



2008 Report to the Community

Mission: Socially Conscious Coffee® (SCC)
is a nonprofit organization that creates sustainable prosperity
with coffee harvesters, their families and their communities
through education, health care and environmental stewardship.

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Letter to the Community

You and I are helping to change a corner of the world where hard-working coffee harvesters struggle to raise families and put food on the table. This is happening through the many contributions from roasters, coffee shops owners and consumers. When I compare my childhood and upbringing to that of the many children in Encruzilhada, I realize the stark realities that confront the harvesters as parents who want to provide a better life for their children.

I grew up in a family that, because of my parents' creative budget-stretching ability, managed to make their dream of providing their children with a high quality primary education. We were lucky: we had enough to eat and could see a doctor whenever necessary. I contrast my family and upbringing with the coffee harvesting families around the world, who cannot scrimp or sacrifice enough to allow themselves to even dream about providing their children with a high quality education. Harvesters' children are constantly at risk for malnutrition, water borne illness, and are unable to see a doctor. Add to this a scenario in Brazil which the government acknowledges there are limited public school opportunities for the rural poor. Parents in this part of the world are all but powerless to give their children an excellent education as well as a life free from poverty, illness and hunger.

Thanks to your help, these families are benefit from our attention. Socially Conscious Coffee funds have ensured that about 65 children regularly attend Centro Rural Educafé school, receive an excellent education, eat daily meals, don school uniforms, and take transportation to and from school. Children and their families are improving their health and learning how to sustain good health. Since 2005, SCC has progressively introduced more programs in both the children's school curriculum and at the Community Center. The 2005 curriculum focused on health and hygiene education; in 2006, food safety and nutrition; 2007, water sanitation and water-borne illness prevention. And in 2008, classes centered on environmental awareness and stewardship. The capstone project was a community-wide environmental sustainability fair which attracted visitors such as local bank employees, members from nearby Rotary Clubs, as well as university staff and students who came to learn from our students about environmental issues.

Continuing a program begun in 2007, children of the Educafé not only receive medical care but free dental care as well. Last but certainly not least, our positive parenting education continues and has been joyously received and adopted, replacing physical discipline with new tools so that the children can learn and grow in positive and loving ways.

We excitedly look forward to next year. Thank you for being an essential part of our journey!

Gratefully,

Stephanie Palm Neves
Executive Director and Founder

Patricia's story

When third grader Patricia came to Educafé in 2005, she was malnourished, shy and could not pay attention in class. Now, three years later, Patricia is healthier and attends school regularly.



Education

Upon opening in 2005, Centro Rural Educafé school and community center in Encruzilhada, Bahia, has educated more than 120 children and adults. The four teachers employed in our program teach primary education classes. Four daytime classrooms serve children who once were unable to regularly attend classes and who very frequently ate only one meal a day.

Once enrolled in our school, children have high attendance. We find that the primary reason for leaving school is caused by changes in parents' employment which necessitates a move for the family.

Upon graduation, sixteen of our students are continuing their education by enrolling in the nearest public middle school. We are pleased to say that Educafé students have more advanced skills than their public school peers.

Our school is truly changing lives. The teachers' day to day work holds the promise of a brighter future for some of the world's most overlooked children. These kids come from hardworking families who are unable to afford even basic necessities, never mind a quality education. Poverty among coffee harvesters and their families is such that no amount of cutting corners and skimping in the family budget would ever bring the dream of a quality education close to achievable.

With your help, coffee harvesters' families are receiving a high quality education which includes learning lifelong skills which will sustain themselves and their community for a life time.

According to our statistics, 80% of our students did not attend classes regularly prior to enrollment in our school.

Our current enrollment is 60 children ranging in age from 5-13.

There once illiteracy was rampant, Educafé is changing the demographics of this region, population 40,000.

Healthcare

Part of our mission provides for healthcare education and support. After Educafé school, the building serves as a community center. In 2008, we saw both the men's and women's associations begin asking for parenting instruction. They wanted to discuss child-rearing, discipline, and learning positive ways to teach and raise their children.

