



The Impact of
Sharing Great Coffee

IMPACT REPORT

2025



FAIRWAVE

SPECIALTY COFFEE COLLECTIVE

EVERY PERSON AND EVERY ORGANIZATION HAS AN IMPACT.

The question is what we do with that impact. At FairWave, we believe we can make the biggest difference by working together.

FairWave Specialty Coffee Collective brings together local specialty coffee brands that are deeply rooted in their communities. Each brand within the Collective has its own unique voice and culture. “That individuality is what makes each brand truly special,” says Isaac Hodges, President of Growth at FairWave.

As FairWave’s VP of Sales Ken Revenaugh puts it, “the Collective is purposefully inefficient,” standardizing only what’s essential while protecting the unique culture that defines each brand. This ethos touches everything from drink menus to visual branding. Says Brandon Wilson, Collective Creative Director, “Our role as a design team is to protect and strengthen each brand’s distinct point of view.”

The Collective handles behind-the-scenes needs like payroll and HR, so each brand can focus on what matters most: sharing great specialty coffee.

Specialty coffee takes its name from the quality designation awarded to coffees scoring 80 points or higher. But beyond that, specialty coffee is a mindset – one that prioritizes quality, long-term relationships, and better prices for producers. “Specialty coffee isn’t a product, but a belief,” says Trevor Clark, Director of Marketing at Black & White Coffee Roasters. “It requires a commitment by producers, roasters, and baristas to pursue quality—not just in flavor, but in premium prices for



producers and meaningful experiences in cafés.”

Taylor Murphy-Dyer, Customer Engagement & Events Manager for FairWave, notes, “Specialty coffee is a culture shaped by every community along the supply chain. While it doesn’t claim to fix everything, it offers a more intentional way forward—one rooted in respect, humility, and doing the best we can with the access we have.”



This is where FairWave's impact is strongest. As we grow, so does our ability to improve the lives of our people, our partners across the coffee supply chain, and the communities we serve. Team members grow into new roles across brands. Brands share knowledge, resources, and best practices. Our partners at origin support us by supplying incredible green coffee, and we support them by paying well above market standard. We grow together through initiatives like Spyhouse Coffee's Gender Equity Project, which supports women's causes in Minneapolis and all over Guatemala.

At the heart of it all is our customer. We do it all to share great coffee with you, long into the future.

EVERY PERSON
MATTERS. EVERY
PERSON HAS AN
IMPACT. AT FAIRWAVE,
WE BELIEVE THE
BEST WAY TO GROW
THAT IMPACT IS BY
WORKING TOGETHER.

2020

The
ROASTERIE
COFFEE COMPANY

MESSENGER
COFFEE CO

IBIS
BAKERY

COFFEE GARAGE
FILLING STATION
KANSAS CITY

BLACK DOG
— EST. 2005 —
COFFEEHOUSE

2021

SPYHOUSE
COFFEE ROASTERS

2022

ESTABLISHED '93
UP COFFEE
ORGANIC
MPLS

2023

COFFEE
A
ANODYNE
CO

FOLLY

2024

HUGO TEA
DIRECT AND MASTERFUL

CEREMONY
COFFEE ROASTERS

2025

B&W

BETTER TOGETHER: THE BRANDS OF FAIRWAVE



AT ITS BEST,
BARISTA CRAFT
MEANS CREATING
DRINKS THAT
TELL STORIES.

We share these stories by sharing unique drinks with our communities. Across FairWave, each brand empowers baristas to develop their own innovative, story-rich signature beverages, and introduces a slew of barista-created drinks to menus each season.

As Coffee Lead at Spyhouse Coffee's St. Paul location in Minneapolis, Avery Phipps collaborated with Indigenous Food Lab (IFL) in 2024 to craft a drink with ingredients from various Indigenous cuisines. The HearthFire Mocha, featuring balsam fir, chile de árbol, and cacao, yielded a complex cup of warmth topped with spiced whipped cream.

"Part of our mission is to educate people," shared IFL General Manager Jason Garcia in a 2024 blog post by Native American Traditional Indigenous Food Systems. "To help open people's eyes to Indigenous food products. This collaboration puts our work in front of more eyes."

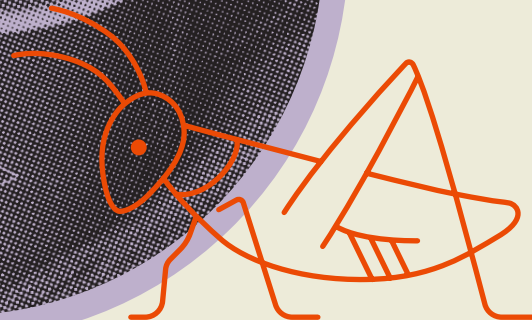
PASSION
STORIES

BARISTA CRAFT
AND INNOVATION



At Black Dog Coffeehouse in Lenexa, KS, Ezra Martinez-Haskins created an instant hit with their Borboleta, a Brazilian cherry limeade. Martinez-Haskins, Coffee Lead at Black Dog, first made the drink to cheer up a Brazilian friend. From there, they collaborated with their aunts and managers to develop it into a café-friendly recipe. "Everyone loved it!" Martinez-Haskins reports. "That success gave me the courage to push the boundaries on our seasonal menu to get the best drinks."

