THE NCA COFFEE GIVES BACK PROGRAM
SHOWCASE & AWARD

ABOUT THE NCA
The National Coffee Association (NCA) is the leading trade association for the U.S. coffee industry, representing the entire supply chain - growers, roasters, retailers, importer/exporters, wholesaler/suppliers, allied industry businesses, and non-profit organizations.

THE NCA COFFEE GIVES BACK PROGRAM SHOWCASE & AWARD OVERVIEW
- There is a wide variety of charitable organizations supporting coffee communities.
- The mission of the NCA Coffee Gives Back Program Showcase and Award is to recognize the nonprofits dedicated to supporting coffee communities at origin through initiatives that (1) focus on capacity building or improving livelihoods and (2) create a stronger, more sustainable supply chain.
- The NCA Coffee Gives Back Program Showcase shines a year-long spotlight on the good works done by coffee-related charitable organizations, and complements that focus with the NCA Origin Charity of the Year Award.

REASONS TO PARTICIPATE IN THE NCA COFFEE GIVES BACK PROGRAM SHOWCASE
- Showcase your organization’s work and accomplishments.
- Raise your organization’s profile and elevate your public image.
- Increase awareness of your organization and brand reputation.
- Build employee morale.
- Become associated with the leading U.S. coffee association.

REASONS TO ENTER THE 2020 NCA ORIGIN CHARITY OF THE YEAR AWARD
- The benefits listed above.
- Opportunity to have your organization and its good work benchmarked and recognized by industry leaders.
- The 2020 NCA Origin Charity of the Year Award Winner will receive one complimentary registration to attend the 2020 NCA Annual Convention, the premier event for the U.S. coffee industry.
NCA COFFEE GIVES BACK PROGRAM
TERMS & CONDITIONS

A. ELIGIBILITY REQUIREMENTS

1. The organizations and/or programs must be focused on supporting coffee communities at origin through initiatives that (1) focus on capacity building or improving livelihoods and (2) create a stronger, more sustainable supply chain.

2. 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.

3. The NCA Coffee Gives Back Program Showcase and Award are open to both NCA members and non-members. NCA members in the Showcase will be identified with an “NCA Member” designation.

4. All coffee-related charitable organizations that meet the eligibility requirements, no matter their size or revenues, are encouraged to participate in the NCA Coffee Gives Back Program Showcase and submit additional information to be considered for the 2020 NCA Origin Charity of the Year Award. NCA Membership is not a criterion for the NCA Coffee Gives Back Program Showcase and Award and will not be used as an evaluative criterion in judging the applicants of the 2020 NCA Origin Charity of the Year Award.

B. NCA COFFEE GIVES BACK PROGRAM BENEFITS

1. Featured on a dedicated web page on the NCA website, which will include the charitable organization’s profile and a link to the home page of its website.

2. Listing in the NCA Coffee Gives Back Program advertisement in the 2020 NCA Annual Convention program as an NCA Coffee Gives Back Program Charity.

3. Complimentary placement in the 2020 NCA Annual Convention registration bags of one piece of informational or promotional material (up to 3 oz. in weight).

4. Promotion through NCA communications channels.

5. Exclusive use of the NCA Coffee Gives Back Program logo.

6. The opportunity to be considered for the 2020 NCA Origin Charity of the Year Award. PLEASE NOTE: Additional information is required to be considered for the 2020 NCA Origin Charity of the Year Award.

C. APPLICATION PROCESS

1. The NCA Coffee Gives Back Program Application consists of two sections:
   • Section I: Information required to participate in the core NCA Coffee Gives Back Program Showcase.
   • Section II: Additional information required by December 9, 2019 to be considered for the 2020 NCA Origin Charity of the Year Award.
2. **There are three ways to submit the NCA Coffee Gives Back Program Showcase and Award Application and materials:**

   **By Mail:**
   National Coffee Association of U.S.A., Inc.
   45 Broadway, Suite 1140
   New York, NY 10006
   Attention: Terri Bartlett, Director of Member Relations

   **By Email:** info@ncausa.org

   **By Fax:** (212) 766-5815

   **PLEASE NOTE:**
   - Showcase applications are accepted on a rolling basis. However, if you wish to be considered for the 2020 NCA Origin Charity of the Year Award, you must fill out and submit Sections I and II of the NCA Coffee Gives Back Program Application by December 9, 2019.
   - Financial statements in any language other than English must include English translation.

