



HAPPY CUP COFFEE COMPANY

BATCH ROASTED BY PEOPLE WITH POTENTIAL

2850 NORTHEAST SANDY BLVD PORTLAND, OR 97232 | FIND US ON FACEBOOK AND TWITTER
{503} 238-4604 | WWW.HAPPYCUP.COM

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COMPANY BACKGROUND

What is Happy Cup Coffee?

Happy Cup Coffee Company is an artisan coffee roaster founded in 2011 in Portland, Oregon. We create jobs for adults with disabilities – our People with Potential – by making great, ethically-traded coffee. We donate 100 percent of our profits to programming for the disabled.

OUR MISSION IS THREEFOLD:

- 1. Offer employment, a competitive wage and a full life to adults with disabilities in our local community – our People with Potential.**
- 2. Help create a better future for the disabled by donating 100 percent of our profits to vocational and recreational programming for adults with disabilities.**
- 3. Deliver a responsible, great-tasting cup of coffee.**

Our People With Potential

Adults with disabilities face inequities in the world of employment. These adults want to thrive and productively contribute to society, but with unemployment rates topping 78 percent, many are never given the chance to experience the satisfaction of a job well done. Happy Cup Coffee is determined to reverse these inequities.

We employ People With Potential to weigh, package and label our coffee, participate in marketing and sales events and name the coffee blends. Employees also stamp their name and date on the bags they package, so you know exactly whom you are supporting when you buy a bag.



Our Coffee

Our mission goes beyond the borders of our community. We also promote a better future for farmers and for our planet by making every effort to only purchase ethically-traded coffees from small coffee farms around the world.

Full Life:

Our parent organization

Happy Cup Coffee is a program of Full Life, a well-recognized and awarded organization that has been providing vocational and recreational programming for adults with disabilities in the Greater Portland area since 2000. Full Life is committed to helping everyone reach their potential for a happy, productive and full life through imaginative programs, skilled staff and a caring community of friends and families. To learn more about Full Life please visit www.fulllife.com.

Full Life: Our parent organization

Thank you for learning about Happy Cup Coffee! We'd love to hear from you. Please reach out to a Happy Cup Coffee team member today to learn how to carry Happy Cup Coffee in your business. Or, buy a bag today and help us reverse the inequities adults with disabilities face in the world of employment.



QUICK FACT SHEET

Location: Portland, Oregon

Mission:

1. Offer employment, a competitive wage and a full life to adults with disabilities in our local community – our People with Potential
2. Help create a better future for the disabled by donating 100 percent of our profits to vocational and recreational programming for adults with disabilities
3. Deliver a responsible, great-tasting cup of coffee

Description: Happy Cup Coffee Company is a specialty coffee roaster and social enterprise that creates jobs for adults with disabilities by making great ethically-traded coffee. We donate 100 percent of our profits to programming for the disabled.

Products: We offer a range of great-tasting, batch-roasted coffee blends, all named by our employees. Best sellers include our Boom! Boom! dark roast, Morning Madness espresso roast and The Buzz medium roast.

Purchase: Happy Cup Coffee is sold in the Greater Portland area at Whole Foods Markets, New Seasons Markets, select food co-ops and other fine food retailers, and online at www.happycup.com

Founder: Rachel Bloom

Address:	ROASTERY Happy Cup Coffee Company 2850 NE Sandy Boulevard Portland, OR 97232 503-238-4604	COFFEE HOUSE 3331 NE Sandy Boulevard Portland, OR 97232 503-238-4604
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Web Site: www.happycup.com

Social Media:

Facebook - Happy Cup Coffee Roasting
Twitter - @HappyCupCoffee
Blog - blog.happycup.com

Contact:

SALES & PRESS INQUIRIES
Adam Bray
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503-544-7052

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MEET OUR FOUNDER



Rachel Bloom: Coffee in Full Bloom

Meet our Founder, Rachel Bloom. Rachel began her career as a Special Education teacher in New York, Virginia, Wisconsin and Oregon. These diverse settings offered a wide range of experiences and ultimately highlighted for her what was not being done for adults with disabilities. She saw the possibilities and set out to create a place that championed these under-served people.