Black Dog General Manager Anthony Silva's cricket powder mocha, the Chocolate Chirp? Nutty, chocolatey, shockingly delicious. To keep the texture silky, Silva created a cricket simple syrup rather than flavoring the drink with a powder. Even though the Chocolate Chirp was out of the ordinary, Silva's customers trusted him enough to try it, and it blew them away. "We had a few people who would get it 4 or 5 times a week during that season," he recalls.



CELEBRATING COFFEE CRAFT ON THE COMPETITION STAGE

US Coffee Championships (USCC) play a meaningful role in shaping the specialty coffee community by bringing together coffee professionals across a variety of roles and disciplines to test their skills, share ideas, and build new connections.

FairWave is proud to support USCC by hosting competitions and uplifting the incredible coffee professionals who show up to compete, judge, volunteer,

“WE DON'T KEEP THAT INFORMATION TO OURSELVES. WE BRING IT BACK, SHARE IT, AND EVERYONE AROUND US GROWS.”

and cheer from the crowd. That energy of competition continues long after the award ceremonies. FairWave team members return from USCC with fresh ideas and an even stronger peer and professional support network.

“Competition forces people to learn a lot of new information,” notes Taylor Murphy-Dyer, FairWave’s Customer Engagement & Events Manager. “We don’t keep that information to ourselves. We bring it back, share it, and everyone around us grows.”



A FEW HIGHLIGHTS: BARISTA CRAFT IN ACTION

HOW WE SHOWED UP FOR US COFFEE CHAMPS (USCC) 2023 - 2025

38

VOLUNTEERS
AND JUDGES
SUPPORTED

9

COMPETITORS
SUPPORTED

6

COMPETITORS
PLACED

THESE BRANDS HOSTED
USCC EVENTS AS PART
OF THE COLLECTIVE:

