



A KINDRED SPARKS CAMPAIGN · CULTIVATED BY EQUAL ORIGINS

Raise Your Cup

The October Campaign · She Lit Two Sparks

October 1–15, 2026 — from **International Coffee Day** to the **International Day of Rural Women**

For fifteen days this October, a public grid of sixteen squares fills — square by square, story by story — with the women who grow the coffee and cocoa we love. Not only the women who own farms, but the often-unseen workforce of women who plant, pick, sort, and sustain them. Each square pairs a woman or farmer group with the partner company working alongside her, so the story of the work and the story of the partnership are told together.

HOW IT GROWS

Raise Your Cup. Bring Two More. Each participant raises her cup and invites two more women into the circle — **cup by cup, spark by spark**, until the grid is full on October 15.

WHAT EACH SQUARE HOLDS

- **A woman's story** — told in a longer web and newsletter feature, and a short social carousel
- **Shared attribution** — the producer group and the partner company named together, side by side
- **A clear invitation** — every square carries a call to action for the public to join in

OUR COMMITMENT

This campaign features partners doing the work, not just wearing the message: every featured company demonstrates an active gender-equity development effort with its producer groups. And every story is stewarded with care — gathered with permission, reviewed for accuracy, and shared back with the women and communities it honors.

WHY NOW

The United Nations has declared 2026 the **International Year of the Woman Farmer (fao.org/woman-farmer-2026)**, a global spotlight on the women who sustain agrifood systems. And the stakes are real: closing gender gaps in agrifood systems could add nearly \$1 trillion to the global economy and reduce food insecurity for 45 million people (FAO, *The Status of Women in Agrifood Systems, 2023*). The stories are here. The partnerships are here. October gives us the stage.

TWO WAYS TO JOIN

- **Share a story. Nominate a farmer group and the women whose work you'd like the grid to carry**, and help gather photos, quotes, and permissions.
- **Partner with the campaign. Help the stories travel** as an amplifier sharing the grid with your community, or as a campaign partner helping bring it to life.
Reach out to Equal Origins to find the role that fits.

Join us Thursday, August 20

The Kindred Sparks gathering on August 20 is where the campaign's shape comes into focus — connect with others and start mapping activations together.