

LoveCarrick

Coffee Klatch Fundraising Proposal

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Coffee Klatch Fundraising Proposal

Introduction

Every year at Easter, Thanksgiving and Christmas, Concord Presbyterian Church assembles and distributes food baskets to those in the community who struggle to enjoy a holiday meal. LoveCarrick, a nonprofit community organization which functions out of the Church but is not affiliated with it, would like to host a coffee klatch in the church's social area to help defray the costs of the baskets.

Definition

What is a coffee klatch, or *kaffeeklatsch*? Literally translated from German, it means coffee chatter (or gossip, whichever you find more interesting). It originated in Germany during the time of society salons, where upper class women would congregate at a coffee salon or a home and discuss topics of the day in art, politics and society (and gossip) while sipping coffee. It was the equivalent of a men's cigar club. Much later, in the US, it was popular among housewives who would gather at each other's homes for an informal get-together at which to relax with some coffee and conversation. Among the factors for its relative demise are that there are fewer stay-at-home mothers and homemakers, and social media has made it possible to "klatsch" without meeting in person. Also, either spelling is acceptable: klatch or klatsch.

The Coffee Klatch Today

Since the convention has lost popularity today, here are several of the few examples I found:

- The Salvation Army
Their website (<https://give.salvationarmyusa.org/campaign/fundraise-for-good/c175635>) offers hosting a coffee klatch as a fundraising option.
- Eau Claire Democrats
This organization holds a weekly coffee klatch: (<https://m.facebook.com/events/eau-claire-county-democratic-party/weekly-coffee-klatch/676102072905117/>)
- Kilroy Coffee Klatch
This one is for veterans and meets monthly, free to veterans and open to the public for a small fee. (<https://warhawkairmuseum.org/event/kilroy-coffee-klatch-april/>)

In addition to coffee, the typical fare at a coffee klatch includes teas, pastries, and maybe small sandwiches.

Cost

I averaged costs for the menu items listed above. I checked three local supermarkets: Giant Eagle, Shop 'n' Save and Walmart. I also checked their respective websites for items I could not find. The web sites break down the cost into cents per unit. For example, a box of 20 tea bags is \$0.x /bag, or a can of ground coffee is \$0.x/oz. Below is a chart detailing the average costs for the items. The prices are certainly subject to change in the current economy. Since the church holds dinners in their social area, they already have coffee makers and kitchen facilities, so that is not factored into the cost.

Fig. 1 Average cost of menu items from three local grocery stores. Prices were rounded according to mathematical principles.

Item	Giant Eagle	Shop 'n' Save	Walmart	Average per Unit
Coffee	\$.39/oz	\$.42/oz	\$.33/oz	\$.38/oz
Tea	\$.07/bag	\$.08/bag	\$.05/bag	\$.07/bag
Tea, Flavored	\$.20/bag	\$.22/bag	\$.14/bag	\$.19/bag
Soft Drinks	\$.06/can	\$.07/can	\$.05/can	\$.06/can
Sandwiches, slider-sized	\$1.02/unit	\$1.08/unit	Unable to find price	\$1.05/unit
Pastries (bakery cookies chosen for example)	\$.30/cookie	\$.37/cookie	\$.25/cookie	\$.31/cookie
Hot Beverage Cups	\$.31/cup	\$.35/cup	\$.21/cup	\$.29/cup

A holiday basket costs roughly \$50 to assemble. The church holds a monthly veterans' dinner, and LoveCarrick holds a monthly community meal at the church. Each event sees, on average, 75 people. The chart shown in Fig. 2 estimates profit from the menu items for 50 customers. It shows simple purchases, so it is for illustration, as too many combinations exist to include here.

Fig. 2 Average potential profit using 50 customers.

Item	Cost	Charge	Profit	X50 customers
Coffee + cup	\$.59	\$1.00	\$.41	\$20.50
Tea + cup	\$.28	\$1.00	\$.72	\$36.00
Tea, Flavored, +cup	\$.40	\$1.00	\$.60	\$30.00
Soft Drink	\$.06	\$1.00	\$.94	\$47.00
*Pastry				
Sandwich, slider-sized	\$1.05	\$2.00	\$.95	\$47.50

LoveCarrick has a good relationship with many of the local vendors, some of whom may be willing to donate items for the coffee klatch. We would mail or hand deliver a letter like the following example in Fig. 3.

Fig. 3 Sample letter of request for donation

Dear (business owner),

LoveCarrick is a nonprofit community organization dedicated to identifying needs in the neighborhood and working to satisfy those needs.

We are holding a coffee klatch at the Concord Presbyterian Church on (date). The church puts together holiday baskets each year for Easter, Thanksgiving and Christmas, for those residents who would struggle to have a holiday meal. LoveCarrick hopes to help defray the costs of the baskets with profits made from the coffee klatch. We would be pleased and honored if you considered donating () for the event.

