

Charity name

THE CUP THAT COUNTS LTD

Australian Business Number (ABN)

84667626977

Information about your charity

Charity Details

Your charity's website address:

<https://www.thecupthatcounts.org/>

Your charity's Address For Service:

hello@thecupthatcounts.org

16 Progress St

Mornington

Victoria

3931

Australia

Reporting details

Is your charity an incorporated association? No

Does your charity intend to fundraise in the next reporting period? No

Your charity's size for the 2024 reporting period:

Small, Annual revenue less than \$500,000 (small charity)





Charity programs and activities

Operations

Did your charity operate in the 2024 reporting period? Yes

Description of how your charity's programs helped achieve your purpose:

The Cup That Counts supports public benevolent relief by raising funds to empower coffee farming communities and training programs for at-risk youth.

In 2024, we provided financial support to initiatives like Zukuka Bora Coffee in Uganda, which empowered over 1,200 coffee farmers, and Tanti Park Social Enterprises in Australia, which offered training and pathways to employment for vulnerable youth.

Programs

Program information

Program 1

Name: Zukuka Bora Coffee Company

Classification: Economic development

Beneficiaries: 'Overseas communities or charities';

Location(s): 'Uganda';

Website: <https://www.zukuka.coffee/>

Program information

Program 2

Name: Tanti Park Social Enterprises

Classification: Job training

Beneficiaries: 'Youth - 15 to under 25'; 'Financially disadvantaged people', 'Unemployed persons'; 'Other charities';

Other beneficiaries:

Location(s): HomeGround Coffee, Robertson Drive, Mornington VIC, Australia;

Website: <https://www.homegroundcoffeeco.com.au/>

Program information



Program 3

Name: Kua Coffee

Classification: Economic development

Beneficiaries: 'Environment', 'Overseas communities or charities';

Location(s): 'Uganda';

Website: <https://kuacoffee.co/>

International activities

Transferring funds or goods overseas

Further details:

The Cup That Counts engages in international operations by transferring funds to support impactful projects operated by our trusted partners. Our primary international activities focus on supporting the Zukuka Bora Coffee Company in Uganda, a partnership that embodies our mission to provide sustainable livelihoods and drive meaningful change within coffee-growing communities. Through these efforts, we contribute to a more equitable and resilient coffee industry while addressing the economic, social, and environmental challenges faced by vulnerable populations.

Zukuka Bora Coffee Company

The Cup That Counts raises and transfers funds to Zukuka Bora Coffee Company to empower coffee farming communities on the slopes of Mt. Elgon, Uganda. Zukuka Bora is a social enterprise committed to improving the livelihoods of smallholder farmers by producing top-quality coffee and creating access to international markets. The funds we transfer help ensure that farmers receive better prices for their



People, finance and reporting

Human Resources

Full-time employees: 0

Part-time employees: 0

Casual employees: 0

Full-time equivalent staff: 0

Volunteers: 30

Financial Report Details

Charity reporting period end: 30/06/2024

Is your charity reporting for a 12 month period? Yes

Financial reporting:

Did your charity use cash or accrual accounting? Cash

Did your charity have any reportable related party transactions in the 2024 reporting period? Yes

Select the relevant transactions from the list below:

Other

The sale of green coffee to Commonfolk Coffee Company

Include any other relevant details: The Cup That Counts was fortunate to receive a social impact loan from a third party, enabling the pre-payment of the entire Zukuka Bora coffee harvest. The lender specifically wished to loan to a charitable entity rather than a commercial business, such as Commonfolk Coffee Company. This arrangement provided significant benefits to Zukuka Bora, allowing them to purchase a larger volume of coffee upfront and support more farmers than would have been possible with incremental payments.

To facilitate this arrangement, the coffee contract was held by The Cup That Counts instead of Commonfolk Coffee Company. Commonfolk Coffee Company then agreed to purchase the coffee under this contract at a 5% margin above the usual price. This structure allowed the charity to generate additional funds through the margin, Zukuka Bora to expand their coffee purchases and farmer support, and the social impact outcomes of the loan were achieved.



Importantly, The Cup That Counts did not take on any additional liability in this arrangement, as the loan was unsecured and carried no financial risk to the charity.

