

Drinking Helps.

LEMONAID⁺

ChariTea[•]

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USP 1: highest quality ingredients.



100% real brewed whole leaf tea.

Only the best fresh juices.

Award-winning taste.

We source the finest ingredients from traceable origins and we visit the farming cooperatives who produce our ingredients.

We use minimal ingredients for maximum taste – and keep things as close to home made as possible.



✓ All products eu organic certified

USP 2: social.

We operate with a reverse CSR policy – we were founded on our social mission to change the development aid sector, rather than social impact being an afterthought.



✓ All products fairtrade certified and we regularly visit our ingredient producers.



✓ All products vegan certified*
*Except charitea green, contains honey.



✓ 5c per bottle towards charity, over €6 million raised.



USP 3: life style.



- Scandinavian minimalist design – glass bottles.
- We can fit in at your local fast food spot *and* in a Michelin star restaurant – from nightclubs in Berlin, to festivals across Europe... the sky is the limit for where you can place us.
- We also fit in within the functional / health spaces of yoga, fitness and wellness – particularly with ChariTeas.
- Our Upcycling tools allow our clients and customers to take us home with them and live more sustainably.

The Lemonaid way.

Beyond Fairtrade, and at the core of what we do – with every bottle sold, Lemonaid aims to help people and communities to help themselves.

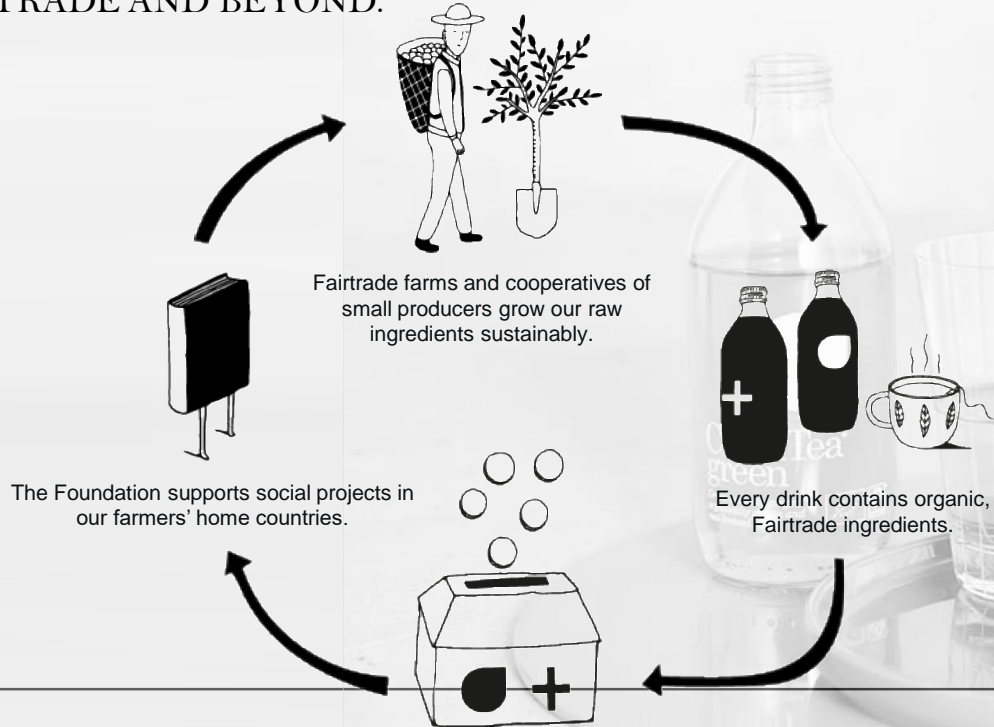
This is why we support the Lemonaid & ChariTea Foundation with 5 cent / pence from every bottle sold.

Since January 2010, we've raised more than € 6 Million which the Foundation has been able to put to good use in a variety of local social projects in the growing regions of our ingredients, which work to improve social, economic and ecological structures.



THE DRINKING HELPS PRINCIPLE

WE KNOW OUR FARMERS PERSONALLY AND ENSURE THAT THEY RECEIVE A FAIR DEAL, THROUGH FAIRTRADE AND BEYOND.



The Lemonaid & ChariTea Foundation.

We focus on supporting entrepreneurial and income-generating initiatives to promote economic independence.

Each project that applies for funding can apply for up to 3 years of support, and a total of 150,000€ over those three years. Support is given to one-off projects as well as long term partnerships where projects reapply after their initial 3 years are complete.

Since 2010, we have funded a total of 51 project partners so far – with many more on the horizon following the pandemic.




What we have achieved so far.

To date more than 6 million euros have been raised supporting 62 projects in 7 countries.



Project countries & partners.



At any given time we are usually funding around 30 projects –
in Sri Lanka, India, South Africa, Rwanda, Mexico, Peru and Paraguay.

We are currently funding 17 projects, and will add 12-15 new ones this year (2022) after all final evaluations, following the most recent call for new project proposals. On the following slides you will find a selection of project examples from current partners.

We should dare to change perspective
more often...

The dream factory foundation – Cape town, South Africa

Empowering young women through entrepreneurship, business and digital skills training.

Young people aged 18 to 25 can apply for one of the 40 places on the programme and receive one year of training focusing on digital technologies, business development, entrepreneurship and personal skills.

Aim of the project – to fight the lack of access to qualitative education as well as unemployment and poverty for the majority of youth in the Western Cape, especially in the townships.

During this process, participants are supported by mentors and professional specialists, and given opportunities for internships with corporations in Cape Town that collaborate with the organisation.

Since the problem of youth unemployment mainly affects young women, at least 70% of the places are awarded to female applicants.



POS & Upcycling.





Thank you!