SPYHOUSE
COFFEE ROASTERS

MESSENGER
COFFEE CO

The
ROASTERIE
COFFEE COMPANY

OUR PEOPLE, BY THE NUMBERS

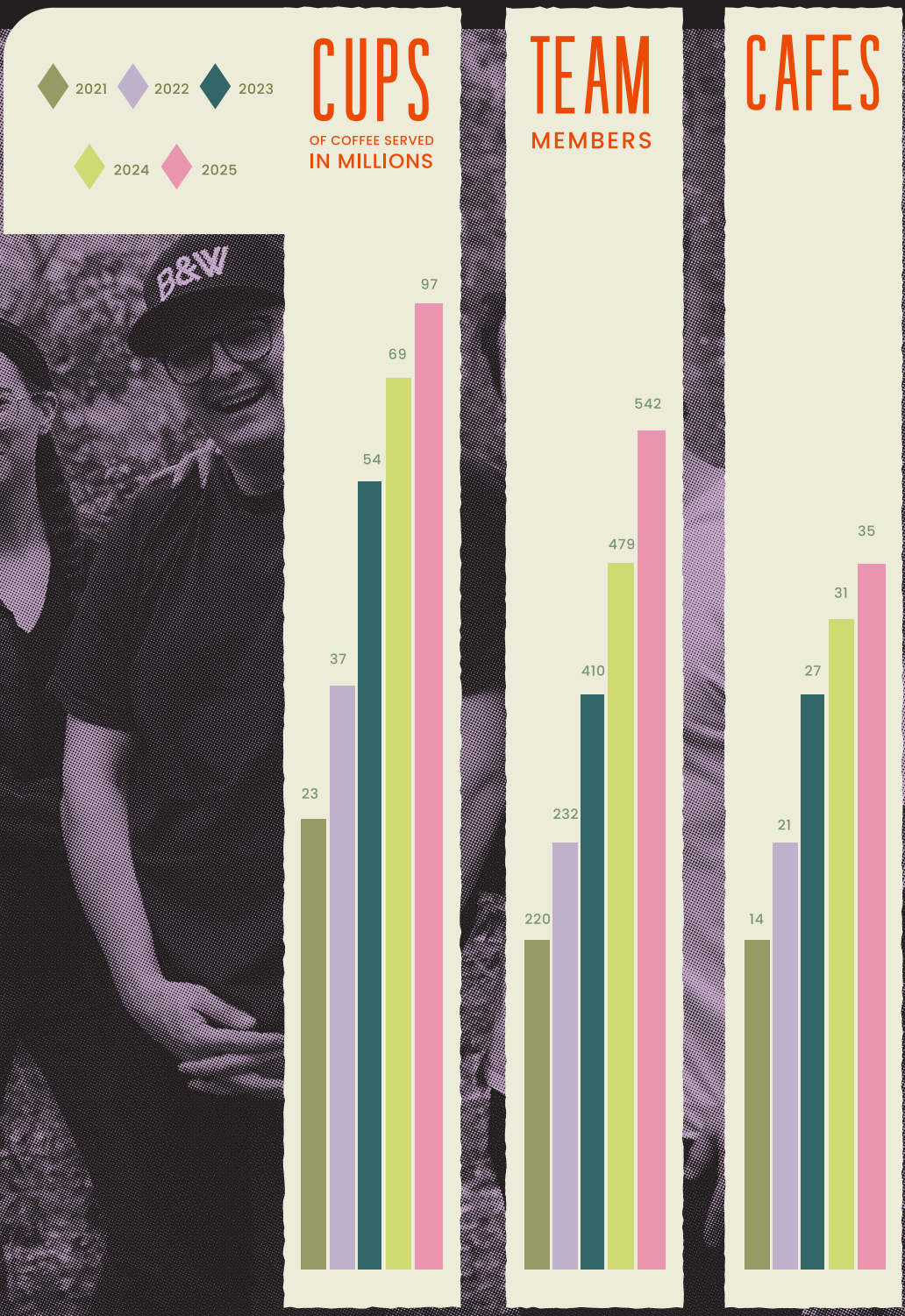
FAIRWAVE SPECIALTY COFFEE COLLECTIVE IS MADE UP OF



531

INCREDIBLE HUMANS

OUR PEOPLE ARE THE HEART OF FAIRWAVE. ACROSS CAFÉS, ROASTERIES, AND SUPPORT TEAMS, WE'RE POWERED BY INDIVIDUALS WHO BRING CRAFT, CARE, AND CREATIVITY TO THE WORK WE DO EVERY DAY.



TEAM MEMBERS UTILIZING —

62%

OF OUR TEAM MEMBERS ARE

GEN Z

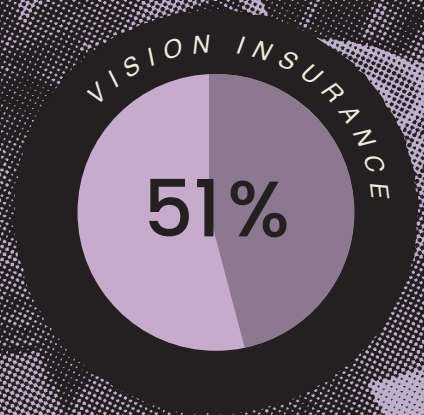
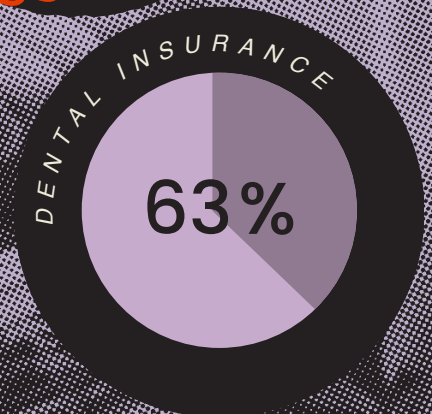
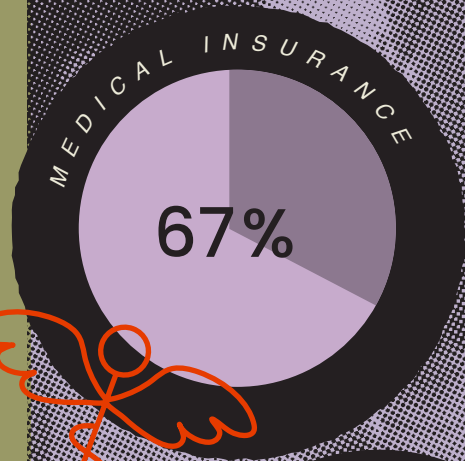
IN 2025 WE HAD A

34% INCREASE

IN GEN Z HIRES.



IN EVERY
9 COLLECTIVE
MEMBERS
GOT A PROMOTION



308

COLLECTIVE MEMBERS
ARE PARTICIPATING

IN OUR 401K

WITH AN EMPLOYER MATCH!



