



2018 BUSINESS PARTNERSHIP OPPORTUNITIES





ABOUT GROW AHEAD

Small-scale farmers feed 80% of the people in the developing world and when practicing regenerative organic agriculture can drawdown greenhouse gas emissions and help mitigate global climate change. Unfortunately, due to climate change the world's small farms are under threat, jeopardizing world food security.

Despite the urgency of the climate crisis and the threat it poses to small-scale farmers, proven solutions for climate resiliency receive little government or market support and safeguards. Farmers need information and resources to create thriving, healthy and resilient farms that will continue to feed their communities.

That's where we come in. Grow Ahead, an initiative of [Fair World Project](#), supports the efforts of small-scale farmers to address climate change in their communities by crowdfunding for farmer-driven climate resiliency initiatives.

We team up with local partners, primarily fair trade and organic farmer cooperatives and NGOs, to support the communities most vulnerable to the devastating effects of climate change. We provide funding for initiatives struggling to find conventional donors, such as reforestation trainings taught by farmers for farmers, and scholarships to help women farm leaders learn about regenerative organic agriculture.

Our goal? Support the transition to regenerative organic agriculture in the most vulnerable communities in order to boost climate resiliency, one farmer at a time.

Join us in investing in the future of farming. Your contribution can change the lives of those that are doing the most to cool the planet and nourish the world.



WHAT WE OFFER

Grow Ahead is a 501(c)3 nonprofit and offers a unique and authentic way to contribute to helping small-scale farmers while also giving your business a down-to-earth and people-centric cause marketing campaign that will help your brand gain credibility among socially responsible consumers. After just one year in operation, we have:

- + Teamed up with reputable local partners in six countries including Ghana, Honduras, India, Nicaragua, Peru, and Zimbabwe.
- + Crowdfunded 10 scholarships and one farmer-to-farmer training.
- + Recruited seven flagship supporters to enable us to grow in our first two years.
- + Hosted six webinars featuring leading farmers, scientists, nonprofits and brands with 4,300+ views. Our audience includes brands, foundations, nonprofits, consumers and farmers from over 20 countries.
- + Amassed 5,031 unique website users and 33,899 page views.
- + Represented Grow Ahead at Biofach (50k+ attendees) and Expo West (80k+ attendees).

OUR AUDIENCE

- + Gender: 63% women, 35% men
- + Age: 25 and under (5%), 25-34 (22%), 35-44 (23%), 45+ (50%)
- + Location: United States (69%), Canada (6%), Mexico (3%), Netherlands (2%)
- + Interests: environmental protection, organic agriculture, fair trade, supporting small-scale farmers, fighting climate change, coffee



WHY PARTNER WITH US

- + **Far-Reaching Impact:** Support locally-driven fair trade projects that have a positive long-term impact. We serve thousands of small-scale farmers through six local farmer cooperative partners by providing funding for farmer-to-farmer trainings, scholarships for women farm leaders, and funding for seedling used for diversification and the regeneration of native forest land.
- + **Social and environmental responsibility:** Studies show that consumers, especially Millennials, are willing to pay more for brands that are socially and environmentally responsible. Use cause marketing to grow and gain brand recognition. Unilever's most successful brands have been those that have integrated sustainability into both their purpose and products. Dove, Hellmann's and Ben & Jerry's have delivered nearly half the company's global growth in 2015 and are growing 30% faster than the rest of the business.
- + **Trustworthy and Efficient:** Over 85% of funds raised through business partnerships go directly to supporting smallholder farmers. Our team has 20+ years of experience in developing projects with smallholder farmer cooperatives in Africa, Latin America and Asia and strong credibility with hundreds of NGOs and businesses in North America.

FLAGSHIP SUPPORTERS

Our flagship supporters made our first and second years of operation possible. They helped us launch our first cause marketing campaigns and contributed to making our crowdfunding campaigns a reality.



We're a proud member of



LOCAL PARTNERS

We choose to team up with reputable local partners with strong track records. Our partners share a commitment to fair trade, regenerative agriculture and to building resilient communities. In our first year of operations we carefully selected local partners in six countries including Ghana, Honduras, India, Nicaragua, Peru, and Zimbabwe.



NONPROFIT PARTNERS

Our nonprofit partners help us reach our goals and objectives. They connect us with local partners and help us fundraise for impactful campaigns around the world.





BUSINESS PARTNERSHIPS

Partnerships with businesses like yours are instrumental to our growth, allowing us to reach more small-scale farmers each year. Our team is committed to helping companies build authentic and impactful cause marketing campaigns to help demonstrate their commitment to small-scale farmers. Create a promotion or sponsor projects with Grow Ahead to change lives worldwide while developing your brand story and gaining loyalty and trust amongst consumers.

Here are some ways that your brand can engage:

- + **Percentage of sales:** Make a contribution based on overall sales, choosing a percentage that fits within your business objectives.
- + **Point of Purchase:** Offer customers the option to donate at the register or round up their purchase in store or online.
- + **Direct Corporate Contribution:** Give a set value rather than creating a campaign.

PARTNERSHIPS THAT ENSURE SUCCESS

- + **Set a goal** by stating the number of farmers you would like to reach annually in order to engage customers and employees in helping to meet the campaign's goals.
- + **Highlight shared impact** through online and in-store marketing engagements.
- + **Offer education opportunities** for team members to strengthen their understanding of the campaign.
- + **See the incredible impact** your support has in communities around the world by joining us on a trip. You'll have the opportunity to visit unique places, meet inspiring farmers, and witness the power of regenerative agriculture to cool the planet and nourish the world.



SPONSORSHIP OFFERS

Sponsorship offers	\$1,000	\$2,500	\$5,000	\$10,000+
Logo and company website link on Grow Ahead's website	X	X	X	X
Access to photos and videos to support your campaign	X	X	X	X
Recognition post on Grow Ahead's social media platforms	X	X	X	X
Wall-sized photo and thank you letter from a farmer for your office		X	X	X
Logo and mention in newsletter		X	X	X
Logo and mention on Grow Ahead's webinars			X	X
Customized campaign page on Grow Ahead's website				X
Access to Official Partner Content Kit				X
Mention in press release				X