

Notes

- In addition to a CSR homepage, 6 sections are created that align to the 6 pillars of the CSR program, each represented by a single page.
- The CSR homepage will replace the current homepage and will include the following changes: image-based navigation replaced with editable text-based navigation on left; old Flash content replaced with new Javascript-based rotating slide show imagery; text section(s) underneath containing manual links to CSR reports and text introductions to the sub-site.
- Each pillar's page will have an image, a text introduction, and links to PDF downloads, related links, and/or contact information specific to that pillar.

Questions

- Please see included wireframes to call out the specific PDF downloads, related links and/or contacts for each section.



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Quick downloads:

- 2010 CSR Report
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CSR Highlights

<Relevant press releases>:

- Press release 1...
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Questions & Comments

Comments:

- Text and image blocks are placeholder only.
- Pink bars in background are part of a standard grid layout used for alignment purposes and will not be seen by users in the final design.

Please validate the following:

- Slides will rotate automatically every 5 seconds. If user selects any, the rotation will stop.
- Homepage links will be updated manually.



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Image

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Download the Complete 2010 CSR Report (3 MB)

Section Icon

Downloads



Scorecard (1MB)



Our Understanding (1MB)




Our Outreach (1MB)



Key Coffee Growing Community Partnerships (1MB)

Related Links

- Grantmaking Guidelines
- After the Harvest: Fighting Hunger in the Coffeelands 

Questions & Comments

Functional Requirements:

- Each main subsection page will have the ability to load an image.
- Each main subsection page will provide the full CSR report for download, possibly as a graphic.
- Each section page will have a section icon (shown here as green bar) to reinforce the section the user is in.
- The left-hand navigation will be boldfaced to indicate that the user is on a page in that section.
- PDF icon denotes download. Download size is given.
- Links to external sites are denoted by a small arrow icon and will open the page in a new tab.



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Grantmaking Guidelines

To apply for funding, first determine your organization’s and project’s eligibility based on the following criteria:

- Organizations requesting grants must be designated as tax-exempt by the Internal Revenue Service under Section 501c3.
- Projects under consideration must address poverty reduction, hunger alleviation, waste reduction, and the promotion of responsible energy use in communities we touch through our purchases, manufacturing and distribution operations, or sales.
- Grant requests should be for \$500 or more.
- Budget limitations and company policies prevent Green Mountain Coffee Roasters from providing financial support to the following*:
 - Organizations that are not tax-exempt under section 501c3 of the IRS tax code
 - Political, sectarian, fraternal or religious organizations, if the project does not benefit the general public.
 - Sponsorships of sporting events, athletic teams or individual athletes
 - Advertising
 - Individual youth clubs, troops, class projects, or school trips
 - Mass-market film or television productions
 - Discretionary or emergency requests
 - Units of government
 - Trips, tours, and/or travel expenses
 - Fees for participation in competitive programs
 - Lobbying organizations or activities
 - For-profit ventures
 - Academic research
 - Organizations that discriminate on basis of race, color, sex, religion, political opinion, nationality, social origin, or other legally-protected classification.

*This list is provided as a guideline, and is not all-inclusive.

If you determine that your organization and project are eligible for funding, please send us a Letter of Intent. The Letter of Intent should include, at a minimum, the following elements:

Section Icon

Contacts

Eligible companies may send completed Letters of Intent to:

Coffee-Growing Communities
Rick Peyser
Director of Social Advocacy
Coffee Community Outreach
GMCR
33 Coffee Lane
Waterbury, VT 05676

✉ Rick.Peyser@gmcr.com

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Functional Requirements:

- Email icon denotes email address.



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Download the Comlete 2010 CSR Report (3 MB)

Section Icon

Downloads



Scorecard (1MB)



Our Understanding (1MB)



Our Outreach (1MB)

Related Links

- Product Donations
- Domestic Grant Application Process

Questions & Comments



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Domestic Grant Application Process


At Green Mountain Coffee Roasters, Inc. (GMCR) we are dedicated to improving the sustainability and quality of life of the communities where GMCR employees live and work. Through Employee Community Grant Programs at each of our employee sites in the United States and Canada, we provide grants to organizations and projects that address specific issues aligned with environmental stewardship, strong local systems, and economic prosperity. We look for solutions that take a whole systems approach, are multidisciplinary in planning and execution, and are designed to solve problems, not just respond to them.

Each employee site has its own grant program and review team, and each directs their philanthropic efforts and resources to a set of specific focus areas that are relevant to their unique community and meaningful for their employees. We support proven approaches, innovation, and new ideas in areas that range from energy to education. Documents that outline the focus areas for our Employee Community Sites are in the list to the right.

To see if your organization qualifies for one of our Employee Community Grants, please see our [Grant Eligibility Guidelines](#).

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Downloads


 [Grant Eligibility Guidelines \(1MB\)](#)


Employee Community Sites:


 [Castroville, CA \(1MB\)](#)

 [Knoxville, TN \(1 MB\)](#)

 [Reading, MA \(1 MB\)](#)

 [Sumner, WA \(1 MB\)](#)

 [Vermont \(1 MB\)](#)

 [Toronto, ON \(1 MB\)](#)

Questions & Comments

Functional Requirements:

- Employee Community Sites are TBD pending timing of the launch of the Brew a Better World Foundation site.



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Product Donations

How to Apply for Green Mountain Coffee Roasters' Product Donations

Product donations are an important aspect of Green Mountain Coffee Roasters' ("GMCR") community involvement. Our Product Donations Program offers coffee to brew, giveaway packages for events, and items for raffles or auctions. If your organization meets the requirements listed below you can request a donation through our online [Product Donations Application](#). We no longer accept email or phone requests for product donations.