10%

OF OUR TEAM MEMBERS
UTILIZED OUR FREE
MENTAL HEALTHCARE
BENEFIT

294

COLLECTIVE MEMBERS
ARE SIGNED UP FOR
BASIC LIFE INSURANCE
THAT IS 100%
EMPLOYER PAID

BETWEEN
2023 + 2025

WE SAW A 450%

INCREASE IN COLLECTIVE
MEMBERS UTILIZING PAID
PARENTAL LEAVE BENEFIT

*DID YOU KNOW? NATIONWIDE, ONLY 16% OF
SERVICE WORKERS HAVE ACCESS TO PAID PARENTAL
LEAVE. WE ARE PROUD TO SUPPORT OUR TEAM MEMBERS
AND THEIR FAMILIES WITH THIS BENEFIT.*

BETWEEN 2022 AND 2025, THE NUMBER OF MEMBERS IN OUR COLLECTIVE INCREASED BY 60% AND THE NUMBER OF CAFES GREW BY 67%. THIS HAS ALLOWED US TO SHARE 166% MORE DELICIOUS CUPS OF LOCALLY ROASTED SPECIALTY COFFEE WITH DEVOTED CUSTOMERS ACROSS THE US.

HOW WE BUY COFFEE

WE PURCHASED DELICIOUS COFFEES FROM INCREDIBLE PARTNERS IN THESE COUNTRIES (MAP MARKED WITH KEY ORIGIN PARTNERS):



Coffee farmers deserve a sustainable income, but low market prices make that difficult. FairWave Specialty Coffee Collective works to improve that balance through a foundational truth: we are better together.

FairWave's aggregate average FOB price in 2025 was \$3.80 per pound — well above industry standards. But our buying philosophy does not stop at price. How we buy coffee is just as important. Each FairWave brand maintains its unique identity while multiple roasteries share coffee purchasing, buying far more from producers than any single brand could alone. "Instead of just one company buying a few bags, we can work as a group and help a farmer cover their harvest for the year," says Joe Marrocco, VP of Coffee for FairWave.

For farmers, that volume matters. Selling an entire harvest rather than just a few bags brings stability. Because the Collective represents a diverse range of roasting styles, FairWave can purchase multiple grades of coffee from the same

producers. "We consolidate the different grades into the same shipment," explains Inwook Park, Director of Quality Control and Sensory Analysis for FairWave. "I believe this approach not only improves our logistical efficiency but also creates a greater, more meaningful impact in the producers' community."

FairWave works with smaller, community-rooted exporters and co-ops who hold long-standing farmer relationships.

"People who are deeply connected to their communities invest more in quality and long-term relationships," Marrocco continues. "That shows up in the coffee." "We like to work with the real people behind the coffees we love," adds Park.

As the Collective grows, our buying grows with it — and we return to the same partners year after year. Since

2021, FairWave has increased our coffee purchasing yearly, more than quadrupling total volume in just five years. In 2025 alone, FairWave purchased roughly 3.4 million pounds of green (unroasted) coffee. "Long-term relationships mean better consistency and dependability," explains Marrocco. "They can rely on us and we can rely on them."

Our approach put simply: buy together, choose partners thoughtfully, develop long-term relationships, and pay well — always. This doesn't solve coffee's systemic challenges overnight, but it shows what's possible when many coffee brands work together year after year, harvest after harvest. This brings back home our foundational truth: we are better together.



METHODOLOGY

THIS COFFEE PRICING DATA SHOWS THE PRICES FAIRWAVE PAID FOR GREEN COFFEE IN 2025. THE METHODOLOGY FOR THIS REPORT IS DESIGNED TO ENSURE THE DATA PRESENTED IS CONSISTENT AND VERIFIABLE.

What is FOB?

All reported prices use Free on Board (FOB) pricing. FOB represents the value of coffee at the point it leaves the country of origin and includes the price paid to the farmer (farmgate price), processing costs, and export and logistics costs up to the point of shipment. FOB is an industry-standard benchmark used by Fairtrade International and many impact reports. However, FOB should not be interpreted as the price paid to the farmer. Farmgate pricing is difficult to access and varies widely by country, currency, processing method, and unit of sale, making it nearly impossible to consistently verify or compare across origins. While imperfect, FOB provides a more consistent and comparable benchmark.

Our Data Inclusion Criteria

We included 2025 purchasing data from all FairWave brands that were a part of the Collective as of January 1, 2025. Our data was gathered primarily through direct FOB pricing shared transparently by import partners. 2% of the FOB prices were conservatively estimated by our buying team. Roughly 20% of FairWave's total purchasing volume was excluded due to lack of transparent FOB pricing, including some spot-market purchases where pricing structures

are proprietary. Importantly, the excluded coffees are known to be equal to or higher-priced than included coffees – meaning their exclusion makes FairWave's reported averages slightly lower. The remaining dataset represents 80% of FairWave's total green coffee volume for the reporting year of 2025.

