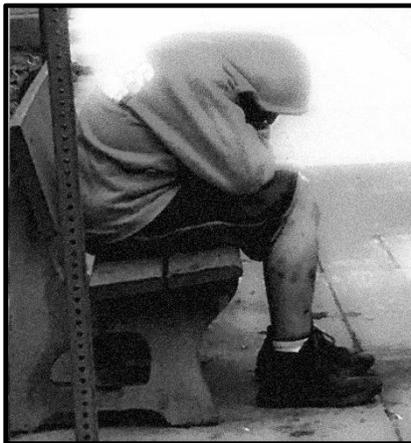


THE BENEVOLENT BEAN PROGRAM

Mobile Coffee and Tea Serving the Homeless Community

What Is It? Homelessness is a multi-dimensional, personal and societal problem in which its victims' choices are not 100% responsible for their conditions. Homelessness is often a byproduct of inadequate government policy decisions: academic resources, ineffective youth and family intervention services, ineffective alcohol/drug enforcement and treatment, a near-nonexistent, mental health infrastructure, economic policies aimed at further advancing the power class, ignorance, avoidance, and others, often benefitting one segment of the population at the cost of others.

BENEVOLENT BEAN is a charitable program designed to reduce some of the hardship that homelessness bears upon someone. The **BEAN MOBILE** is an electric vehicle, equipped with warm beverage dispensers, that circulates into areas with small- to moderate-concentrations of homeless individuals who lack proximity to nearby services (e.g. soup kitchens). The program delivers free, warm beverages (coffee/tea), from 8:00am – 10:00am. Its driver is responsible for navigating the **BEAN MOBILE** into homeless areas (targets) and serving the beverages to homeless patrons. An optional passenger may join the morning ride by signing up on the vehicle's **Ride-Along List**. The purpose of this additional passenger is explained below.



Purposes: The program serves dual purposes: (1) to help a homeless person start their day on a positive note with a warm cup of coffee or tea and (2) to provide a third-party an avenue (“bridging”) to communicate a message or purpose with the homeless community in an environment built on friendliness, generosity and trust. This optional passenger participating in the ride-along (e.g. social worker, homeless advocacy leader, census worker, drug counselor, public health coordinator, religious figure, news reporter, elected official, visiting dignitary, police or fire monitor, sponsor, subscriber, etc.) will each have a unique objective that may consist of: (1) gaining greater insights into the Santa Cruz homeless problem and its possible solutions, (2)

offering material support, (3) offering relevant and timely information (e.g. pandemic-related flyers) to educate the homeless community, (4) identifying serious health and safety concerns that should be addressed in a local camp, (5) counseling individuals in hopes of effecting positive change in their lives and (6) providing a source of inspiration to someone who has lost hope. Such outreach, while it exists on many fronts today, is not effectively a mobile one, so will be less effective. This program is meant to strengthen community outreach effectiveness through a positive stimulus that attracts attention and builds greater receptivity to the message or purpose of the ride-along passenger, who has the additional responsibility of co-server to build additional comradery and trust.

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Going Green: all Bean Mobiles will not exceed some maximum vehicle dimension, will operate electrically, and will be painted green to indicate our support of environmental preservation. Small, non-carbon, noiseless vehicles that minimize our environmental footprint on city streets.



Program Management: the Santa Cruz, California, nonprofit, **First Amendment Rights Preservation Society, Inc.**, will manage the program, including its assets and operations. A program manager employed by the company will oversee all aspects of its operations. The company will seek qualified individuals to volunteer as designated drivers for morning shifts. Supplemental volunteers will focus on preparing beverages for distribution while others will be responsible for ensuring a sufficient material inventory to distribute to patrons.

Costs: the costs to operate the **BENEVOLENT BEAN PROGRAM** include the startup costs to establish the equipment assets to operate the business (**fixed assets:** *Bean Mobiles, coffee makers, thermoses, computer/software*), then transition to building up sufficient inventory (**current assets:** *coffee/tea, filters, cups, condiments*) and running its daily operations (**operating expenses:** *gas, vehicle maintenance, EV charging, insurance, program manager salary, permits, web tool subscriptions, etc.*)

Funding: the program is 100% funded through donations derived from: (1) individual contributors, (2) nonprofit organizations (e.g. *Food Not Bombs*), (3) for-profit businesses (e.g. *Starbucks*), and (4) local grants (e.g. City of Santa Cruz). Local businesses may also make non-financial donations of relevant goods and services. A multi-tiered, sponsorship program will be available to corporate donors, with their logos displayed on our website and Bean Mobiles. Crowdfunding campaigns will be launched twice a year during holiday giving periods to replenish expired fixed assets and buttress the operations' budget. Our outreach success will depend on an active funding pipeline.

Outreach: the program manager must outreach to four stakeholder segments: (1) the community of volunteers that support operations, (2) the program donors, (3) the media and (4) the homeless community. The program's web and social media sites will market to the communities of volunteers and donors. Strategic donor targets (sponsors) will be approached directly through scheduled visits by the program manager or an associated support staff.

Program Extensions: if the initial rollout becomes successful in terms of stable and continual financial support and surpluses, then program has various avenues of growth ranging from: (1) expanding the **BEAN MOBILE** fleet, (2) expanding the hours of operation, (3) establishing a physical business location and storage lot, (4) extending the product scope to add small, pre-packaged breakfast items (e.g. mini-muffins, cup-of-soup), (5) extending service region boundaries (e.g. nearby cities and counties), (6) expanding services (e.g. free haircuts).

Website: For more information on the program, to become a volunteer or to contribute as a donor, please visit www.greghyver.com/farps/bbp.