

# Standing Stone Coffee Company

## Understanding Our Role in Community Development

### Why Should We be Engaged in Community Development Work?

- Our Mission and Values drive us to be engaged and working for transformation
- Our direct involvement with international trade provide for us an avenue for international community development work and we have become a partner and voice in the global community.
- Our location and business design places us at an intersection of campus and community

### Business as a Community Member

We believe that the role of business in community is not simply to take from the community both resources and wealth; nor is it to simply make the owners money. Business serves as a unique partner in a community. It serves as employer, service and goods provider, services and goods purchaser, neighbor (paying attention and responding to those in the neighborhood) and community environmental/physical steward. Successful businesses need to be efficient, practice good fiscal management, tend to employee management and care, be productive in their goods and/or services and be effective at their mission. They fulfill a unique need and niche in the community.

Business helps the community as a living system flow well, and is partly responsible in preventing the system's collapse. A community's collapse can be caused by a breakdown in any part of the living system: government, families, community organizations, education systems and business. Each component is ultimately responsible not just for their own area of the system, but (by being ultimately dependent on the other parts of the system) are also responsible to steward every area of the system as well. Business is no exception. It is an integrated, essential and responsible member of the community.

### A Vision of Holistic Care

It is clear that we live in a broken world. Every area of our community system and the broader world has been impacted by this brokenness. Many families are hurting; many individuals are lonely and un-cared for; governments make decisions based on the loudest, wealthiest or most educated voices; education systems exclude people, favor specific view points, or don't always meet the community's needs; Community organizations can be inefficient, poorly funded, misdirected, unorganized, or uninformed; and businesses can be out for themselves, offering unfair labor treatment, uncaring for the environment and community, power hungry, and more.

We recognize that a “patch” or fix to one area of our community system won’t address the underlying issues, broken ideologies or systemic problems. We also recognize that focusing on one area, and not paying attention to all areas as an integrated system will only result in temporary improvement. We believe that just as a person cannot be broken into components (ie. specific physical body systems, mental development, emotional care, spiritual well-being, social integration work together as one truly whole person), neither can the community be broken into components without recognizing the integrated whole. Therefore, a holistic approach to community development is required. In the midst of this holistic development each of us as members of the community have unique gifts, abilities and resources that we can offer to play our part, and unique opportunities to do so.

### **SSCC’s Unique Position, Gifts and Role in Community Development**

Standing Stone serves as an active business in the community. It employs local community members. It provides goods (food and drink) as well as services (a gathering space, cultural opportunities and educational opportunities).

Being a small, rurally located, cash-flow based business, Standing Stone has limited financial resources to offer out of its fiscal budget. Despite this we are committed to giving as much as we are able within our priority guidelines for giving.

Standing Stone also

- can offer educational, advocacy and awareness opportunities,
- can be a community hub and connecting point,
- can offer and support cultural formation and enhancement through the arts,
- can support broader community development efforts via time, service and resources and can be a leadership and holistic development outlet for its staff.

### **Standing Stone Coffee Company’s Vision of Community**

SSCC sees the potential of a community who cares for and knows their neighbor, stewards the environment, values diversity as a reflection of God’s Kingdom, has an integrated education system including all higher educational opportunities as members of the community, flourishes through the arts, celebrates life through food, play, work and rest, and is aware of global issues and participates in the global community.

SSCC looks to invest in efforts of lasting, long-term transformation in the community. These may come in the form of established programs, but also may be a fresh idea by someone in our community looking to make a difference. We want to honor that ingenuity and desire for change. We also will invest in community development efforts that are either faith-based or not, knowing that all good things come from God and that God’s desire is for the restoration of all things, the whole person and the whole community.

**SSCC's Community Development Areas of Focus**



**Community Wellbeing Initiatives**

Encourage, promote and model community well-being including mental, physical, emotional and spiritual health

**Story Telling**

Tell the stories of the local and international community to help people connect with each other

**Economic Investment**  
Work to develop the Huntingdon economy as an adventure/trail town.

**Story Telling**

Use social media, shop signage and events to tell the stories of the community and the people behind products we serve

**Service Participation**

Staff participate in local service initiatives

**Donation System**

support those doing community development work locally and globally



**SSCC's Community Development Avenues for Action**



**Be Mission Driven**

Pursue our mission in-house, including environmental care, staff development, embodying hospitality, connecting the community, life reflection and campus ministry, providing space for personal and community transformation, and cultural enhancement

**Partnering Organizations**

Highlight one strategic partner a month to share about that organization, how it's meeting community needs and how the community can be involved in supporting their efforts

**Board Participation**

Strategically participate on the leadership team of local organizations, causes and priority partners to assist them in achieving their goals

### **Be Mission Driven**

- Intentionally train staff in hospitality
- Intentionally train staff in communication techniques, active listening and basic counseling skills to be able to connect to guests better
- Provide a tool for staff to understand area services and opportunities to they can help direct and assist SSCC guests as needed.

### **Staff Participation**

- Create opportunities for staff to do active service to get out and engage in the community.
- These may be directly tied to the activities of our partner organizations, or other opportunities as they arise.

### **Donation System**

- This will continue at the budgetary discretion of the Director of Operations
- These will be based on our shared guidelines for donations

### **Partnering Organizations**

- We will recognize a small group of priority partners who compliment our Community Development Area of Community Wellbeing Initiatives around focusing on mental, physical, emotional and spiritual health
- We will highlight one of these partners each month for the calendar year
- These partners will be selected in December for next calendar year
- The second Wednesday of each month will be a 15% day where proceeds will be directed to the organization
- Highlights of the organization, its purpose and work will be highlighted over social media and via shop signage throughout the month

### **Staff Participation**

- Throughout the year the staff will have the opportunity to participate in a hand-on service initiative focused around the featured partner organization of the month

### **Board Participation**

- Participate on local boards, committees or initiatives that are actively working to promote community wellbeing, economic investment in Huntingdon as a trail/adventure town, or telling the story of the Huntingdon area and its people
- Have staff share regularly about their work on these boards and committees to the larger staff.

## **Story Telling**

- Intentionally develop tell the stories of our international coffee partners
- Intentionally develop the stories of our product and market shelf partners
- Tell the stories of the Huntingdon area and its people, with the goal of fostering a deeper love for the area and its people.
- Tell these stories via
  - Social Media
  - Shop Signage
  - Story Telling Nights

## **Current Board, Committee and Initiative Participation**

- Huntingdon County Arts Council - Greg, board member
- Huntingdon County Visitors Bureau - Greg, board member/President
- Huntingdon Community Center - Kim, Volunteer/Coach
- Human Service Council - Ann, member
- Huntingdon County active Transportation Committee - *Vacant*

### **The Role of SSCC's Community Development Coordinator -**

- Coordinating the Advocacy and Education Program – connecting with community partners
- Organizing the Grants Program Applications/Details
- Organizing the Awards Program Details
- Attending some of the taskforce meetings in town