Verification

All data has been fact-checked by an independent third party. FOB prices are based on information provided by long-standing import and export partners with whom FairWave has direct relationships. Any non-transparent supply chains were intentionally excluded from the dataset.

IN 2025—

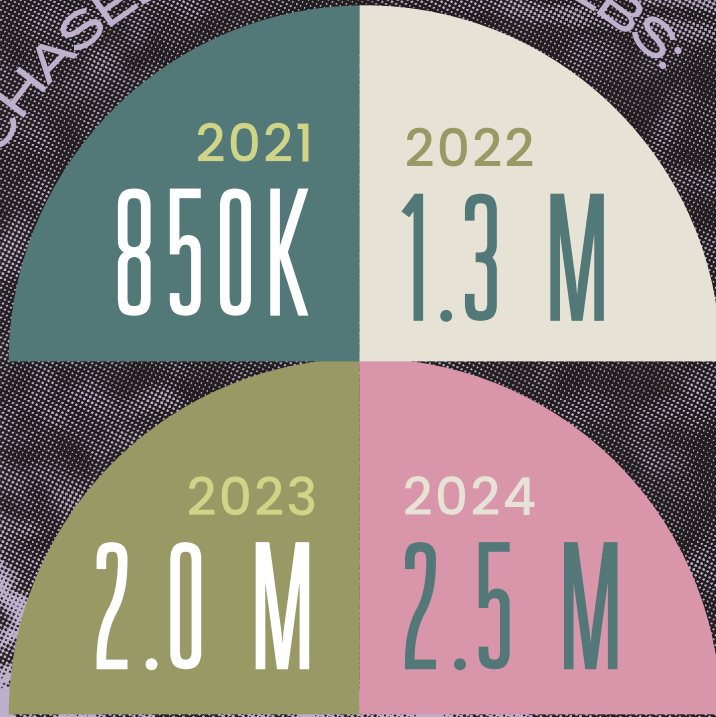
We bought
3,395,941 lbs of
coffees from 35
farm groups in 13
countries.

◆ Brazil (SMC) ◆ Burundi (JNP) ◆ Colombia (Clear Path, Coocentral, Lohas Beans) ◆ Costa Rica
◆ El Salvador ◆ Ethiopia (Diligent Green) ◆ Guatemala (Codech, Los Volcanes)
◆ Honduras (San Vicente, Comsa) ◆ Myanmar ◆ Peru (Elevafinca) ◆ Rwanda (Higa Coffee)
◆ Sumatra ◆ Venezuela

Myanmar ◆
Ethiopia ◆
Uganda ◆
Rwanda ◆
Burundi ◆
Kenya ◆
Sumatra ◆

YEAR OVER YEAR,
WE GROW OUR IMPACT

COFFEE PURCHASED PER YEAR, IN LBS.



FAIRWAVE AVERAGE FOB PRICE:

\$3.80

BENCHMARK

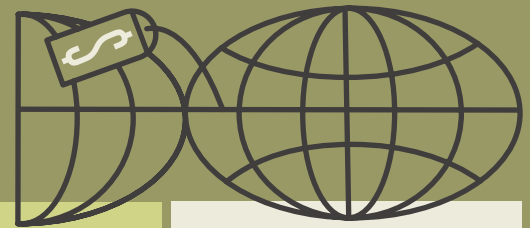
HERE'S HOW WE STACK UP AGAINST KEY INDUSTRY BENCHMARKS

FAIRTRADE MINIMUM PRICE (FMP)

Processing Method	Fairtrade Min Price*	FairWave Avg price	FairWave % Above Benchmark
CONVENTIONAL WASHED	\$2.00	\$3.81	90.5% +
CONVENTIONAL NATURAL	\$1.95	\$3.73	91.3% +
ORGANIC WASHED	\$2.40	\$3.99	66.3% +
ORGANIC NATURAL	\$2.35	\$4.58	94.9% +

*Fairtrade Minimum Price (FMP) is the minimum price that must be paid to the producer in order for a coffee to be eligible for Fairtrade Certification. FMP data current as of 01/09/2026.

FAIRTRADE LIVING INCOME REFERENCE PRICE (LIRP)



Country	Fairtrade Living Income Reference Price	FairWave Avg FOB price (By Country)	FairWave FOB Price % Above Benchmark
COLOMBIA (CONVENTIONAL)	\$2.68	\$3.73	39.2% +
COLOMBIA (ORGANIC)	\$2.61	\$3.76	44.1% +
ETHIOPIA (FOREST) (ORGANIC)	\$1.81	\$4.21	132.6% +
ETHIOPIA (GARDEN) (ORGANIC)	\$2.38	\$4.21	76.9% +
PERU (ORGANIC)	\$1.29	\$4.23	227.9% +
RWANDA (ORGANIC)	\$2.21	\$4.76	115.4% +

This table compares FairWave's 2025 average FOB price to the Fairtrade Living Income Reference Price (LIRP) by country. Fairtrade's Living Income Reference Prices are prices that would allow a typical smallholder household to earn a living income from coffee farming.

