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Measuring the “Circle of Good”

CLIENT

Pura Vida Coffee Company
Seattle, Washington
www.puravidacoffee.com

TIMETABLE

Renee Gastineau worked on this project pro bono while completing her MBA degree at Seattle University. She remains a loyal customer of Pura Vida coffee both for its great taste and its mission. It is the “official coffee” of Gastineau Communications.

RESULTS

The research and financial model was used by Pura Vida to support sales efforts, communicate with investors and motivate employees. Ultimately, it helps tell the story of how a fresh approach to capitalism is ultimately helping to serve and empower the poor.



Pura Vida Coffee company uses the sales of its coffee as a funding engine to support social programs in Central America's coffee growing regions. An innovative social enterprise, the organization was looking to communicate the benefits of its unique business model and how its coffee roasting and sales enterprise contributes to positive social change.

We used Pura Vida Coffee's own sales and production numbers and researched the potential social impact of the organization's investment in education, community and social programs in Central America as well as its impact among customers on U.S. college campuses.

Project goals:

- Create a Social Return on Investment model that demonstrates the multiplier effect of dollars invested in the organization's coffee enterprise
- Identify and quantify the areas where the organization's profits and business strategy are creating social value.

Solution:

- Researched the economic, environmental and community development value of Pura Vida's influence.
- Generated a social return on investment (SROI) financial model based on the core areas of Pura Vida's influence in coffee growing regions.
- Created talking points and a summary of results for use in telling the Pura Vida social enterprise story.