



COFFEE KIDS[®]

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Helping coffee-farming families improve their lives and livelihoods.

Reports of Our Departure Have Been Greatly Exaggerated *Coffee Kids Alive and Thriving in UK*

Despite suggestions that Coffee Kids has abandoned its efforts in the United Kingdom and upped sticks, Coffee Kids remains active and stronger than ever in the UK.

“Frankly, we didn’t expect anyone to suggest we had done anything other than what we did,” says Mike Ferguson, president of Coffee Kids, “which was to eliminate the extra overhead associated with maintaining two charities. Our donor base in the UK understands that this means more money going to coffee farmers. The response has been very positive.”

Some unintended confusion resulted when a few former members of the Coffee Kids UK committee started a new charity in the UK and announced they would support a project involving Bill Fishbein, one of Coffee Kids’ founders. “We received a lot of calls from UK donors who thought this new charity was Coffee Kids UK 2.0 and we understand why they might think that,” says Coffee Kids Executive Director, Carolyn Fairman. “We wish the new group the best because their stated intent is the benefit of coffee farmers. At the same time we want to be clear that they are not associated with Coffee Kids.”

Ferguson added, “The former members of our UK committee deserve our gratitude and we thank them for their service. I think their commitment to coffee farmers is clearly demonstrated by the fact that some of them started a new charity when we no longer had a need for administrative oversight in the UK.”

Elisa Kelly, based in London, is Coffee Kids’ development liaison for the UK and Europe. She says the change in administrative structure has had no impact on the Coffee Kids donor base in the UK. “In fact,” she says, “with the streamlining of administration we not only have additional funds for the farmers but I have more time to spend working with our donors in the UK, where things are more active than ever for Coffee Kids. You’ll soon see our logo in more places as more UK companies are expressing interest in commercial agreements and deepening their support of our mission.”

The decision to steer additional funds to programs for farmers rather than overhead was made by the Coffee Kids board of directors last spring.

Ends

Coffee Kids

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Coffee Kids, Inc. is a non-profit organisation dedicated to improving the lives and livelihoods of coffee-farming families. Founded in 1988, they work closely with partners in coffee-growing communities to create community-based programmes that respect the values, cultural integrity and ingenuity of the communities.

Coffee Kids supports programmes in economic diversification, education, health awareness, food security and capacity building in Latin America. To learn more about Coffee Kids or to make a donation, please visit www.coffeekids.org or call +44(0)758 171 3457.