



## **THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE & AWARD TERMS & CONDITIONS**

### **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, exporters/importers, wholesalers/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 2023 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 2023 NCA Origin Charity of the Year Award Winner will receive one complimentary registration to attend the 2023 NCA Annual Convention, the premier event for the U.S. coffee industry, which will be held March 9-11, 2023.

# **THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE 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) Public Charity IRS status or its international equivalent.
3. The NCA Coffee Gives Back Charity 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 Charity Showcase and submit additional information to be considered for the 2023 NCA Origin Charity of the Year Award. NCA Membership is not a criterion for the NCA Coffee Gives Back Charity Showcase and Award and will not be used as an evaluative criterion in judging the applicants for the 2023 NCA Origin Charity of the Year Award.

## **B. NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE BENEFITS**

1. Featured on a dedicated web page on the NCA website, which will include a link to the charitable organization’s website home page.
2. Promotion through NCA communications channels.
3. Exclusive use of the NCA Coffee Gives Back Charity Showcase logo.
4. The opportunity to be considered for the 2023 NCA Origin Charity of the Year Award.  
**PLEASE NOTE: Additional information is required to be considered for the 2023 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 Charity Showcase.
  - **Section II:** Additional information required **by Friday, December 16, 2022**, to be considered for the 2023 NCA Origin Charity of the Year Award.

### **PLEASE NOTE:**

- Showcase applications are accepted on a rolling basis. However, if you wish to be considered for the 2023 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 16, 2022.**

- Application must be in English and financial statements in any language other than English must include English translations.

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

#### **D. APPLICATION NOTIFICATION AND PROGRAM PERIOD**

1. Charitable organizations accepted to the NCA Coffee Gives Back Charity Showcase will be notified by email.
2. Participation in the NCA Coffee Gives Back Charity Showcase is annual and will commence on the date of acceptance.
3. Before the expiration of the one-year period, current participants in the NCA Coffee Gives Back Charity 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 Program Application.
4. Charitable organizations may request to be removed from the NCA Coffee Gives Back Charity Showcase at any time.
5. The NCA reserves the right to end the NCA Coffee Gives Back Charity Showcase and the NCA Origin Charity of the Year Award at any time and without notice.
6. The NCA reserves the right to remove a charitable organization from the NCA Coffee Gives Back Charity Showcase, at NCA's sole discretion. A charitable organization removed from the NCA Coffee Gives Back Charity 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 Charity 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 ([www.ncausa.org](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 Charity 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 Charity Showcase on the NCA website, at the 2023 NCA Annual Convention, on the 2023 NCA Annual Convention app, and in NCA digital, social, and print communications.

**G. REMOVAL AND REVOCATION OF THE NCA COFFEE GIVES BACK PROGRAM CHARITY SHOWCASE AND ORIGIN 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 is 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**

[Click here to view the most recent Privacy Policy.](#)

**J. QUESTIONS**

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**THE NCA COFFEE GIVES BACK PROGRAM**  
**2023 ORIGIN CHARITY OF THE YEAR AWARD**  
**TERMS & CONDITIONS**

**A. ELIGIBILITY REQUIREMENTS**

1. Applicants must be a participant in the NCA Coffee Gives Back Charity Showcase.
2. 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.
3. Eligible organizations must have 501(c)(3) Public Charity IRS status or its international equivalent.
4. Current and new NCA Coffee Gives Back Charity 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 16, 2022**, to be considered for the 2023 NCA Origin Charity of the Year Award.
5. Subject to availability and the final 2023 NCA Annual Convention program, an employee or representative of the winning coffee-related charitable organization can be present at the NCA Annual Convention, which will be held March 9-11, 2023, to accept the Award.
6. 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 2023 could not repeat until the year 2027).

**B. AWARD AND BENEFITS**

1. The winning coffee-related charitable organization will receive one complimentary registration to attend the 2023 NCA Annual Convention and airfare, hotel, and incidental expenses to attend the 2023 NCA Annual Convention in accordance with the NCA Travel Policy, not to exceed \$5,000.
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 2023 NCA Annual Convention.
3. The winning coffee-related charitable organization will be awarded a plaque at the 2023 NCA Annual Convention.
4. A portion of the proceeds from the 2023 Coffee Gives Back - Step N' Serve Challenge taking place at the 2023 NCA Annual Convention will be donated to the 2023 NCA Origin Charity of the Year Award Winner.

5. The winning coffee-related charitable organization has the option to have a complimentary exhibit table-top and one complimentary exhibit registration at the 2023 NCA Annual Convention<sup>1</sup>
6. 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.
7. The winning coffee-related charitable organization will receive an “NCA Origin Charity of the Year Award Winner 2023” logo to display on its website and place on its marketing materials.
8. The winning coffee-related charitable organization will gain additional recognition among its peers through profiles on the NCA’s website, blog, and social media.
9. The 2023 NCA Origin Charity of the Year Award Winner and two Finalists will be announced in an NCA media release.
10. The two Finalists of the 2023 NCA Origin Charity of the Year Award will receive an “NCA Origin Charity of the Year Finalist 2023” logo to display on their websites and place on their marketing materials.
11. The two Finalists of the 2023 NCA Origin Charity of the Year Award will be recognized on the NCA Coffee Gives Back Program Showcase web page.
12. Further details will be communicated to the 2023 NCA Origin Charity of the Year Award before the Convention.

**C. AWARD KEY DATES/DEADLINES**

1. **Friday, December 16, 2022:** Deadline to submit Sections I and II of the NCA Gives Back Program Application to be considered for the 2023 NCA Origin Charity of the Year Award.
2. **Friday, March 10, 2023:** Awards Presentations during the Opening General Session of the 2023 NCA Annual Convention.

**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 and additional Judges as may be designated by the NCA at its sole discretion.
2. The 2023 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:
  - Mission & Vision
  - Financial Stewardship

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<sup>1</sup> 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.

- Governance & Transparency
- Programs' Goals & Objectives
- Programs' Challenges
- Programs' Results and Long-Term Impact

**E. AWARD PROCESS AND NOTIFICATION**

**1. PROCESS**

- To be considered for the 2023 NCA Origin Charity of the Year Award, applicants must meet the 2023 NCA Origin Charity of the Year Award eligibility requirements and application deadline outlined above.
- The Judges will score eligible applicants based on the criteria outlined above.
- The 2023 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.
- The 2023 NCA Origin Charity of the Year Award Winner and the two Finalists will be confirmed by the NCA Board of Directors.
- The Judges may decide not to give the 2023 NCA Origin Charity of the Year Award if, in their sole discretion, the judging criteria are not met by any applicant.
- The Judges may decide not to bestow Finalist recognition if, in their sole discretion, the judging criteria are not met by any applicant.

**2. NOTIFICATION**

- The 2023 NCA Origin Charity of the Year Award Winner and Finalists will be notified on or about January 31, 2023.
- The 2023 NCA Origin Charity of the Year Award Winner will be asked to provide promotional photography and short video testimonials for the award presentation.
- Further details will be communicated to the winning coffee-related charitable organization before the Convention.

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

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