

# A CUP OF HOPE

BY HOPEFUL  
BARISTAS



# A Cup Of Hope

- 1.This is a passion project initiated by high schoolers Leyla Guclu (the lead), Hulya Yazici and Aliye Kutlu.
- 2.This passion project aims to create a Kenyan Coffee brand and use it as a tool for providing scholarship to girls in Kenya.
- 3.This scholarships will be originating from our profit .

# Why a CUP OF HOPE?

"Cup of Hope" was inspired by the power of education to create a mindful nation and an independent generation.

Education is an essential component of creating a prosperous nation. Girls are the building blocks of a society. If they are educated, won't future generations benefit as well? It is crucial to empower Kenyan girls. With this project, every cup of coffee, while bringing out Kenyan coffee's delicate flavors, provides hope one cup at a time.

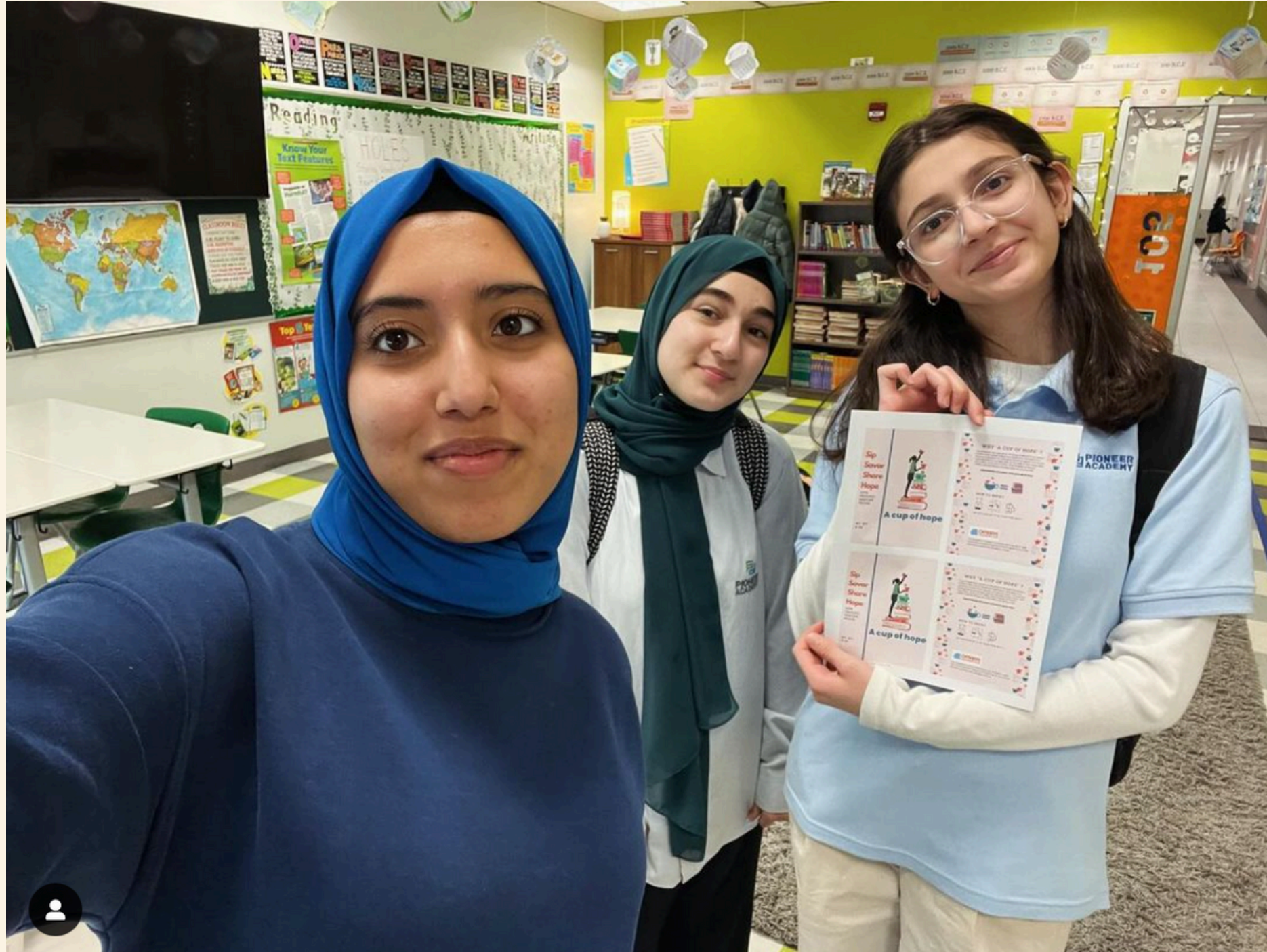
Sip. Savor. Share. Hope





# MEET OUR TEAM:

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Meet our wonderful team, Leyla Guclu, Hülya Yazıcı and Aliye kutlu. We are high schools students that are passionate about education and women's rights. We are excited to initiate our "A Cup of Hope" project, so tune in and let's start

