



PAY IT FORWARD RIPON

DONATE A SECOND CUP TO
SOMEONE IN NEED

Dear Sir or Madam,

I hope you don't mind me contacting you in this way, and that you will think about helping the people of this Beautiful City, who are less fortunate than ourselves.

One of my main interests in life is to help others, without judgment towards them. With this in mind I would like to propose starting a project called 'Pay it forward, Ripon', as shown in the poster above. We all know of the difficulties many people go through on a daily basis, and for some it may be that they are unable to purchase just a cup of coffee, tea or even a sandwich. As a cafe owner, you can help those in need by being a part of this project, at no cost to your business.

The idea works in this manner, :-

1/. A customer enters your cafe and purchase's a cup of hot drink, and they then want to 'Pay it forward', so all they have to do is put the price of a hot drink or sandwich into a jar that is marked out for that purpose.

2/. Someone in need of a hot drink can ask at the counter if they can have a 'Pay it forward' cuppa. The person on the till, can then take the required amount from the jar, and pay for the asked for item.

3/. Any money donated into the jar, can be left there until such time as it is needed to pay for an item. That way your till is recording only money given for paid for goods. There is no call then for the 'Pay it forward' donations to be included in the daily cashing up of receipts. Your money is in the till, 'Pay it forward' donations are left in the jar.

Please take some time to think about this proposal, and if you are willing to be a part of it, please inform Ripon BID of your decision, when you have made it.

An advertising poster will then be sent to you, for your business to display to inform the public of your [care within the community] commitment.

Thank you very much.