



For immediate release

Thursday 1st April 2021

NEWS RELEASE

Calderwood House brews new online fundraising initiative

A Cumbrian social enterprise is launching an exclusive coffee blend online – and every bag you buy will help to bring someone in from the cold.

Calderwood House, based in Egremont, helps homeless people get off the streets and into the 10-bedroom hostel where they can get back on their feet. While there, they are fully supported to make a fresh start through training, housing support and integration into the local community before being assisted to settle into accommodation and find employment.

The pandemic crisis brought a halt to most fundraising for this self-sustaining social enterprise and in 2020 its hugely successful coffee van, which played a vital part in raising funds, had to be sold. The Cumbria Community Foundation-funded coffee van had previously offered residents of the hostel the opportunity to train as baristas, build confidence, engage with the community, and promote the Calderwood House coffee brand. Other key events such as family fun day Calderfest had to be cancelled too, although this will return in 2022.

Thanks to grant funding from UnLtd, an organisation which backs social entrepreneurship and has supported Calderwood House from the beginning, it has been possible to move sales of the exclusive Calderwood House coffee blend online. It also opens a longer-term route for vital funds to ensure vulnerable people can still access its services.

Rinaldo's Speciality Coffee, of Kendal, created this exclusive blend of 100% Arabica coffee for the hostel back in 2016 and it had gained great popularity before the pandemic hit last year. It is uniquely and directly sourced from farms in Brazil and El Salvador which are fully and ethically traceable, so the consistency and quality is guaranteed.

The espresso blend and a decaf coffee is on sale in 227g bags designed to fit through a letterbox so it can be posted anywhere in the UK. It is also available in 1kg packages for trade customers and there is an airtight container, ideal for keeping the coffee fresh, which would make a great gift. The range of associated coffee gifts will expand over the year.

Rin Columbi, founder of Rinaldo's Speciality Coffee and Tea, said: "I grew up in West Cumbria, a couple of miles from Calderwood House, so this social enterprise project has incredible resonance for me. Not only is its work more relevant than ever in today's social climate, but I'm proud to be involved in something this meaningful so close to home. With this collaboration to move sales online it means our amazing coffee can be enjoyed anywhere – a big step forward in challenging times. Happy days!"

Rachel Holliday, founder of Calderwood House, added: "All proceeds from the sale of the coffee will be used to bring someone in from the cold to the warmth and support of our team.

If you buy one bag of coffee and tell three people about it, you will have such a positive impact on our future and help us to keep doing what we do best - inspiring change.”

“Our services cost around £220K a year to run. Fundraising initiatives like this are a vital part of our work and we know that not only does the coffee taste great, but it will give you a warm feeling that you’re doing something good with every cup that you drink.”

To coincide with the launch of the coffee, there is a social media campaign too. #HDYDY – or How Do You Drink Yours – will bring together coffee lovers from Cumbria and beyond.

The Calderwood House Espresso Blend is on sale now from calderwoodhouse.co.uk priced at £6.75. It is also available on subscription.

ENDS

Notes to editors:

For further information or to request an interview, please contact Suzanne Elsworth – 07881 816140 – www.elsworthcommunications.co.uk

Calderwood House is a 10-bedroom hostel in Egremont, Cumbria, which aims to provide an innovative solution to homelessness and unemployment. The team provides round-the-clock support for its residents, many of whom are ex-military personnel, to assist them in developing new skills and confidence and find permanent accommodation and employment. www.calderwoodhouse.co.uk

UnLtd is the Foundation for Social Entrepreneurs, a UK registered charity. It works across the UK, supporting social entrepreneurs directly, as well as working with partners to back them. It is also the founder member of the [Global Social Entrepreneurship Network](#), an international knowledge sharing network of agencies that supports early-stage social entrepreneurs.
www.unltd.org.uk

Rinaldo's is an independent artisan coffee roaster and tea merchant, based in Kendal, Cumbria. Owner Rin Columbi sells high-end tea and coffee, as well as offering barista training and equipment. Everything the company produces is fully traceable and ethically sourced.
www.rinscoffee.com