



Gaming 4 Coffee

Campaign Guide

FOOD 4 FARMERS



Coffee farmers and coffee are in danger:

80% of coffee is produced by small-holder coffee farmers. Millions of these coffee farmers, who depend on their commodity crop, struggle to put food on their tables every year. Volatile and low market prices for coffee (averaging \$1/lb), the rising costs of farming sustainably, and the impacts of climate change and the Covid-19 pandemic have all made it extremely difficult for coffee farmers to support their families on coffee income alone, averaging \$1500 a year per family of 5. As a result, **they face 5-8 months of seasonal hunger every year.**

In an effort to feed their families, coffee farmers are abandoning their farms and emigrating to other countries in search of work. Their children are often refusing to take up the family coffee business. **Without them, coffee will disappear.**

About Food 4 Farmers:

Based in Burlington, Vermont, Food 4 Farmers was founded in 2011 to **combat the “thin months” of food insecurity in the coffeelands.** We believe that every family should have access to nutritious food every day.

That’s why we partner with coffee farmers, their families, and coffee cooperatives to **build thriving local food hubs, diversify family income, and promote sustainable farming practices that strengthen biodiversity and ecosystem resiliency** throughout Latin America. We help develop local community-led strategies that address the root causes of food insecurity, providing the tools, knowledge, and resources needed to ensure that coffee farmers can feed their families all year long. We currently partner with 6 coffee cooperatives in Latin America to support more than 1,500 families.

Cultivating a food-secure future for coffee-farming families.



About the Gaming 4 Coffee Campaign:

Food 4 Farmers reaches out into the world of the coffee industry and its patrons to find supporters, but our Operations Manager is an avid gamer, and she knows that coffee and gaming go together like a crafting table and a pickaxe. So we are now reaching out into the world of the gaming industry and its patrons, which is full of coffee lovers because **coffee is gaming fuel!**

Imagine a world where all coffee-loving gamers pledged to support small-holder coffee farmers worldwide and **help us break the cycle of seasonal hunger and save coffee!**

During these uncertain times, join us in raising funds to support Food 4 Farmers critical food security programs.

Join the Gamers 4 Coffee campaign and reimagine a world built upon shared humanity and radical generosity.

Together, we can cultivate a food-secure future for coffee farming communities, ensuring they have access to nutritious food all year long, and we continue to have access to coffee!

Join us in supporting the farming families that bring us good coffee everyday!

WAYS TO PARTICIPATE

Join coffee-loving gamers from around the country in supporting a food secure future for coffee-farming families by participating in the Food 4 Farmers **Gaming 4 Coffee Campaign to End Hunger in the Coffeelands!**

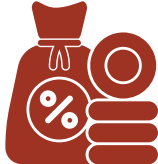
Choose the participation level that works best for your business.



Do a one time stream for Food 4 Farmers using our Twitch or Streamlabs charity accounts.



Do several streams throughout the year for Food 4 Farmers using our Twitch or Streamlabs charity accounts.



Donate a percentage of your streaming donations to Food 4 Farmers through our donation form on our website or through our Twitch or Streamlabs charity accounts.



Organize a gaming tournament and donate the proceeds through our Twitch or Streamlabs charity accounts.



Ask your subscribers to donate \$1 to Food 4 Farmers through our Twitch or Streamlabs charity accounts when you stream.



Put a Food 4 Farmers donation button in your streaming and social media accounts.

HOW WE WILL SUPPORT YOU

We will set you up for success!

We'll provide you with co-branded marketing materials and social media posts to promote your participation in the campaign and your support of coffee farmers.



Display digital materials declaring you are proud to support coffee farming families! We'll provide you with the digital files to upload to your streaming and social media accounts.



We'll provide you with digital files to customize our donation button on your streaming accounts and social media.



Spread the word across your streaming and social media channels! We'll provide streaming and social media templates for a quick and easy post.

Food 4 Farmers will highlight all participating streamers in our newsletter, on our website, in press releases, across our social media channels, and in our Annual Report!



Let's Connect!

Contact us at:

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www.food4farmers.org

Scan to Donate Today!



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