



# SUSPENDED COFFEES

It's about more than the coffee

## Your café could warm someone's heart with a suspended coffee

### 6 reasons to sign up!

1. Cause related marketing
2. Creates a sense of community
3. Restores faith in humanity
4. Lifts the morale of employees & customers
5. Provides extra sales opportunities
6. It matters!

Did you know that there are over 2000 cafés signed up worldwide?

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### What is a suspended coffee?

A 'suspended coffee' is a pre-paid coffee (or other beverage or food) that your customers purchase at your café to be given to someone else. Service of the coffee is suspended until it is claimed by someone who needs it for whatever reason.

### Who is Suspended Coffees?

Suspended Coffees is a world-wide movement based on a tradition that began in the Italian city of Naples over 100 years ago. Our mission is to bring communities together in hope, to inspire and empower people to change lives, and to restore faith in humanity. Suspended Coffees is all about spreading a little kindness by paying it forward. To date, we have over 300,000 followers across all social media platforms and over 2,000 supporting cafés around the globe.



## Great idea! How do I get started?

Just visit our website at [suspendedcoffees.com](http://suspendedcoffees.com), click 'join the movement' on the home page, enter your café details and click 'submit'. Our Café Coordinator will then email you a 'Welcome Pack' to help you get started, and our team is always available to answer any questions or concerns you may have.

## How do I track the program in my café?

There are many ways to track the program, and you can choose what best fits your needs. Many of our cafés use chalkboards to note suspended items. Others use tokens, empty cups stacked by the register, or even something as simple as a piece of paper or post-it notes. If you need help deciding, we're happy to assist. We also have a Facebook group specifically for our supporting cafés where you can ask questions and share ideas.

## Who is eligible?

It is important to remember that we never judge a book by its cover. Regardless of a person's appearance, if they ask for a suspended item, there is some sort of need, and they won't be turned down. When we say 'in need' it doesn't just mean someone who appears homeless or 'looks' like they are in need. It may be a single mother of 4 who cannot afford coffee in this month's grocery shopping; a well-groomed man in a business suit may be in his 16th week of job hunting; or it may be a student struggling with his exams. We don't know their situation, so we never pre-judge. No resumé needed.

## We look forward to working with you!



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Share the conversation with our hashtag: [#morethanthecoffee](https://twitter.com/hashtag/morethanthecoffee)



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[www.suspendedcoffees.com](http://www.suspendedcoffees.com)

Over 15,000,000 coffees  
suspended so far