The LIRP includes prices for both organic and conventional coffees. For the countries where we purchased both organic and conventional coffees, the table compares our prices to both benchmarks. For the countries where we only purchased either organic or conventional - not both - the table compares our data to the appropriate benchmark. Fairtrade did not present LIRP data for the following countries that FairWave purchased from in 2025: Brazil, Burundi, Costa Rica, El Salvador, Myanmar, Rwanda, Sumatra, and Venezuela. Fairtrade LIRP data for Guatemala and Honduras was from 2022, so we excluded those figures.

Fairtrade presents LIRPs in both farmgate and FOB format, with the exception of Colombia (Organic) which lacks an FOB figure. For this reason, we converted the Colombia (Organic) farmgate LIRP to FOB format using an in-house calculation that conservatively estimates the farmgate price as 70% of the FOB equivalent.

FairWave brands makes an impact by buying coffee together.



SPECIALTY COFFEE TRANSACTION GUIDE (SCTG) MEDIAN PRICE

Grade	SCTG Median Price	FairWave Avg Microlot Price	FairWave Price % Above Benchmark
80-83.9 (GOOD SPECIALTY)	\$2.65	\$3.67	38.5% +
84-85.9 (VERY GOOD)	\$3.61	\$3.81	5.6% +
86-87.9 (EXCELLENT)	\$4.38	\$4.85	10.7% +

The Specialty Coffee Transaction Guide is a data-driven benchmark of actual prices paid for green specialty coffee, compiled by researchers at Emory University. As a caveat, the most recent SCTG report covers data from 2023 and 2024 combined harvest years, whereas our FairWave dataset is from 2025. Although the comparison is imperfect, it illuminates context by showing how much FairWave pays for coffee compared generally to other coffee organizations. For the 80-83.9 benchmark in this table, we combined SCTG's 80-81.9 and 82-83.9 quality bands and represented that band with its highest value. For the 84-85.9 benchmark in this table, we combined SCTG's 84-84.9 and 85-85.9 quality bands and again represented that band with its highest value. This provides the most conservative estimate of how FairWave stacks up.



SPYHOUSE COFFEE ROASTERS' GENDER EQUITY PROJECT GROWS BETTER FUTURES FOR WOMEN

Six years before Minnesota earned its spot as the third best state in the US for women's equality, Twin Cities' Spyhouse Coffee Roasters began making waves as a local champion for gender equity.

In 2018, Spyhouse created Mujeres Unidas – a year-round coffee offering sourced exclusively from women coffee farmers – as a way to support and uplift the women in coffee-producing countries. Women perform on average 70% of the labor of coffee production while being consistently

The Spyhouse team's passion for gender equity echoes far beyond the four walls of their Twin Cities cafés.

undervalued, underpaid, and provided with fewer resources and decision-making power.

By 2022, the Spyhouse team became eager to expand and deepen their impact. Months of collaborative group discussion culminated in the Gender Equity Project (GEP), a multi-pronged initiative to advance gender equity in the Twin Cities as well as within coffee-growing communities around the world. "This comes to life through the sourcing practices on the origin side and then the sharing of proceeds on the local side," explains Jess Iverson,

GENDER EQUITY PROJECT

Minneapolis-based Director of Marketing at FairWave.

Here's how it works: the Spyhouse team purchases coffee from CODECH, a second-tier coffee cooperative in Huehuetenango, Guatemala's Concepción Huista municipality whose farmers are roughly a third women. CODECH works to improve social and economic conditions for these women by offering a higher premium for coffee from women producers, who operate under the Manos de Mujer (Hands of a Woman) designation. At least half of this premium is used to pay for local healthcare programs and education to reduce the region's high infant mortality.

"CODECH was one of the first cooperatives to do programming around gender equity," shares Jeff Mooney, Director of Coffee for FairWave Minnesota. "When they began this work, the concept was still very new."

Back in the Twin Cities, the Spyhouse team gathers once per year to nominate a local gender equity organization as that year's program beneficiary, to which

Spyhouse donates a portion of profits for GEP coffee sales. "For us, it's not just a sticker on a bag," Mooney notes. "This program has a concrete, verifiable impact."

In March 2025, Spyhouse convened the Twin Cities coffee community for a Women in Coffee event, featuring a panel of local women working across coffee education, nonprofit leadership, coffee supply chain, and café operations. Organizers encouraged community members to contribute to the Minnesota Indian Women's Resource Center and engage in conversation with each other. "The event was about listening, learning, and creating space for women in our community to share their experiences in coffee," recalls Adrienne Blasky, Sales Enablement Manager at FairWave. "When we bring people together around honest conversation and shared values, the impact extends far beyond one night."