Rachel founded Full Life in 2000 and has built a solid, well-recognized and awarded organization that helps everyone reach their potential for a full life. Imaginative recreational and vocational programs, skilled staff and a caring community of friends and family have made Full Life an ever-growing and essential presence in the Greater Portland area.

The seeds of Happy Cup Coffee were planted early in 2011. Rachel knew first-hand how difficult it was to secure meaningful, competitively paid jobs for adults with disabilities. She decided to create the jobs that she couldn't find, and opened Happy Cup Coffee in November of 2011. Every bag sold helps reverse the inequities the disabled face in the world of employment.

Everyone has a place in this world. Everyone deserves a chance to thrive – a chance at a full life. That's Rachel's vision, and it comes true in a new way every day at Full Life and Happy Cup Coffee.

“It’s incredibly gratifying to see our employees flourish and develop that sense of independence that comes with a regular paycheck.”

- Rachel Bloom

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OUR PEOPLE WITH POTENTIAL



Every time you purchase a bag of our specialty coffee you help adults with disabilities reach their potential and lead fuller lives. Take a minute to meet a few of our hard-working employees.

Nick

You can't miss Nick's enthusiasm for Happy Cup Coffee. "My favorite thing about my job is that I get to be around friendly people and it's happy around here!" Nick especially enjoys the different responsibilities his job brings. "It's interesting to work here because one day I label bags, or weigh the coffee, or help with getting deliveries ready." Earning money for a job – well done also brings a lot of satisfaction. "I'm excited to get my paychecks. I've been saving my money and that feels really good."

Suanne

Suanne's bright smile greets every visitor to the roaster. She loves her job, and it shows. "I get to do fun stuff and see more of the community. I'm really proud of my work!" Her favorite job is affixing labels to the bags of coffee. She also lights up when she talks about what she's able to do now that she has a steady paycheck. "I'm going to the beach next month, and I'm saving for a trip to Seattle to see some of my family." She can also afford to indulge in some of her favorite things, like shopping, Subway sandwiches and movies.

Dustin

Dustin sports a ready smile and a willingness to take on any job at the roaster. His favorites include bagging the coffee, stamping the bags and washing dishes. "My job is fun, it makes me feel good inside and I get to work with my friends." He beams when he says he's proud to earn a steady paycheck, and when he talks about the things he's able to do now. "I can do fun things because of my job. I go bowling, to the video arcade and to outdoor markets. I'm not bored at home anymore."

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EXTRA! EXTRA! EXTRA!

Happy Cup Coffee is proud to have been mentioned in the following media outlets and publications in the Greater Portland, OR and national markets.

And we're looking forward to more to come!

PRINT

June 2012

BARISTA

"At Happy Cup, coffee is vehicle for creating opportunity"

July 2012

FRESH CUP

"'Happy' roaster creates jobs, sense of identity"

July 2012

WILLAMETTE WEEK

"Best Reason to Drink More Coffee",
"Best of Portland 2012"

August 2012

OREGON JEWISH LIFE

"Happy Cup"
Profile on our Founder,
Rachel Bloom

August 2, 2012

THE OREGONIAN

"In My Opinion"
"Fixing Oregon's ADA lapse by creating meaningful jobs for adults with disabilities"
by Rachel Bloom
Founder, Happy Cup Coffee

BROADCAST

July 23, 2012

KGW NEWSCHANNEL 8 (NBC)

"Making a Difference" Evening News
"Happy Cup Coffee serves up more than caffeine."

June 26, 2012

KGW NEWSCHANNEL 8 (NBC)

"Out & About with Drew Carney"
"KGW NewsChannel 8 @ Sunrise"
Drew Carney visits the Happy Cup Coffee Roastery.

July 31, 2012

KOIN LOCAL 6 (CBS)

"Positively Portland" Evening News
"Happy Cup gives workers a special chance."

WEB

July 31, 2012

VOICE FOR SMALL BUSINESS

"Changing the world through coffee"

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