



## FOR IMMEDIATE RELEASE

### SCA Donates \$205,000 of Specialty Coffee Expo Attendee Revenue to Louisiana Coffee Businesses and Workers

**October 7, 2021** — The Specialty Coffee Association (SCA) has donated \$205,000 to two organizations that support Louisiana coffee businesses and hourly coffee workers impacted by Hurricane Ida. This figure represents 50% of all attendee revenue generated by the SCA at the [Specialty Coffee Expo](#) in New Orleans from September 30 to October 3.

The SCA has donated \$205,000 to Go Fund Bean and the Louisiana Hospitality Foundation (LHF). The two partner organizations collect applications and process grants to businesses and hourly coffee workers impacted by Hurricane Ida. Go Fund Bean and the LHF have supported the hospitality industry during times of crisis, and the SCA is proud to partner with them to support the Louisiana coffee community.

Go Fund Bean will distribute a portion of the \$205,000 to individual hourly coffee workers impacted by Hurricane Ida in the form of \$500 grants. Eligible Louisiana coffee workers in need of assistance are encouraged to apply on Go Fund Bean's website: <https://form.jotform.com/212515758156156>.

The Louisiana Hospitality Foundation will distribute grants of \$1,000 to coffee businesses in the 25 Louisiana parishes identified by FEMA as devastated areas. Depending on the number of applications received and the number of additional donations from the global coffee community, the LHF hopes to award higher dollar amounts to grantees. Louisiana coffee business owners may apply for these funds on the LHF website: <https://www.louisianahospitalityfoundation.org/coffee/>.

The SCA staff and volunteer leadership are thankful to the New Orleans coffee community for hosting the Specialty Coffee Expo this past week. We hope that this donation will help businesses and hourly coffee workers as they continue to recover from the impact of the pandemic and the recent storm.

Coffee businesses and professionals interested in joining our efforts are encouraged to donate directly to [Go Fund Bean](#) and the [Louisiana Hospitality Foundation](#).

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#### Promotional Graphics

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- [Logos and Promotional Graphics](#)

#### **About Go Fund Bean**

Go Fund Bean's mission is to support, uplift, and defend the hourly coffee professional in every way possible. Learn more about the organization at: <https://www.gofundbean.org/>

#### **About Louisiana Hospitality Foundation**

Louisiana Hospitality Foundation Mission's mission is to strengthen Louisiana's hospitality industry by supporting individuals within the community. Learn more about the organization at: <https://www.louisianahospitalityfoundation.org/>

#### **About the Specialty Coffee Association**

The SCA is a trade association built on foundations of openness, inclusivity, and the power of shared knowledge. From coffee farmers to baristas and roasters, our membership spans the globe, encompassing every element of the coffee value chain. SCA acts as a unifying force within the specialty coffee industry and works to make coffee better by raising standards worldwide through a collaborative and progressive approach. Dedicated to building a fair, sustainable, and nurturing industry for all, SCA draws on years of insights and inspiration from the specialty coffee community. For more information, please visit [www.sca.coffee](http://www.sca.coffee).

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