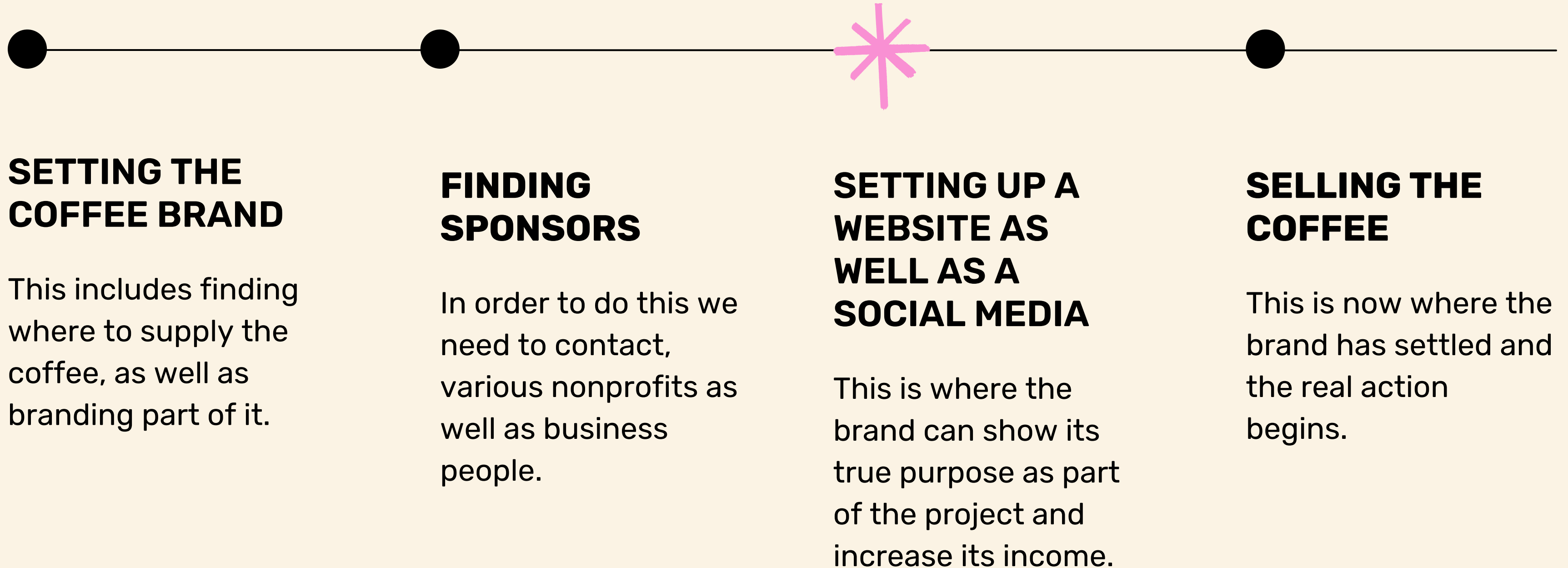
# VISION

By 2025 we aim to provide scholarship to 100 girls in Kenya.

# MISSION

Our mission is to generate revenue by selling Kenyan coffee, to support girls lacking education.

# Timeline



## **SETTING THE COFFEE BRAND**

This includes finding where to supply the coffee, as well as branding part of it.

## **FINDING SPONSORS**

In order to do this we need to contact, various nonprofits as well as business people.

## **SETTING UP A WEBSITE AS WELL AS A SOCIAL MEDIA**

This is where the brand can show its true purpose as part of the project and increase its income.

## **SELLING THE COFFEE**

This is now where the brand has settled and the real action begins.



