

SIGN UP FOR 2014

CafeSmart

• 8 AUGUST 2014 •



WHAT IS CAFESMART?

CafeSmart is a one day annual event that unites coffee makers and drinkers around Australia to help people that are homeless. Participating cafes donate \$1 for each coffee sold on August 8th 2014. 100% of this donation will go to grassroots projects in the area it was raised.

WHY YOUR CAFE SHOULD GET INVOLVED

- CafeSmart is a unique activity connecting your business, staff and customers
- It brings in potential new customers to experience your offering
- Coffee Roasters can help you out with some beans for the day
- What goes around, comes around — feel the karma!
- StreetSmart will support cafes with a media and PR campaign:
 - Listing on CafeSmart website including Google map locator so customers can find you
 - Social media campaign to connect with supporters and create buzz
 - Media coverage from the likes of Broadsheet, YELP, etc
 - Collateral to help promote the event in your cafe

COFFEE ROASTERS SUPPORTING CAFESMART



In 2013, 275 cafes united to raise **\$83,950** to fund 77 projects.

SIGN UP ONLINE:
www.streetsmartaustralia.org

To find out more contact Adam Robinson
0488 336 419
adam@streetsmartaustralia.org



STREETSMART

ACTION AGAINST HOMELESSNESS