ADDITIONAL HIGHLIGHTS: THE GENDER EQUITY PROGRAM IN ACTION

In 2023, Spyhouse raised \$4,000 for Minnesota Indian Women's Resource Center, which offers a variety of services to American Indian women and families in and around Minneapolis, which is home to the third largest urban American Indian population in the United States.

In Summer 2025, Spyhouse partnered with Beans that Benefit to raise funds for Abarundikazi Period Movement (APM), a youth-led Burundian nonprofit organization helping to end period poverty and stigma. Spyhouse contributed \$2,750 to support APM's efforts to increase access to menstrual products by distributing them for free across the region and teaching community members how to make reusable period pads.

In 2025, Spyhouse also began partnering with Gender Justice, a Twin Cities-based nonprofit organization working to increase gender equity across the Upper Midwest. As this partnership is still ongoing, Spyhouse's total contribution is not yet available.





PLANTING ROOTS IN OUR COMMUNITIES

WITH THE FAIRWAVE FOUNDATION



In January 2026, a Visioning Council comprised of seven community-oriented team members from across FairWave gazed through the tiny squares of a Zoom call, shared purpose cutting through the physical distance between them. The team's goal was simple yet aspirational: to articulate a shared vision of what the FairWave Foundation should become in the next 5 years, and how we would get there together. FairWave first created the Foundation in 2023 to support giveback initiatives on behalf of our brands. Since then, brands across the Collective have raised and donated \$111,648.89 to support causes near and dear to their hearts, both in their local and coffee-producing communities. As the Collective grows, so will the Foundation's ability to create deeper, higher-impact partnerships.

The Visioning Council — including Haven Tellman (Kansas City), Suzanne Gunning (Kansas City), Bosten Arcand (Kansas City), Trevor Clark (Raleigh), Adrienne Blasky (Minneapolis), Carly Hurley (Milwaukee), and Sarah Granda (Annapolis) — worked collaboratively across three sessions, discussing how to focus and amplify the Foundation's impact.

"The Foundation exists to support communities across the Collective — to make them better places to live and work," reflects Carly Hurley, Assistant Director of Events at Anodyne Coffee. "In order to do that, we need to invest in timely as well as long-term initiatives with a forward vision."

Since 2023, brands across the Collective have raised and donated \$111,648.89 to support causes near and dear to their hearts, both in their local and coffee-producing communities.



THE TEAM ARTICULATED A VISION OF THE FOUNDATION THAT IS ROOTED FIRST AND FOREMOST IN BETTERING THE COMMUNITIES WE SERVE:



Our Vision

We envision a world where everyone is treated equitably across the coffee supply chain, and within our local communities.

We are better together. We believe in inclusivity and collaboration. We believe we share a collective responsibility to support meaningful, positive change within the communities we serve.



Our Values



Our Focus Areas

We believe in supporting causes that are important to our team members and improve our local communities – including but not limited to, health, food access, arts & humanities, education, inclusivity & belonging, and the well-being of members of the coffee supply chain.

We believe that support can and should go beyond financial contributions. We believe we can amplify our impact by developing ongoing relationships within our communities, and investing in an organization's long-term vision for change.



Our Giving

"As we move into this new chapter with the Foundation, I know FairWave's core values — particularly living hospitality — will play a huge role in guiding our work" shares Sarah Granda, General Manager at Ceremony Coffee Roasters. "The Foundation represents hope. It empowers us to deepen our roots within our communities, work collectively to broaden our impact, and support the causes most near and dear to our hearts."



GIVING BACK WITH FAIRWAVE FOUNDATION

Brands across the Collective have worked together to increase our annual giving year after year. In 2025, we donated \$53,727.52 – a 165% annual increase since 2023 and nearly half of our total giving to date.

2025 TOTAL GIVING = \$53,727.52



Healthcare & Social Supports

\$33,329

collective donations to these partners

American Cancer Society's Kansas City Hope Lodge

Cool Kids Campaign Foundation, Inc.

ALS Therapy Development Foundation, Inc.

Firefly Sisterhood

Children's Mercy Hospital

Synergy Services, Inc.

Ability KC

University of Kansas Health System

Baltimore Safe Haven

Milwaukee Diaper Mission, Inc.

Society for the Prevention of Cruelty to Animals of Anne Arundel County MD, Inc.

Southside Harm Reduction Services

Minneapolis' Southside Harm Reduction Services works to advance health, safety, autonomy, and agency for people who use substances by providing clean and safe supplies, medical care, and substance use treatment. The teams at Spyhouse Coffee and Up Coffee supported SHRS by raising funds, volunteering, and spreading awareness about the importance of their work.

