responsibility for the accuracy of all information submitted and warrants that all necessary permissions have been obtained from others who may have rights to the information and/or materials, and that no compensation is due to applicant in exchange for the information/materials submitted. Applicant further holds NCA employees, agents, officers, directors, and members harmless from all liability, and grants to the NCA the non-exclusive right to publish, reproduce, and distribute information submitted for the NCA Coffee Gives Back Program Showcase on the NCA website, at the 2020 NCA Annual Convention, and in NCA digital, social, and print communications.

By submitting this application, I confirm that I have read the Release Waiver and Use of Applicant’s Information and the complete NCA Coffee Gives Back Program Terms and Conditions, agree with all of the terms and conditions, and am authorized to submit this application.

Organization Name: ____________________________________________________

Organization Contact (print): ______________________________________________

Organization Contact (sign; electronic signature accepted):
____________________________________________________________________

Date:  ________________________________________________________________

Please submit the completed application to info@ncausa.org
 SECTION II: 
THE NCA COFFEE GIVES BACK PROGRAM 
ORIGIN CHARITY OF THE YEAR AWARD APPLICATION

Please attach additional pages as needed to include full information.

To be considered for the 2020 NCA Origin Charity of the Year Award, please fill out Section I and Section II completely and submit to the NCA at info@ncausa.org by December 9, 2019. Eligible organizations must have 501(c)(3) IRS status or its international equivalent, and not be affiliated with, or be a branch or subsidiary of, or controlled by, for-profit companies. Please see the NCA Coffee Gives Back Program Terms and Conditions for full eligibility requirements.

Please note: In Section II, the definition of “programs” includes initiatives, undertakings, efforts, and work over the past three years to improve the coffee community in which you are working.

Questions? Contact Terri Bartlett, Director of Member Relations, at 646-924-4039 or trbartlett@ncausa.org

1. PROGRAMS’ DESCRIPTION

Description of your organization’s programs over the past three years to improve the coffee community in which you are working. (between 500 and 750 words).

Please provide answers on the designated page at the end of Section II.

Description should include:

• Challenges and issues that the organization and its programs are addressing.
• Target demographics – beneficiaries and/or communities.
• Details regarding the programs.

2. PROGRAMS’ GOALS AND OBJECTIVES

Programs’ Goals: What are the goals of the programs?

____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
____________________________________________________________________
Programs’ Objectives: How do the programs accomplish their goals?

______________________________________________________________________

______________________________________________________________________

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Programs’ Objectives: Include information on target audience/community, time frame, and resources.

______________________________________________________________________

______________________________________________________________________

______________________________________________________________________

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Programs’ Goals and Objectives: Including information on measurability.

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3. PROGRAMS’ CHALLENGES

What challenges/obstacles did the organization face in implementing the programs?

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______________________________________________________________________

How did the organization overcome these challenges/obstacles?

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Describe how the solutions were innovative, unique, broke down traditional barriers and/or were new approaches to inspire and help implement change.

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Describe any unique technologies, initiatives, or collaborations that inspired and helped implement the solutions.

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4. PROGRAMS’ RESULTS AND LONG-TERM IMPACT

What are the results of the programs? Please include available supporting information/analytics.

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What are the processes to evaluate and measure the success of these programs’ results?

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Did the programs’ results meet or exceed your goals that were set forth in the section, “Programs’ Goals and Objectives”?

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Describe the long-term or indirect impact of your programs on the following:

- **Livelihood of people working at origin:**
  
  _____________________________________________________________
  _____________________________________________________________
  _____________________________________________________________

- **Capacity building of the local coffee community:**
  
  _____________________________________________________________
  _____________________________________________________________
  _____________________________________________________________

- **Sustainability of the supply chain and coffee industry:**
  
  _____________________________________________________________
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5. **ORGANIZATION’S MARKETING, PUBLIC RELATIONS, AND COMMUNICATIONS**

Describe your marketing and media communications strategy.

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Describe your business and marketing challenges and how your marketing and media communication strategy addressed them.

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Describe the types of marketing and media communications that your organization uses to raise public and media awareness of, and support for, your organization and program.

*These efforts might include, but are not limited to, social media, email, website, direct mail, print, word-of-mouth, media relations, newsletters, annual report, and/or traditional media.*

______________________________________________________________________
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Outline results of your marketing and media communications, including metrics (qualitative and quantitative data) that demonstrate their effectiveness.

______________________________________________________________________
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6. SUPPORTING MATERIAL

Provide a copy of, or link to, the organization’s most recent annual report or equivalent report, if available.

______________________________________________________________________
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PROGRAMS’ DESCRIPTION

Description of your organization’s programs over the past three years to improve the coffee community in which you are working. (*between 500 and 750 words*).

Description should include:
- Challenges and issues that the organization and its programs are addressing.
- Target demographics – beneficiaries and/or communities.
- Details regarding the programs.

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NCA ORIGIN CHARITY OF THE YEAR AWARD RELEASE WAIVER AND USE OF APPLICANT’S INFORMATION

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By submitting this application, I confirm that I have read the Release Waiver and Use of Applicant’s Information and the complete NCA Coffee Gives Back Program Terms and Conditions, agree with all of the terms and conditions, and am authorized to submit this application.

Organization Name: ____________________________________________________

Organization Contact (print): ____________________________________________

Organization Contact (sign; electronic signature accepted):

_____________________________________________________________________

Date:  ________________________________________________________________

Please submit the completed application to info@ncausa.org