



TOP 3 LEADER BOARD

- 🥇 **1st: Patriots MMC Australia**
– Leading the charge, supporting veterans one brew at a time.
- 🥈 **2nd: IDRC** – Strong shots of coffee and community spirit!
- 🥉 **3rd: Queensland Police Legacy** – Brewing support for our policing families and veterans.
- Every cup you enjoy helps raise vital funds for Wounded Heroes Australia and supports the Queensland Police Legacy community. ❤️



PERCENTAGE GROWTH

We're excited to share some fantastic news - Patriots MMC Australia has had 87% growth in sales through their Coffee4Heroes portals!

This growth means even more support for both their organisations and for Wounded Heroes Australia's 24/7 crisis services for veterans, current-serving ADF members, and their families.

A big thank you to everyone who continues to brew with purpose - every purchase is making a real difference.



OUR CAUSE & MISSION

At Wounded Heroes Australia, our mission is simple - but vital: to provide immediate crisis support to current-serving ADF members, veterans, and their families when they need it most. Whether it's food, housing, mental health support, or financial assistance, we're here 24/7 - because the people who serve our country deserve a community that serves them back.

Through Coffee4Heroes, our 100% not-for-profit coffee range, we're turning your daily cup into a force for good. Every sip helps fund our life-saving services. But we can't do it alone - we need your group, club or business to stand with us.

✅ Why partner with Coffee4Heroes?

- Raise funds effortlessly through coffee sales
- Share in a purpose-driven mission
- Empower your community to support veterans
- Feature your own brand on select coffee blends
- Be part of something bigger than just a brew

Whether you're a sports club, community group, business, or a social cause, this is your chance to sell with purpose and back a cause that makes a real impact.

💛 It's not just coffee. It's compassion in a cup.
Let's build a stronger Australia together - one bag, one pod, one brew at a time.



A Purchase for purpose Be a Hero, Save a Hero

Here at Wounded Heroes Australia we are a national defence community organisation that provides immediate financial crisis support to ADF, Veterans and their families in financial crisis, homeless or at risk of homelessness. As Wounded Heroes is not government funded, this allows us to act promptly to help in any way we can.

With every purchase of Coffee4Heroes all of the proceeds (that's right, not a portion!) go towards our 24/7 crisis line.



TIPS AND TRICKS FROM OTHER COMMUNITY4HEROES GROUPS

Boost Your Coffee4Heroes Sales –
It's Easier Than You Think!

Want to increase your group's impact and raise more funds? Start by spreading the word! Share your Coffee4Heroes portal across your social media channels and encourage your members to do the same. Word of mouth works wonders, so don't forget to let family and friends know they can support a great cause just by enjoying their daily brew. With a coffee range that includes instant, pods, beans, and grounds, there's something for every coffee lover!



If you need any social media materials or promotional support, Damien is here to help - just email damien@woundedheroes.org.au or call **0423 238 369**.



WHATS ON AT WOUNDED HEROES

Great news - Jim's Café is back open and better than ever! With a brand-new menu full of fresh flavours and crowd favourites, there's something for everyone to enjoy.

We're also introducing a Flavour of the Week to keep things exciting - perfect for those who love trying something new with their brew.

Pop in, say g'day, and discover your new go-to coffee or bite!

CAN WE HELP?

♥ Need a Hand Promoting Your Cause? We're Here to Help! 🍰

To all our amazing Community4Heroes groups - remember, you're never alone on this journey. If you need a boost with promoting your Coffee4Heroes portal, we've got you covered!

We can provide:

- ✚ Custom social media tiles
- ✉ Email banners
- 📄 Flyers and promo material

Best of all? We do it your way.

Your input matters, and we'll work with you to make sure everything reflects your group's style and goals.

✉ Just reach out to Damien at damien@woundedheroes.org.au

☎ Or call us directly on 0423 238 369

Let's keep the momentum going and make every brew count!

WELCOME TO OUR NEW MEMBERS

It's amazing to see the Community4Heroes program growing every week. We're thrilled to welcome all the new groups who've come on board, and we're excited about the impact we can make together. With every brew, we're building stronger communities and providing vital support to those who need it most. Let's keep the momentum going - together, we can make a real difference.

FLAVOUR OF THE WEEK

Blueberry Jam



**COFFEE4
HEROES**
"Be a hero everyday"



FATHER'S DAY EXITEMENT IS HERE AT COMMUNITY4HEROES

Our brand-new Father's Day Coffee Pack has officially landed on your portal – packed with incredible flavour and the perfect way to celebrate Dad while supporting your community group, not-for-profit, or charity.

Order today to boost your fundraising efforts and give Dad a gift with purpose – every sip makes a difference!
Head to your portal now and grab yours before they're gone.

This pack contains 1kg Signature, 1kg Whiskey Bravo Zulu and 1kg Gunfire valued at \$150 + delivery.

COMMUNITY4HEROES MEMBERS



TIPS AND INFORMATION



TIPS FROM PATRIOTS MMC AUSTRALIA

Ready to brew up more support for your cause?

Keep the momentum flowing by sharing your Coffee4Heroes/branded coffee regularly on social media, making it available at your clubhouse/office, and encouraging your members to get involved.

Talk proudly about the coffee—let people know it's not just a great cup, but one that supports vital community causes.

Every purchase is a choice with purpose, not just profit. So, spread the word, sip with pride, and remember: this is coffee with a cause. Together, we can turn every cup into real impact!

ABOUT PATRIOTS MMC AUSTRALIA

Patriots Australia is a recognised Military Motorcycle Club (MMC) for the Permanent, Reservist & former Serving Members of the ADF and accepted Allied Defence Forces. Patriots Australia was established in 1993 in Cairns on board HMAS Gladstone. Predominately for the benefit of Serving personnel with an interest in Motorcycling & Socialising with like-minded individuals. Constant postings, hindered the ability to settle into their local Clubs, thus the formation and establishment of Patriots Australia MMC across the Country.

This enabled members to join and maintain their membership of the Club, throughout their Military Service, including Deployments and Postings, and into their retirement from the ADF. This ethos has served the Club well and we are now in our 31st year. Patriots Australia MMC, have Chapters & Representation in all States and Territories, so there is always camaraderie with fellow bike riders, available wherever they travel far & wide.