



ConnectiviTea™

### **WHAT IT IS:**

The Connectivity™ Fund is the charitable giving arm of Table Rock Tea Company, Ltd (TRTCO). As part of Table Rock Tea Company's ongoing commitment to honor God and to give back to our global community, 10% of all income from sales and services goes into The ConnectiviTea™ Fund.

The ConnectiviTea™ Fund is a D.A.F. (Donor Advised Fund) whereby resources must be distributed through registered 501(c)3 nonprofit organizations. Although funds may be given to any nonprofit, our primary focus is on assisting small-scale tea farmers in developing countries through Christian missions agencies.

### **HOW IT WORKS:**

TRTCO partners with 501(c)3 missions agencies to identify and work with missionaries who are entrepreneurially minded and who are serving in areas conducive to growing and producing tea. Once a good match is established, TRTCO releases ConnectiviTea™ Fund resources, through the missions agency, to the missionary in the field. These financial and technical resources are then used to build small-scale tea production infrastructure as a means of raising the indigenous economic situation while sharing the gospel through microenterprise. Financial resources include purchase of farmland, seeds and plants, processing equipment, etc.; technical resources include contracting of indigenous tea consultants, consultation with TRTCO experts, onsite visits by TRTCO consultants, etc.

Once the microenterprise tea production is established, TRTCO will buy the bulk-finished product for sale and marketing in the United States under a TRTCO subsidiary brand, highlighting the specific outreach and charitable nature of the product. The cooperating missionary will serve as the liaison between TRTCO and a local distributor for navigating USDA/FDA and Customs clearance.

### **WHAT WE NEED:**

We are looking for agricultural business-minded missionaries who understand the value of microenterprise as a means of sharing the gospel through practical outreach. Excellent organizational and communication skills are a must.