



**KEURIG GREEN MOUNTAIN, INC. GRANTMAKING GUIDELINES
FOR AGRICULTURAL SUPPLY CHAIN OUTREACH**

1. Introduction and Mission	1
2. Grant Recipient Requirements	2
3. Grant Application Process	3
4. Grant Recipient Terms and Conditions	5

1. Introduction and Mission

In recognition of the importance of producer and worker livelihoods to our core business objectives, one of Keurig Green Mountain’s 2020 Sustainability Targets is to *“Engage 1 million people in our supply chains to significantly improve their livelihoods including water security and climate resilience.”* Keurig Green Mountain, Inc. (Keurig) is committed to partnering with supply chain communities to meet this goal.

Mission: The mission of Keurig’s Agricultural Supply Chain Outreach program is to improve livelihoods of people in communities where Keurig’s products originate in order to promote the long-term supply of quality agricultural inputs, through programs that reduce poverty and hunger, improve agricultural practices, and promote environmental sustainability.

While traditionally our focus has been on coffee-growing communities, we have expanded our program scope to communities that produce other ingredients for our beverages, and have launched a similar program with manufacturing supply chains of Keurig brewers and component parts.

Focus Areas: Keurig has identified three specific areas of focus for our livelihoods investments, and one cross-cutting theme:

- 1) **Whole-farm Planning and Production:** Promote integrated agricultural extension services that build farmer capacity to sustainably increase yields and quality of their anchor crop (i.e., coffee), while also encouraging income diversification, strengthening their resilience to external shocks and food scarcity. Complement this agronomic assistance with educational programs on food security and nutrition.

- 2) **Water Stewardship and Climate Resilience:** Increase access to potable water for supply chain communities and improve water management for productive use in watersheds where we source. Promote climate- and water-smart production practices and the optimal use of resources.

- 3) **Strong Rural Organizations:** Strengthen the capacity of farmer organizations’ to provide value-added services to farmers, including access to credit, agronomic assistance, inputs, quality assurance, and differentiated market channels.

Within our programming, we will support gender and generational inclusion as a cross-cutting theme, by creating preferential opportunities for women and next generation farmers in our supply chain, especially as it relates to rights or access issues.

2. Grant Recipient Requirements

Eligibility: Keurig Green Mountain, Inc. supports non-profit organizations designated as tax-exempt by the Internal Revenue Service under Section 501(c)3, foreign equivalent organizations, and farmer cooperatives. **As of January 2015, Keurig will no longer accept unsolicited letters of intent. Grant applications will be solicited through invitation only.**

Projects that are eligible for funding meet ALL of the following criteria:

1. The implementing organization, or grantee, is designated as:
 - a. *Tax-exempt by the Internal Revenue Service under Section 501(c)(3), OR*
 - b. *Foreign Equivalent* (Equivalency determination is a process designed to assess whether a potential non-U.S. grantee organization is the equivalent of a U.S. public charity. It involves collecting certain information from the grantee about its origins, activities and finances through an affidavit. On the basis of the information provided in the affidavit, the grantor then makes a good faith determination concerning U.S. public charity equivalency and documents that decision. The determination may be made by the grantor on its own or relying on the written opinion of counsel or the potential grantee’s counsel), OR
 - c. *Farmer Cooperative*

2. The project impacts communities where Keurig products originate within one of the following supply chains:
 - a. *Coffee*
 - b. *Other Beverage Ingredients (Cocoa, Tea, Sugar, Fruit)*

Please note: Programs engaging Keurig’s manufacturing supply chains are managed through a different application process.

3. The project directly touches farmers, workers, and their families to help them meet fundamental human needs and aligns with the Agricultural Supply Chain Outreach focus areas listed in Section 1 above.

