



## BUSINESS SUMMARY

### THE MISSION

Hope and Coffee Coatesville will be established in the heart of the city as a networking center where people of all ages and backgrounds can safely connect and enjoy life in a drug and alcohol-free environment. We are employing those in recovery and are offering spaces for classes, workshops, events, and live entertainment with a foundation on principles of honor, sobriety and acceptance.

### THE CHALLENGE IN OUR COMMUNITY

There is a lack of resources for those in recovery and wishing to maintain their sobriety and wellbeing in Coatesville, PA. There are few places for aftercare and nowhere for people of all walks to gather in a sober environment.

### TARGETED MARKET

Our target market includes coffee and tea lovers of all ages and those in recovery and supporting recovery of all types. Customers will range from teens to senior citizens across all demographics.

### LOCATION

Hope and Coffee will be established on a main street in Coatesville offering high visibility and easy access for customers and event participants.

### MILESTONES ACHIEVED

HSI fiscal sponsor approved our program – July 2023  
Business plan draft completed – September 2023  
Trademark agreement established and implemented – October 2023  
Advisory committee established and began meeting – October 2023  
Website created and published – November 2023  
Marketing and funding plan created – in process as of December 2023

### FUNDING NEEDS

Start-up funds needed are approximately \$135,000.

### REVENUE STREAM

As a non-profit program, revenue for Hope and Coffee Coatesville comes from the sale of menu items, consignment of local arts and crafts, prorated event rental fees, as well as grants and donations.

### OPPORTUNITY

Do you feel strongly about the mission of normalizing recovery? Would you like a way to help see this vision become a reality? Here are ways that you can help:

- **Volunteer** – Contact us or check out our website to find out about our volunteer opportunities.
- **Donate** – We need in-kind donations of services for grant-writing, marketing, build-out and others; a donation of location site or reduced lease, and we are looking for donations of start-up funds to get the program up and running. As a 501c3 through HSI, all donations are tax deductible.
- **Follow Us** – Follow us and share on social media to get the word out. Sign up for our monthly newsletter to stay update on what's happening.

### CONTACT INFO

Web [www.hopeandcoffeecoatesville.com](http://www.hopeandcoffeecoatesville.com)  
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