# LABEL AND DESING:

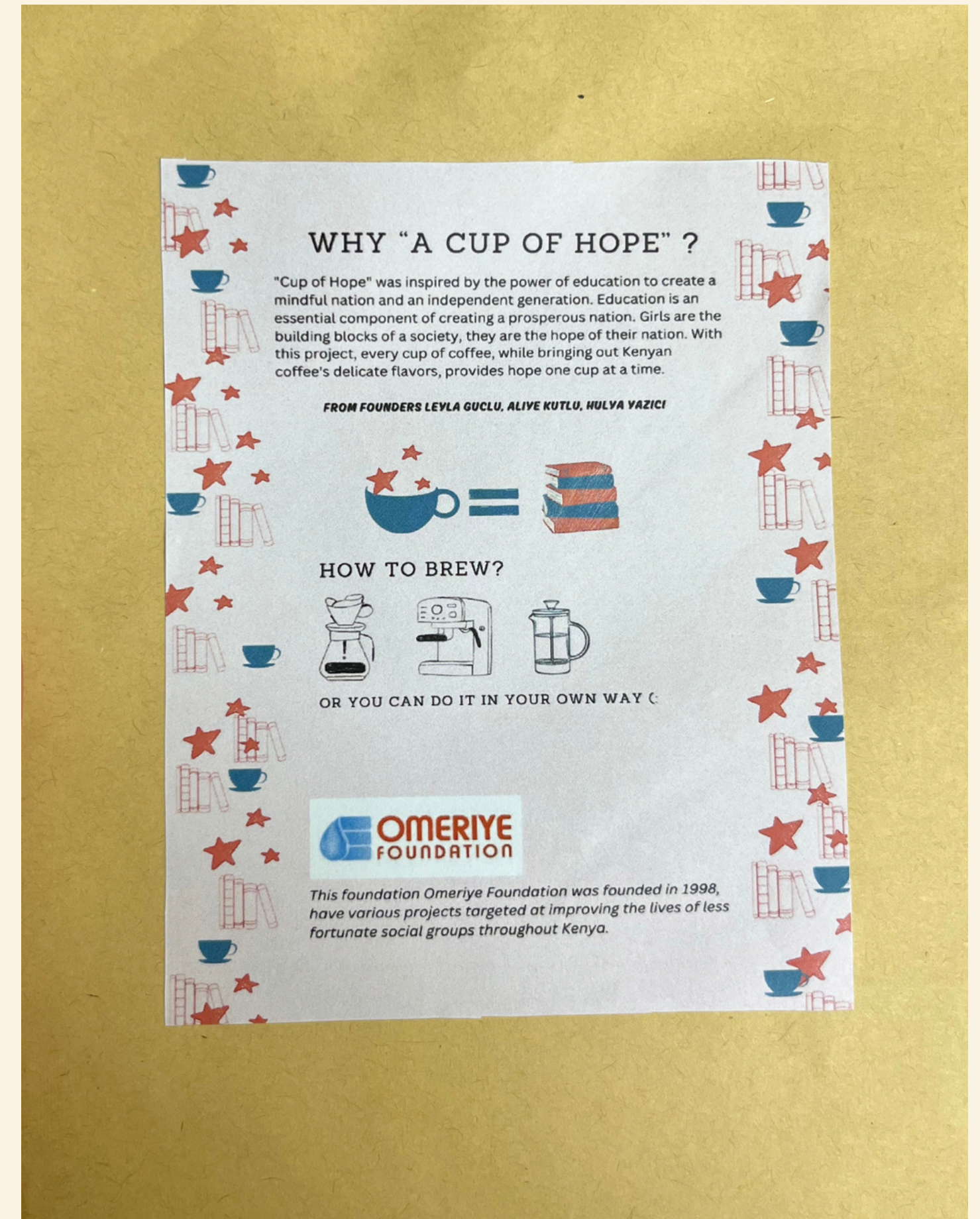
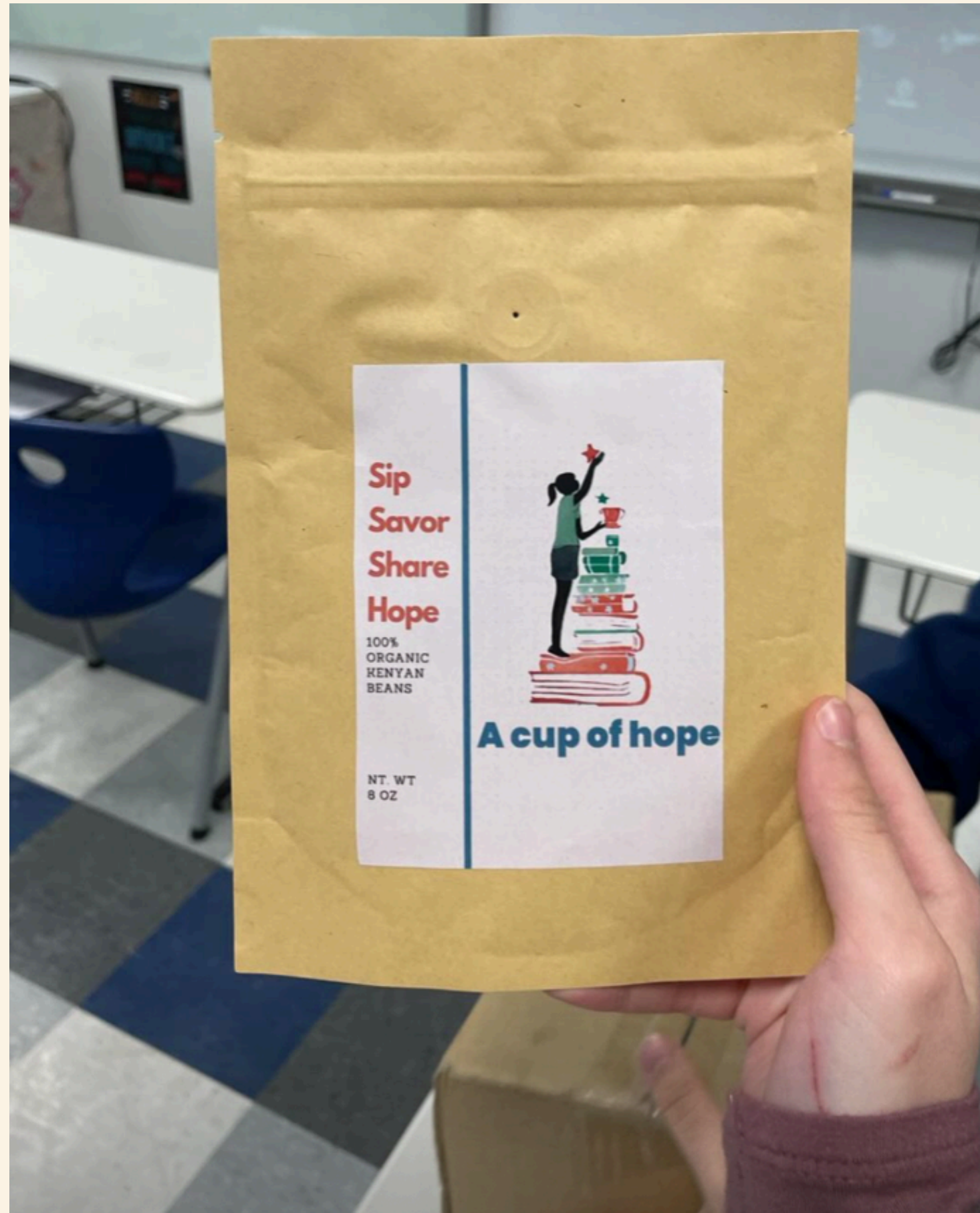
After a long process we have come up with our designs for our coffee packages. It also wasn't easy preparing the stickers...