Company policies prevent Keurig’s Agricultural Supply Chain Outreach program from providing financial support to the following activities¹:

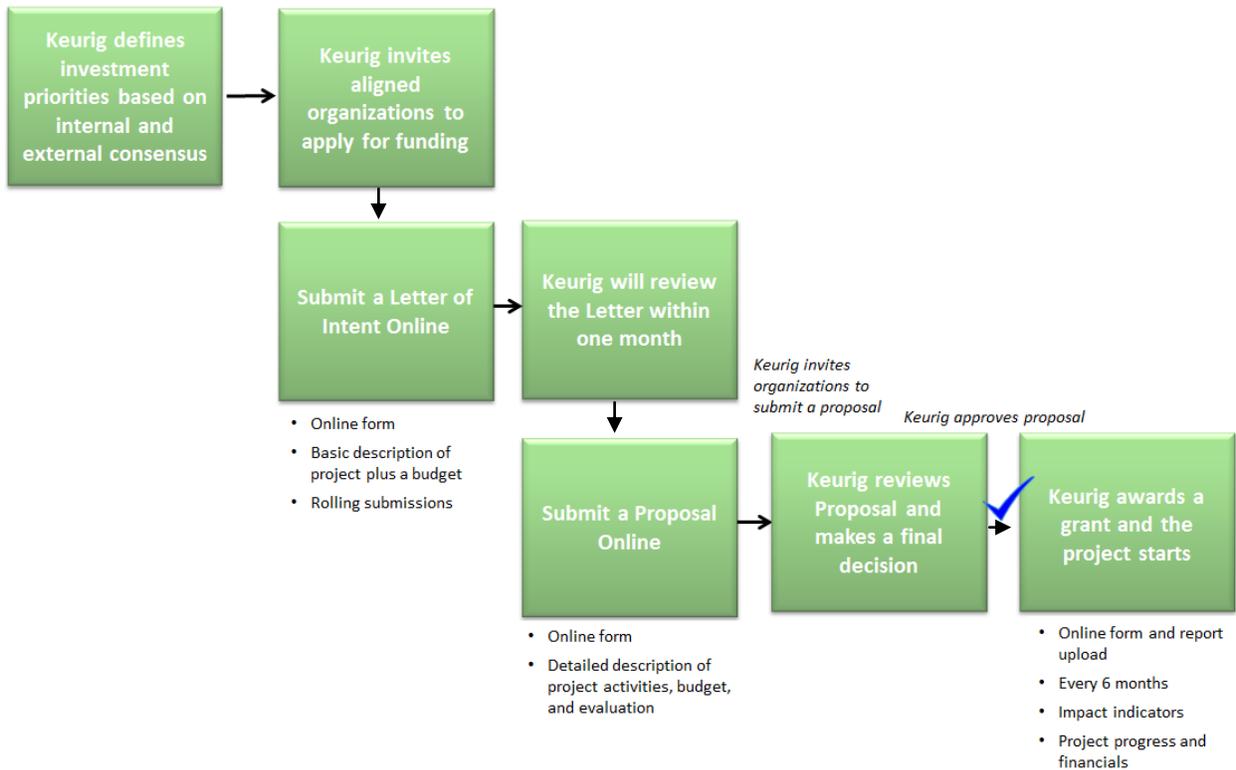
- Political, sectarian, fraternal or religious activities that do not benefit the general public
- Sponsorships of sporting events, individuals or athletic teams
- Advertising in yearbooks, brochures, bulletins or programs

¹ This list is provided as a guideline, and is not all-inclusive.

- Individual youth clubs, troops, class projects, or school trips
- Film, television or radio productions, unless directly related to funding focus areas in Section 1
- Individuals applying for student scholarships, stipends, or academic research
- Government services or salaries of government officials
- Trips, tours, and/or travel expenses
- Fees for participation in competitive programs
- Lobbying activities
- For-profit ventures
- Projects that discriminate on basis of race, color, sex, religion, political opinion, nationality, social origin, or other legally-protected classification

3. Grant Application Process

For organizations that have been invited by Keurig Green Mountain to apply for financial support, the grant application process is as follows:



3.1 Letter of Intent

The application process for funding from Keurig begins with submission of a Letter of Intent.

Format: The Letter of Intent online application requests the following information:

- Brief background information on requesting organization
 - Confirmation of the organization’s tax status
 - Contact information for the grant applicant
- An outline of the project including
 - A summary of the project including objectives and high-level activities
 - Project rationale, what is the issue this project will address
 - Project duration, start and completion dates, and key milestones if available
 - Project location, supply chain community name (cooperative, plant, etc.)
 - Description of the population that will be served by this project
 - Project focus area as listed in Section 1 above
 - High-level plan for monitoring and evaluating the project impact at the household level
 - Amount requested and high-level budget including contributions from other sources²
 - Organization’s experience with similar projects

Evaluation Process: There are no fixed deadlines for Letters of Intent, since they are reviewed regularly. Once we receive a Letter of Intent, it will be reviewed within 30 days to determine if the request meets our funding guidelines. Applicants will be notified of our decision following review. If the project meets our funding guidelines, the organization will be invited to complete a detailed proposal by using the same online system.