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

**D. APPLICATION NOTIFICATION AND PROGRAM PERIOD**

1. Charitable organizations accepted to the NCA Coffee Gives Back Program Showcase will be notified by email. If you do not receive a confirmation within two weeks of submitting your application, please notify the NCA by email at info@ncausa.org.

2. Participation in the NCA Coffee Gives Back Program Showcase is annual and will commence on the date of acceptance.

3. Prior to the expiration of the one-year period, current participants in the NCA Coffee Gives Back Program Showcase will receive an email notification regarding their annual renewal, which will include a request to submit Section I of the NCA Coffee Gives Back Application.

4. Charitable organizations may request to be removed from the NCA Coffee Gives Back Program Showcase at any time.

5. The NCA reserves the right to end the NCA Coffee Gives Back Program Showcase and Award at any time and without notice.

6. The NCA reserves the right to remove a charitable organization from the NCA Coffee Gives Back Program Showcase, at NCA’s sole discretion. A charitable organization removed from the NCA Coffee Gives Back Program Showcase will automatically not be considered for the NCA Origin Charity of the Year Award. Please see Section G below for additional details.
E. PARTICIPANTS’ RESPONSIBILITY
NCA Coffee Gives Back Program Showcase participants agree to mention the NCA as a supporter of their programs on their websites and at their annual programs and events, with a link to the NCA website (http://www.ncausa.org/) where applicable, and agree to promote the NCA Annual Convention to their communities and supporters through newsletters, social media, and any other appropriate means at their disposal. In addition, participants are strongly encouraged to publicize and identify NCA Members who support their organization.

F. THE 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.

G. REMOVAL AND REVOCATION OF THE NCA COFFEE GIVES BACK PROGRAM AND CHARITY OF THE YEAR AWARD
The NCA shall have the sole authority and discretion to remove an organization from the NCA Coffee Gives Back Program and all privileges connected therewith, having determined that there is good cause to do so. This may include, but not limited to, misrepresentation, fraud, deception, or unethical practices. The NCA’s discretion in this matter shall include the right to rescind an Award and remove the organization from the list of honorees and program participants after the Award has been bestowed.

H. AMENDMENTS
The NCA shall have the sole authority to interpret and enforce all terms and conditions contained herein, to make any amendments thereto, and to make further rules as shall be considered necessary. Any and all matters or questions not specifically covered by these terms and conditions are subject to the discretion of the NCA, whose decisions will be final.

I. NCA PRIVACY POLICY
The NCA has updated it Privacy Policy. Click here to view the most recent Privacy Policy.
THE NCA ORIGIN CHARITY OF THE YEAR AWARD
TERMS & CONDITIONS

A. ELIGIBILITY REQUIREMENTS

1. Applicants must be a participant in the NCA Coffee Gives Back Program Showcase.
2. Current and new NCA Coffee Gives Back Program Showcase applicants must submit the required information for both the Showcase and Award in both Sections I and II of the NCA Coffee Gives Back Program Application by December 9, 2019 to be considered for the 2020 NCA Origin Charity of the Year Award.
3. Subject to availability, an employee or representative of the winning coffee-related charitable organization can be present at the NCA Annual Convention to accept the Award.
4. The recipients of the NCA Origin Charity of the Year Award are not eligible for the NCA Origin Charity of the Year Award for three years from the time the organization receives the Award (i.e. an NCA Origin Charity of the Year Award Winner in the year 2020 could not repeat until the year 2024).
5. 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.