CATEGORY HIGHLIGHT

CATEGORY HIGHLIGHT

Friends of Schlitz Audubon Nature Center, Inc.

Friends of Schlitz Audubon Nature Center contributes to conservation efforts along Lake Michigan and helps visitors learn more about the natural habitats that surround them. This summer, Anodyne Coffee team members stepped outside the café to support this work firsthand, volunteering at the preserve to remove invasive species and protect native habitats. The FairWave Foundation made a donation to help amplify the Anodyne team's impact.



Negro Leagues Baseball Museum, Inc

Iowa State University

Anne Arundel County Public Library Foundation, Inc.

Johnson County Community College

Kirkwood Community College Foundation

Central College

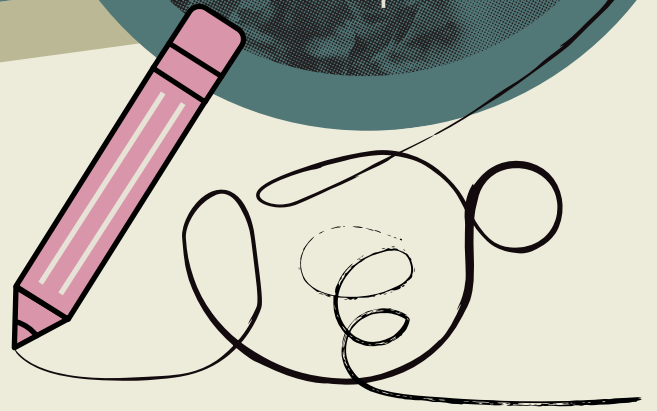
Girl Scouts of NE Kansas and NW Missouri

Global FC

Arts & Education

\$11,793

collective donations to these partners



Human Rights

\$8,606

collective donations to these partners

Minnesota Indian Women's Resource Center

American Civil Liberties Union Foundation Inc.

Gender Justice

Café Femenino Foundation

Our Spot KC



Annapolis Pride Inc.

Annapolis Pride works to create inclusive, accessible Pride events that support and celebrate the cities' LGBTQIA+ communities. The team at Ceremony Coffee Roasters sponsored and volunteered at Annapolis Pride 2025's accessibility tent, helping to provide a safe, affirming gathering spot for guests.

Photo Credit: John Goucher

CATEGORY HIGHLIGHT

Roasterie Happy Bottoms
Volunteer Day, 2025

BEYOND DOLLARS AND COFFEE BEANS

The Roasterie's 25-Year Legacy of Giving Back



More than a decade ago, the team at University of Kansas Health System invited The Roasterie to open a café on the first floor of their Center for Advanced Heart Care. What began as a way of highlighting a local coffee roaster has blossomed into a long-standing relationship-driven partnership, now including a free, fully-accredited GED program for Health System employees in collaboration with Kansas City Community College. Since launching in 2019, the Because We Care education program has helped 41 employees receive their GEDs.

"Since completing the program, I've been able to pursue better job opportunities and feel more confident in professional settings," reflects Kimberly Delgado, a recent GED program graduate and Lead Patient Dining Associate for the Heart Center Roasterie. "It strengthened my work ethic and gave me the foundation to set higher goals for myself." The program is designed to provide a clear, accessible pathway for staff to advance their careers within the Health System. Program participants are paid to attend classes 8 hours per day, meaning they don't have to sacrifice wages in order to receive an education.

As a result, 54% of program participants continue working within the Health System following their graduation. Within this group, over two-thirds advance into new roles, pursue higher education, or both. Within a few months of graduating, Amber Adkisson was promoted to a supervisor role. Within a year, she was promoted again to her current position as Operations Manager for

Housekeeping. She is now attending college to earn a degree in business administration.

Since 2019, The Roasterie has donated \$50,997.35 to support Because We Care. This represents an impressive 14% of total external contributions to this program. For Jeff Novorr, Vice President Hospitality Services at The University of Kansas Health System, this partnership is about more than coffee. "It's beyond the product," Novorr explains. "This is a true partnership and it's having a huge impact."

Giving back to the local community is encoded deep within The Roasterie's DNA. "Coffee is a bridge that connects us to our community," muses Lesli Malcolm, Customer Service Market Manager at FairWave. "Our long-term giving philosophy is about gratitude to the Kansas City community for believing in us and supporting us for the past 25 years." The Roasterie focuses efforts on supporting initiatives in education, youth, and professional development. "Strengthening these pillars contributes to the long-term well-being of our entire community. We mutually support one another, and everyone is better for it. We're better together," Malcolm concludes.





OUR PEOPLE MAKE US WHO WE ARE —



BET
TER