Under special circumstances, Keurig may decide to fund a Letter of Intent (without requiring a proposal) if the request is: 1) an addition, modification, or extension of a currently funded project, 2) for an amount that is below a set threshold, and 3) in line with our funding criteria.

3.2 Proposal

If the Letter of Intent is approved, the organization will be asked to submit a detailed proposal of the project.

Format: The proposal application usually includes the following information, expanding upon the information provided in the Letter of Intent:

- Organizational Information
 - Background on the organization’s mission and structure, confirmation of tax status
 - Organization’s annual budget and administrative costs (IRS Form 990, if relevant)³
 - Organization’s experience with similar projects
 - Regional experience and collaboration in project location
- Project Information
 - A summary of the project including project rationale, with diagnostic results if available
 - Description of project objectives and activities
 - Project focus area as listed in Section 1 above
 - Project duration, start and completion dates, and key milestones if available
 - Project location and target supply chain community (cooperative, plant, etc.)

² Keurig makes funding decisions on an annual basis, with limited exceptions. Requests should reflect only one year for funding; however, if the program will continue beyond one year, please include a brief summary of project plans for subsequent years, anticipated total program budget and impact. If your project requires more than one budget year reviewed upfront, please contact your Keurig contact to discuss the extenuating circumstances.

³ Keurig will not fund any organization where Keurig funding makes up more than 33% of the organizations’ annual revenue.

- Partner organizations, including cooperatives, this project will work with
- Description of beneficiaries including the number of families and/or individuals, number of men and women if applicable
- Description of the individual or group responsible for managing the project and carrying out the project plans
- Budget
 - Budget, including mid-level line items (approximately one page)
 - Other funding sources or contributions
- Community Support
 - Partnerships with local organizations involved with project
 - Letter of support from target community⁴
- Monitoring and Evaluation
 - Process and plan for evaluating impact, referencing required indicators in Keurig’s Monitoring and Evaluation Guide
 - Expected outcome/ impact at household level
 - Key indicators that will be tracked
- Contact information of Grant Applicant

Submission Process: Once a submitted Letter of Intent has been accepted through our online system, the organization will be invited to submit a Proposal.

Evaluation Process: Proposals are reviewed by a Committee and need to be submitted at least two months prior to the meeting to be considered for review. The organization will be notified of this deadline upon invitation to submit a proposal, but will not be denied review if the proposal is received after the deadline. If the proposal is submitted after the suggested deadline, it will be reviewed at the following Committee meeting, which may be scheduled up to one year later.

Upon review, the Committee has further questions about the project, the applicant will be invited to submit one revised proposal that directly addresses specified Committee questions. The revised proposal will be reviewed at the following meeting or at another time, as deemed appropriate by the Committee.

3.3 Grant Making Timeline

Grants are awarded throughout the year.

- Letters of Intent are reviewed within 30 days of receipt.
- Proposals are reviewed at least once per year and are due two months prior to review.

4. Grant Recipient Terms and Conditions

Grant Agreement Letter and Terms and Conditions: Upon award, we ask that grant recipients sign an Agreement Letter which includes standard terms and conditions for grants. Please refer to the *Keurig*

⁴For most applications, this is required. This letter of support is written proof of an endorsement of the project from the supply chain participants. It is also written proof of a connection to our supply chain communities. While not often a requirement, we also reserve the right to request a Memorandum of Understanding (MOU) be written and signed by both parties prior to any award grant being funded and implemented.

Agreement Letter for Funded Projects for information about these terms. If your organization requires changes to the standard terms, please advise us at the time of award and we will work with you to find a mutually agreeable solution.

Grant Recipients are required to agree to the Terms, Conditions and Understandings, as outlined in the *Keurig Agreement Letter for Funded Projects*, prior to receipt of funding.

Reporting: Grant recipients are required to provide Keurig with a written report on the progress of the project every six months and a report on both the progress and the expenditures of our grant annually from the date of our first payment through the term of the project. Please refer to the [Keurig Monitoring & Evaluation Guide](#) for information about reporting expectations and requirements.

Project Evaluation Site Visit: Keurig reserves the right to visit any project we fund at our sole discretion. We will work with you to make arrangements if we are planning a site visit.