

# GENEROUS COFFEE CO.

## HISTORY:

In November of 2016, Ben Higgins and Riley Fuller were having dinner with a friend in Honduras when they were challenged with a tough question. Riley is the President of a nonprofit, Humanity and Hope, that does sustainable work in communities in Honduras. Up until this point, everything that H&H was doing, was working. Through fundraising efforts, Humanity and Hope had been able to invest into the lives of the Hondurans to meet their basic needs, including the creation of small businesses, providing clean water, and implementing educational programs. So many layers had been developed within these communities, that if funding ran short - these people would be left empty handed and lost.

The question that was proposed to them by their friend Peter was this: "What happens if Humanity and Hope's fundraising efforts ever come to an end?" The thought of leaving the Hondurans in a worse place than they were found is what spurred the challenge to find a way to sustainably fund the organization. This one small question is what brought the launch of a large operation.

During the trip, Ben, Riley, and Drew Scholl were riding in the back of the truck when Riley and Ben were discussing the idea and asked Drew about coffee. Drew used to be a missionary in Papua New Guinea where he had started the process of developing a coffee company that imported coffee from the developing world. Although he left this to pursue other things, he had the knowledge and connections in the coffee world. The three of them then discussed the idea of coffee in the truck along the way that day. From that trip, they decided to meet up to discuss how they would take action on their new idea.

July of 2017 was when things started to get going. Riley and Ben took a trip to Honduras so they could visit a coffee farm. On this trip they learned about how much effort and hard work went into each cup of coffee. As coffee has been a mistreated product for years, they came to learn that only recently has it been purchased at a fair price where employees have been treated well. At every point in the coffee process, there is a bigger story being told. From the coffee farmer, to the consumer, to the donation from the coffee being built back into other nonprofits. They realized coffee could have the potential to create an enormous ripple effect! They continued to learn more about coffee and quickly realized that God had a bigger purpose with this business.

After this coffee-focused trip, they were excited to come back to the States to build the necessary relationships to make this business dream become a reality. They found a roasting company based out of Fort Wayne with a similar business model, Utopian Roasters. Utopian took the risk to partner with an idea that was still being developed into a business at the time.

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## HISTORY CONT.

As the developmental stages of planning continued, the team of three knew one thing: if the business was built correctly, they could create a business that donated 100 percent of profits back into nonprofits. This meant they would have to hire staff well, hire staff to work all encompassing jobs, have an enormous amount of volunteers who believe in it, and have a volunteer President leading and operating the organization for free.

Together, they had a dream to beat the for-profit system, and change the way that people viewed capitalism. As capitalism is a widely accepted religion in the world, Generous was set on a mission to keep the core foundations of capitalism, but to do what they believed capitalism was always meant to do.

With all of this in place, the developing business needed to be named. They met with multiple marketing firms to seek out next steps. As they drew a blank on the name, Amy Higgins made one comment that spurred the movement to propel into what it is known as today. "It just sounds Generous." The simplicity of those four words brought to life Generous, and is now the basis for all that Generous does and encompasses as an organization.

Choosing the organization's name to be "Generous" was more than just a branding decision. It gave a clear mission of what Generous would set out to do. They just wanted to be Generous - with their employees, with their funding, with their resources, with how they give back, with their products, with everything. They wanted Generous to simply be a generous organization.

Now that they had the name and the product, it was time to start building the foundation. The foundation would help them decide their basis for all that they do. They decided that they would always invest in Humanity and Hope United as their main beneficiary. From there, they knew that they wanted to partner with people and communities where lives could actually be changed.

They decided that Generous would be considered a success if Humanity and Hope's operational expenses -the marketing, the paid employees, the pens, etc. - would be completely paid for. That was the benchmark set in place with the partnership with Humanity and Hope United, and hopefully the benchmark for more organizations operational expenses in the future. These other organizations would need to be properly using their resources, treating their employees fairly, and accomplishing their own mission in line with our six pillars for us to partner with them.

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## HISTORY CONT.

With the foundation built and plan in place, October of 2017 was when they decided to do a preorder coffee campaign. They fully believed that there were enough people in the world who believed in the mission, that they could take a risk with the preorder campaign. They took orders online, without actually having any coffee. Their campaign let customers and followers know that through the pre-order, they would receive coffee within in two months. The risk of the pre-order paid off and was the start of the movement to officially launch in January 2018.

Today Generous is fulfilling coffee orders every two to three days, completing wholesale orders, getting into cafes, and looking into coffee shops. We launched our apparel line, Generous Threads, in the spring of 2018 and launched our Adventure trips in December of 2018. We are now in the process of launching our first ever Ambassador program, so we can get as many people involved in fighting this injustice as possible.

From the start, we knew that Generous would be more than a community, but a movement. Movements are open and wild and they don't have form. Sometimes movements go off in different directions, and we just wants to be there to dictate that whichever direction this movement heads, it will be centered around two things: love and fighting injustice. This will be the foundation Generous is built on as we pursue our mission to sustain the operational expenses of nonprofits and social causes.