



What Would Jesus Brew?

The Hidden Agenda Behind America's Most Popular Coffee

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In publishing this report, I recognize that I risk drawing the ire of many lovers of Starbucks coffee – after all, I was one once upon a time. When I founded Storehouse Advisory Group in 2007, however, I promised God that I would use my platform to be salt and light to a world that, in many cases, is not informed on matters of genuine biblical stewardship, which is, of course, more than just what we drop in the collection plate

on any given Sunday.

Hosea 4:6 says, “My people perish for lack of knowledge.” God, speaking to the Israelites, said that He “detests” the profits of sin. I pray that readers of this report will reassess not just where they spend their money, but also whether or not they should support or profit from such a company through their investments. Readers may even find, as I did, that there are some less expensive, tastier and more Christian-friendly alternatives in their community.

Starbucks Coffee, and its subsidiary, Seattle’s Best Coffee, have, in the immortal words of Ricky Ricardo, some explaining to do. It seems the king of coffee is supporting a number of decidedly anti-Christian initiatives through the sale of its pricey coffee. And, in some cases, it’s as plain as the logo on their cup.

In their *The Way I See It* campaign, Starbucks placed quotes from notable figures on their to-go cups. Several of these cups featured quotes that should cause Christians to re-consider where they grab their next Venti-sized Double Latte’. Of course, Starbucks claims that the views may not represent their own, but why else would they have printed such inflammatory, and in some cases insensitive, statements? Following are some examples of the quotes used on these controversial cups:

- **The Way I See It # 347** – “Why in moments of crisis do we ask God for strength and help? As cognitive beings, why would we ask something that may well be a figment of our imaginations for guidance? Why not search inside ourselves for the power to overcome? After all, we are strong enough to cause most of the catastrophes we need to endure.” – *Bill Schell, Starbucks customer*
- **The Way I See It # 230** – “Heaven is totally overrated. It seems boring. Clouds, listening to people play the harp. It should be somewhere you can’t wait to go, like a luxury hotel. Maybe blue skies and soft music were enough to keep people in line in the 17th century, but Heaven has to step it up a bit. They’re basically getting by because they only have to be better than Hell” – *Joel Stein, columnist*
- **The Way I See It # 220** – “Evolution as described by Charles Darwin is a scientific theory, abundantly reconfirmed, explaining physical phenomena by physical causes... Should we teach Intelligent Design (creationism) in public schools? Yes... alongside...the Hindu idea that Earth rests on Chukwa, the giant turtle.” – *David Quammen, author*

- **The Way I See It # 43** – “My only regret about being gay is that I repressed it for so long. I surrendered my youth to the people I feared when I could have been out there loving someone. Don’t make that mistake yourself. Life’s too damn short.” – *Armistead Maupin, author*

An examination of Starbucks other business initiatives would seem to indicate these statements are a fairly accurate view of Starbucks corporate values. Erin Curry, of the Baptist Press, reported that Starbucks is a frequent sponsor of “gay pride” events all over the country. According to Curry, in some cases, Starbucks has even sponsored pro-homosexual events where registered pedophiles were allowed to volunteer for children’s programs.

Nowhere are Starbucks values more evident than in their philanthropic efforts. A review of the Starbucks Foundation’s IRS Form 990 reveals many questionable grants to organizations advancing a radical homosexual agenda, surpassing mere support for practicing homosexuals, and seeking to draw other youth into this dangerous, harmful and sinful lifestyle. Among recipients of Starbucks Foundation grants were:

- **RC Murphy Junior High Gay-Straight Alliance** in New York, which promotes gay lifestyles among teens and pre-teens.
- **Tri-City Health Clinic** (TCHC) in Fremont, CA. TCHC, which boasts on its website that no parent or guardian consent is required to receive their services, provides emergency contraception, free condoms, STD testing, and “The Edge” – a Lesbian, Gay, Bi-Sexual, Transgender (LGBT) “safe space” for both adults and youth.
- **The Questioning Youth Center** (QYC), located in suburban Chicago, explains that their purpose is to provide programs for 14-21 year old youth who either identify themselves as LGBT, or who are questioning their sexuality.
- **About Face Theatre**, this Chicago-area arts program for LGBT youth is sponsored by Starbucks, and creates, “...innovative and adventurous plays to advance the national dialogue on gender and sexual identity.” This theatrical troupe claims to reach more than 5,000 kids per year with outreach tours.
- **National Conference for Community & Justice** (NCCJ) conducts ‘homosexual camps’ for young children and teenagers. NCCJ camp participants are encouraged to return to their schools and start clubs that promote homosexuality.

Unfortunately, Starbucks’ support for radical causes doesn’t stop with LGBT lifestyle issues. Perhaps the most devastating indictment comes from America’s largest abortion provider. **Planned Parenthood**, which kills more than 300,000 babies each year in its abortion mills, and provides radical sex education programs for kids through its **teenwire.com** website, claims that Starbucks is a participant in its matching gifts campaign. Through this program, Starbucks encourages its employees to financially support Planned Parenthood and other liberal-minded groups by agreeing to match the employee’s contributions. According to Starbucks, the program is available for “most” charitable organizations, but given their rather radical agenda, one has to wonder if that would include charities promoting a pro-life agenda or evangelism.”

A CALL TO ACTION - So, given this new information, how will we respond? 2 Chronicles 7:14 says, *"If My people..."* The burden is on us as Christians. My prayer is that before we drop another \$4 on a cup of Starbucks coffee, we will ask ourselves, "How much of this is going to support an agenda that is contrary to my Christian values?" Or, just ask, "What would Jesus brew?"

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