The hard-working parents of Educafé are personally vested in raising their children using the lessons learned by providing loving guidance in their own families as well as a concern for nurturing all the children in the community. Men and women alike all have said they wanted to lead an effort to improve the lives of abused children in Brazil. This is a theme that will re-occur in 2009.

“It’s hard for me to admit that I was like that before this,” she said, “but now that I know how to teach my children with love, I wanted to tell you about all the love and happiness [the parenting education] created in our house.”

“My daughter came up to me and hugged me and said, ‘Mommy, you don’t hit us anymore and you’re not mean to us. You are so kind to us now.’”



Students and the new cistern

To tell this story, we must go back to the year 2006 when Mr. John Inman, a Rotarian, travelled to Encruzilhada to see the school for himself. John and a Rotary Service Team conducted a water assessment at that time. John of Inman Interwest, Inc. made a personal donation which paid for a water well to serve the school and nearby families. Ms. Sheri Beattie, a member of the team, arranged for her Rotary

Environment

club to donate the water filters used by the families in their home.

In 2008, Educafé was able to build the water system and cistern to provide safe, clean water. The well is located behind the Educafé building and the cistern is located on the roof of the building.

“Tracy Brito Ribeiro Oliveira, the vice-director of the Educafé and fourth grade teacher, showed me two bottles of mineral water, said Stephanie Palm Neves, founder of Socially Conscious Coffee. “One was purchased mineral water and one was filled water from the cistern. They were both so clear I couldn’t tell the difference. The children are drinking much more water now and stomach aches have decreased dramatically.”

The water used to be brown in rainy season and yellow under the best of conditions.

Heritage and Celebrating Festa Junina

The community in Encruzilhada, which lies in Bahia and borders Minas Gerais, celebrates Festa Junina during the winter solstice, June 20th.

In the Brazilian northeast, these country festivals are extremely popular. The festival celebrates rural life featuring typical clothing, food, country music and dance. In the folk dance tradition, couples form around a mock wedding where the bride and groom are the central attraction. Male dancers dress in suspenders and large straw hats; females wear pigtails, freckles, painted gap teeth and red-checkered dresses.

This tradition was introduced in the country during the colonial Portuguese period (1500-1822) and coincides with the corn harvest, St. John's Day and Midsummer in Europe.

Two friends, Fabilene and Ilana, dress up for the party.





Where is Encruzilhada? Located in the state of Bahia near the border of Minas Gerais.

Financial Information FY 2008

Revenue		Expenses	
Contributions	\$87,583.00	Program Service	\$83,817.00
Government Grants	0.00	Admin. Mgmt. General	691.00
Program Service	0.00	Fundraising	1820.00
Investments	0.00	Payments to Affiliates	0.00
Special Events	0.00	Other expenses	0.00
Sales	0.00		
Other	0.00		
Total Revenue	\$87,583.00	Total Expenses	\$86,328.00

Forward Looking Statement

Socially Conscious Coffee is so excited about the accomplishments of the men and women. The active participation of the coffee harvesters families in program development has shaped our contributions. We applied resources to areas where aid was most needed. The associations of coffee harvesters, their wives and Socially Conscious Coffee are transforming lives and communities together. The excitement for new projects such as environmental stewardship and positive parenting education is contagious. Working together with the families and community leaders, and with support from friends like you, we are making the world a better place for hundreds and

Picture of Centro Rural Educafé



“Thank you and we look forward to continuing our journey together in 2009!”

Stephanie Palm Neves
Executive Director



List of Donors



Contributors:

Peaberry Coffee

Stone Creek Coffee

Peter Snyder

Christopher and Elisa Palm

Sheri Beattie

Café Richesse

Vail Mountain Coffee and Tea

Inman Interwest

Dilworth Coffee

J&M Auto Sales

Village Roaster

Paulo and Peggy Neves

Karen and Rick Palm

Alice Riley

Brighton Early Rotary Club

John Haddon

Laura Denman

St. Peter's Episcopal Church in Fort Collins

Espresso di Cincotta

Leonard Rice Engineers

Luiz Neves

Aaron Lebovic

Thank-you

Children in the grade 4 classroom
at the Centro Rural Educafé.