# THE COFFEE PACKETS ARE READY!

We are proud to say with our team, that we are finished with the packages. We are looking forwards to launch our nonprofit (:



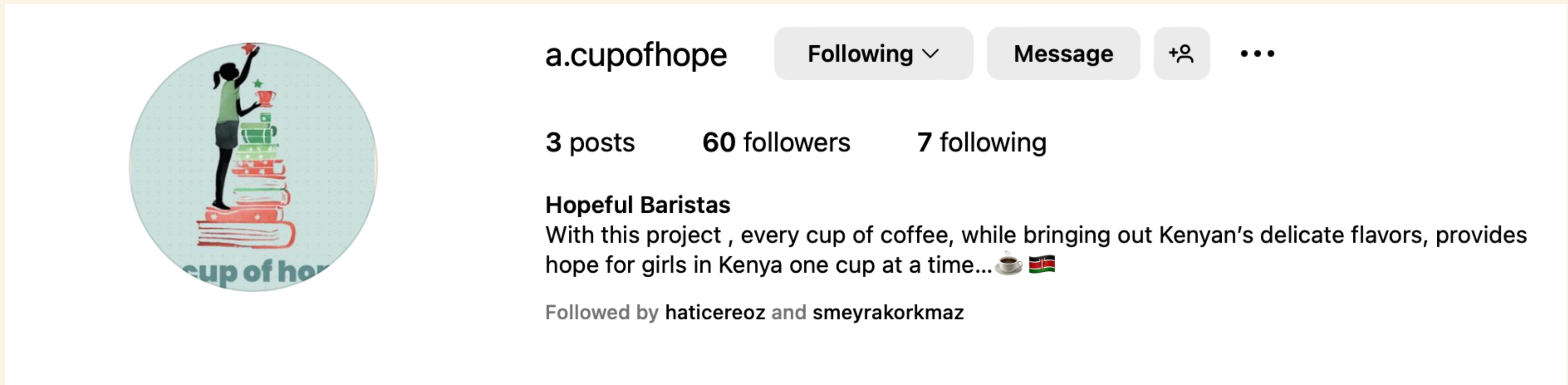


# COLLABORATION PARTNERS

We are collaborating with Omeriya Foundation and Embrace Relief in order to achieve our mission locally and globally.



# SOCIAL MARKETING:



We aim to use our social media, as a means of spreading our message as well as to create awareness for girls education. This social media account has just been opened and we aim to develop the account as well as to gain quality followers. .





- **QUALITY EDUCATION**



- **GENDER EQUALITY**

This are the SDG goals put by United Nations we are hoping to tackle with our passion project.



*Thank you*

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**FOR YOUR TIME**