B. AWARD AND BENEFITS

1. The winning coffee-related charitable organization will receive one complimentary registration to attend the 2020 NCA Annual Convention and airfare, hotel, and incidental expenses to attend the 2020 NCA Annual Convention in accordance with the NCA Travel Policy, not to exceed $4,000.
2. The winning coffee-related charitable organization will have the opportunity to give a 15-minute presentation at the NCA Board of Directors meeting held in association with the 2020 NCA Annual Convention.
3. The winning coffee-related charitable organization will be awarded a plaque at the 2020 NCA Annual Convention.
4. The winning coffee-related charitable organization has the option to have a complimentary exhibit table-top at the 2020 NCA Annual Convention\(^1\)
5. The winning coffee-related charitable organization will have a “Donate Button” placed on NCA’s Coffee Gives Back Program Showcase landing page, which will link directly to its website.

\(^1\) Production and shipping cost of exhibit table-top materials and displays and cost related to video equipment, computer and accessories, Internet and electrical power are not included and the responsibility of the winning coffee-related charitable organization.
6. The winning coffee-related charitable organization will receive an “NCA Origin Charity of the Year Award Winner 2020” logo to display on its website and place on its marketing materials.

7. The winning coffee-related charitable organization will gain additional recognition among their peers through profiles on the NCA’s website and blog.

8. The 2020 NCA Origin Charity of the Year Award Winner and two Finalists will be announced in an NCA media release.

9. The two Finalists of the 2020 NCA Origin Charity of the Year Award will receive an “NCA Origin Charity of the Year Finalist 2020” logo to display on their websites and place on their marketing materials.

10. The two Finalists of the 2020 NCA Origin Charity of the Year Award will be recognized on the NCA Coffee Gives Back Program Showcase web page.

C. **AWARD KEY DATES/DEADLINES**

1. **Monday, December 9, 2019:** Deadline to submit Sections I and II of the NCA Gives Back Program Application to be considered for the 2020 NCA Origin Charity of the Year Award.

2. **Friday, March 6, 2020:** Award Ceremony during the Opening General Session of the 2020 NCA Annual Convention, JW Marriot Austin, March 5-7, 2020, Austin, TX

D. **JUDGES AND AWARD CRITERIA**

1. The NCA Origin Charity of the Year Award Judges will consist of members of the NCA Board of Directors’ External Member Relations Committee and additional Judges as may be designated by the NCA at its sole discretion.

2. The 2020 NCA Origin Charity of the Year Award Winner, as well as the two Finalists, will be confirmed by the NCA Board of Directors, based upon the recommendation of the Judges.

3. Awards will be bestowed based upon the Judges’ evaluations of each organization’s:
   - Organization’s Mission & Vision
   - Organization’s Financial Stewardship
   - Organization’s Governance & Transparency
   - Programs’ Goals & Objectives
   - Programs’ Challenges
   - Programs’ Results and Long-Term Impact
   - Organization’s Marketing, Public Relations, and Communications

E. **AWARD PROCESS AND NOTIFICATION**

1. **PROCESS**
   a. To be considered for the 2020 NCA Origin Charity of the Year Award, applicants must meet the 2020 NCA Origin Charity of the Year Award eligibility requirements and application deadline outlined above.
   b. The Judges will score eligible applicants based upon the criteria outlined above.
c. The 2020 NCA Origin Charity of the Year Award Winner and two Finalists will be determined based on the Judges’ aggregated scores and the Judges’ deliberation and consensus.

d. The 2020 NCA Origin Charity of the Year Award Winner and the two Finalists will be confirmed by the NCA Board of Directors.

e. The Judges may decide not to give the 2020 NCA Origin Charity of the Year Award if, in its sole discretion, the judging criteria are not met by any applicant.

2. **NOTIFICATION**

   a. The 2020 NCA Origin Charity of the Year Award Winner and Finalists will be notified on or about the beginning of January 2020.

   b. The 2020 NCA Origin Charity of the Year Award Winner will be asked to provide promotional photography and short video testimonials for the award presentation.

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

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J. **NCA PRIVACY POLICY**  
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