Requirements for GMCR Product Donations:

- The organization must be US based. If your organization is based in Canada, you can request a Product Donation through the Canadian Product Donation process.
- The organization requesting the donation must be an IRS-qualified 501(c)(3) nonprofit or a public school with a valid NCES number. A private school that operates as a nonprofit may apply as a 501(c)(3) organization with a valid number. Religious organizations must obtain and provide their 501(c)(3) number. All applicants are required to provide a valid US Federal Tax ID number or 12-digit NCES number during the online application process.
- The donation request must be made at least two weeks prior to the desired shipment arrival date, but no earlier than three months ahead of that date.
- The donated product can only be used to support the primary mission of the organization. Please note that receipt of a product donation does not represent an endorsement or sponsorship of an organization or an event by GMCR and should not be communicated as such. An organization may only state publically that GMCR has made a product donation to that organization.
- The donated product cannot be resold.
- The organization has not received a donation during the current year. We only make one donation per organization per calendar year.
- A street shipping address is available. We cannot ship to a post office box.

APPLY FOR A PRODUCT DONATION

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Related Links

- [Canadian Product Donations](#) 

Contacts

-  [Email Corporate Donations](#)

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Downloads

-  Scorecard (1 MB)
-  Our Understanding (1 MB)
-  Responsible Energy Use (1 MB)
-  Reducing Solid Waste (1 MB)
-  Packaging Initiatives (1 MB)

Related Links

- Environmental Impact of the Keurig Brewing System
- The Right to Clean Water

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Addressing Our Environmental Impact – Keurig Brewing Systems

Video

Reducing the environmental impact of our coffee packaging materials and brewing systems is a top priority for us. We conducted a life cycle analysis comparing single cup brewing systems to drip brewing systems across a number of environmental impact categories. What we learned is the disposal of a product’s packaging represents a fraction of the total environmental impact. Significant impacts occur in the cultivation of coffee beans, use of brewing systems, and material used in the products’ packaging. We take all impacts seriously and are continuously working to reduce our environmental footprint.

More Information


Addressing our Environmental Impact - Keurig® Brewing Systems (pdf)

The manufacturing requirements of the K-Cup® packs currently make recycling difficult. However, we are actively working to meet the challenge of creating a pack for the K-Cup® brewing system that reduces environmental impact and continues to deliver an extraordinary cup of coffee.

The K-Cup® and Vue™ brewing systems operate differently and therefore have different requirements for materials. The current plastic used in our Vue™ pack cups can be recycled wherever polypropylene/#5 plastic is accepted. Today, about half of communities in the United States accept #5 plastic for recycling, and that number is increasing. To learn more about recycling the Vue™ pack’s plastic cups, please visit www.VueRecycling.com.

Section Icon

Related Links

- Vue Recycling 
- Re-usable Filter 

Questions & Comments

Functional Requirements:

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The Human Right to Clean Water

Green Mountain Coffee Roasters, Inc. (GMCR) recognizes that water is a critical natural resource that is of strategic importance to our business, our stakeholders, and the communities in which we operate.

In 2010, the United Nations expanded the Universal Declaration of Human Rights to include the Human Right to Water, defined as all people's right to safe, sufficient, acceptable, physically accessible and affordable water for personal and domestic use.

Consistent with our historical commitment to corporate social and environmental responsibility, we recognize the Human Right to Water and acknowledge the importance of having guiding principles in terms of our responsible use and preservation of this vital resource.

Therefore, GMCR agrees to the following steps to ensure that our business engagement across the globe, first and foremost, respects the Human Right to Water:

- **Safety:** commit to preserve the quality of the water resources we utilize in the communities where we operate.
- **Sufficiency:** strive to operate in a manner that minimizes impact from our operations on the availability and cost of community water resources.
- **Acceptability:** in our domestic and supply-chain business relationships we will specifically include access to clean water in our ongoing engagement efforts.
- **Transparency:** openly communicate and engage with the communities in which we operate regarding our water usage and conservation initiatives in an ongoing manner.
- **Physical Accessibility:** work to assure that our operations will not adversely impact physical accessibility of community members to water resources and will address community concerns in a cooperative manner.

Section Icon

Downloads



GMCR Policy in Support
of Human Right to Water
(1 MB)

Questions & Comments

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Downloads

-  Scorecard
-  Our Understanding
-  Fair Trade Certified
-  Farm Identified
-  Conventional Sourcing

Related Links

- GMCR Statement on Fair Trade

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Related Links

- CA Transparency in Supply Chains Act Compliance

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CA Transparency in Supply Chains Act Compliance

Green Mountain Coffee Roasters, Inc. and its wholly owned subsidiary, Keurig, Incorporated (collectively, “GMCR”) began implementing a Supply Chain Transparency Program in its 2007 fiscal year (the “Program”). Under this Program, among other things, GMCR hires third-party consultants to assess the labor practices of certain of our significant, direct suppliers (“Suppliers”). As part of this assessment, GMCR directs our third-party consultants to perform periodic, scheduled, on-site evaluations on our behalf (“On-Site Evaluations”).

As part of the Program, GMCR also created a set of vendor expectations that were informed by internationally recognized standards (“Vendor Expectations”). GMCR provides copies of our Vendor Expectations to all of our facilities and to those of our Suppliers, which we request that they meet and post in their facilities.

GMCR does not require any of our suppliers to certify that they comply with applicable slavery and human trafficking laws. However, during On-Site Evaluations, GMCR inquires as to whether the Suppliers have implemented a program to evaluate their labor practices and those of their suppliers.

The Associate Director of CSR Reporting and Social Compliance attends periodic training on various supply chain transparency topics. Past topics have included human trafficking, slavery and mitigation of supply chain risks.

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