Financial Report:

Uploaded financial report: The Cup That Counts Annual Financial Reports ACNC 2024.pdf

Income and Expenses

Income

Revenue from government (including grants): \$.00

Donations and bequests: \$137,938.00

Revenue from providing goods or services: \$77,901.00

Revenue from investments: \$657.00

Other revenue/receipts: \$.00

Total revenue/receipts: \$216,496.00

Other income: \$.00

Total income/receipts: \$216,496.00

Expenses

Employee expenses: \$.00

Grants and donations made for use in Australia: \$12,500.00

Grants and donations made for use outside Australia: \$30,000.00

Other payments/expenses: \$77,816.00

Total expenses:/payments \$120,316.00

Net surplus/(deficit): \$96,180.00

Balance Sheet

Assets



Total assets: \$325,180.00

Liabilities

Total liabilities: \$229,000.00

Net assets/liabilities: \$96,180.00

Provide a short written description of your assets and liabilities: Our charity currently has \$82,781 of cash in our bank accounts, \$79,869 of accounts receivable for the payment of green coffee, and an additional \$162,530 of green coffee stock on hand. The only current liability is the unsecured social impact loan owed to an unrelated party of \$229,000.



Responsible People

Changes to existing Responsible People

Family name	Given name	Current position	New position or End date
Keck	Samuel	Director	
McDonagh	Troy	Director	
Terlaak	Thomas	Director	

New Responsible People

Family name	Given name	Current positions
Eliza	Harris	Director: 10/12/2024
Jason	Trevor	Director: 10/12/2024
Erin	Margaret	Director: 10/12/2024



Declaration

Title: Mr

Given name: Samuel

Family name: Keck

Primary phone number: 0401961109

Secondary phone number:

Email address: sam.keck@commonfolkcoffee.com.au

Position held: Director

The declaration relevant to you: Responsible Person

Annual Financial Reports - ACNC

The Cup That Counts Ltd

For the year ended 30 June 2024

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The Cup That Counts Ltd - Profit & Loss

The Cup That Counts Ltd

For the year ended 30 June 2024

2024

Trading Income

Donations

Brewed Coffee Donations	80,637.96
Roasted Coffee Donations	18,734.23
Good Coffee Donations	251.06
General Donations	38,315.37
Total Donations	137,938.62

Sales - Green Coffee

Green Coffee Sales	77,901.00
Total Sales - Green Coffee	77,901.00

Total Trading Income	215,839.62
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Cost of Sales

Cost of Sales - Green Coffee

Green Coffee	236,535.87
Closing Stock	(162,529.92)
Total Cost of Sales - Green Coffee	74,005.95

Purchases	208.00
Total Cost of Sales	74,213.95

Gross Profit	141,625.67
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Other Income

Interest Income	657.02
Total Other Income	657.02

Operating Expenses

Project Funding

Donations - Zukuka Bora	30,000.00
Donations - Tanti Park Social Enterprises	12,500.00
Total Project Funding	42,500.00

Advertising & Marketing	3,300.00
Bank Fees	8.00
Software Subscriptions	294.50
Total Operating Expenses	46,102.50

Net Profit	96,180.19
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The Cup That Counts Ltd - Balance Sheet

The Cup That Counts Ltd
As at 30 June 2024

30 JUNE 2024

Assets

Bank	82,780.87
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Current Assets

Accounts Receivable	79,869.40
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Stock on Hand - Green Coffee	162,529.92
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Total Current Assets	242,399.32
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Total Assets	325,180.19
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Liabilities

Non-current Liabilities

Loans - Unrelated Parties	229,000.00
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Total Non-current Liabilities	229,000.00
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Total Liabilities	229,000.00
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Net Assets	96,180.19
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Equity

Current Year Earnings	96,180.19
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Total Equity	96,180.19
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The Cup That Counts Ltd - Statement of Cash Flows

The Cup That Counts Ltd

For the year ended 30 June 2024

2024

Operating Activities

Receipts from customers	135,970.22
Payments to suppliers and employees	(120,316.45)
Cash receipts from other operating activities	657.02
Net Cash Flows from Operating Activities	16,310.79

Investing Activities

Other cash items from investing activities	(162,529.92)
Net Cash Flows from Investing Activities	(162,529.92)

Financing Activities

Other cash items from financing activities	229,000.00
Net Cash Flows from Financing Activities	229,000.00

Net Cash Flows	82,780.87
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Cash and Cash Equivalents

Cash and cash equivalents at beginning of period	-
Net change in cash for period	82,780.87
Cash and cash equivalents at end of period	82,780.87