You may contact me at 555-123-4567 or via email at lovecarrick@gmail.com

Thank you for your consideration in this important matter. We look forward to hearing from you.

Sincerely,

John Doe

Chairperson,
LoveCarrick

Location

Concord Presbyterian Church would use the first-floor social area for the coffee klatch. A ramp leads into the church, making it ADA accessible. There is a bus stop in front of the church and ample parking in the church lot.

Publicity

An event is no good if nobody shows up. Many local businesses have a bulletin board inside the door where people can post their business cards and event flyers.

LoveCarrick has used this option for its events, and some of the businesses allow posting in the front window with the owner's permission. LoveCarrick also has four sandwich boards that are stages outside the church to advertise the previously mentioned dinners as well as other events. These can be used for advertising the coffee klatch as well. They are easily visible by those in a bus or other vehicle, as well as by those walking by.

But will the people come? There are few places in the neighborhood where people can gather and relax with friends without spending much money. Carrick is an economically challenged neighborhood. To gauge the community's interest in such a venue, a survey could be distributed and returned at the monthly church dinners, flea market and farmer's market.

The Survey

The survey questions will be simple to understand and easy to answer, and will include multiple choice, yes/no and open questions. We will score the questions using a chart to tally the responses. For example, the question is listed and a chart below is used to total the responses for each answer, with an extra space if needed. The ellipse is for illustrative purposes and indicates more tallies.

1. What is your age?

15-25	26-35	36-45	46-55	56-65	Over 65
IIII....(10)	IIII...(23)	IIII....(22)	IIII....(28)	IIII...(30)	IIII....(35)

Fig. 4 This chart shows how answers will be tabulated.

The survey itself follows on the next two pages. There are no material encouragements like gift cards, because LoveCarrick is a nonprofit organization with limited funds.

Carrick Coffee Klatch Survey

Dear Carrick neighborhood friends,

LoveCarrick is an organization that serves the neighborhood providing a monthly community dinner and arranging various charity and neighborhood events. Every year at Easter, Thanksgiving and Christmas, the Concord Presbyterian Church on Brownsville Road assembles food baskets to help those in our community who may need a hand providing a meal for their family. We are conducting a survey of Carrick residents (and hopefully some visitors) to see if the community is interested in a coffee klatch held in the social hall of the church at regular intervals. LoveCarrick would donate to the church any money over and above the cost of the supplies to defray the cost of creating the holiday food baskets. If you are unfamiliar with the term, a coffee klatch is an informal place to enjoy coffee and other items and socialize if you so desire. Our hope is that friends will meet here, perhaps mothers will stop in to relax after rushing to get the kids off to school, and it will become a part of the neighborhood.

Thank you in advance for taking a moment to complete the survey below.

Indicate your choice by circling your answer.

1. What is your age? (Choose from age ranges.)

15-25 26-35 36-45 46-55 56-65 over 65

2. Do you live in Carrick? YES NO

3. How do you usually get around the community?

WALK RIDE BUS DRIVE OTHER _____

4. Would you enjoy a space to have refreshments in the Carrick neighborhood?

YES NO

The following questions are rated on a 1-5 scale, where 1 is “not very important” and 5 is “very important”. Please circle your answer.

5. Parking availability	1	2	3	4	5
6. Hours of operation	1	2	3	4	5
7. Choices of coffee/tea/beverage flavors	1	2	3	4	5
8. Variety of pastries	1	2	3	4	5
9. Availability of sugar-free items	1	2	3	4	5

Please circle your answers to the following questions or add your own answer:

10. Which type of sweetener do you prefer?

SUGAR STEVIA SWEET N LOW OTHER _____

11. Do you prefer caffeinated or decaffeinated beverages?

CAFFEINATED DECAFFEINATED

12. What kind of pastries do you like?

COOKIES CUPCAKES DONUTS OTHER _____

13. Are there other items you would like to have at the coffee klatch?

SMALL SANDWICHES SOUP OTHER _____

14. How much would you be willing to spend at the coffee klatch?

\$1-5 \$5-10 \$10-15 \$15-20

END OF SURVEY

Conclusion

Hopefully, you have found this idea interesting. The information contained in this proposal includes a brief discussion of the concept of the coffee klatch and lists some menu items associated with it. There are breakdowns of the potential cost as well as the

estimated amount of profit. The desire is that the survey respondents will embrace this idea and we can create a new spot for people to relax and interact positively, as spaces like this are few in the neighborhood. The coffee klatch is a community-friendly way to raise funds for the important tradition of providing holiday food baskets to neighborhood residents who otherwise may not be able to enjoy a holiday meal.

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