



COFFEE KIDS®
 GROUNDS FOR HOPE

La Voz



Chepe tunes into the latest lesson on his radio at home.

Fall 2009

On the Road with Coffee Kids

During September and October, Coffee Kids staff traveled throughout North and Latin America, and Europe.



Mag. Hartwig Kirner of Fair Trade and Anita Aerni of Utz Certified with Carolyn Fairman (center)

Executive Director Carolyn Fairman traveled to London for Coffee Kids' UK Charity Board meeting and then to Austria to serve on a panel on ethical coffee sourcing at the European Coffee Symposium in Vienna Oct. 9-10.



Reg Barber of Reg Barber Enterprises and Joey Apodaca (right)

Development Coordinator Joey Apodaca represented Coffee Kids at the Canadian Coffee and Tea Show in Vancouver Oct. 14-15.

Communications Manager Kyle Freund served on a panel on "Deepening Fair Trade" at the Ross School of Business at the University of Michigan, Oct. 14-15.

Learning to Excel in Guatemala

By José Luis Zárate

In September, I traveled with my Coffee Kids colleague, José Carlos León Vargas, to visit our partner, the Association for the Sustainable Development of Paraxaj (ADESPA), in Paraxaj, Guatemala.

Recently, ADESPA modified their Coffee Kids-supported adult literacy and education program to incorporate lessons broadcast over the radio. We met with José (Chepe) Silvestre Xalix Morales, 30, who participates in the program.

We arrived at his home just as the sun began to set. He welcomed us and offered seats while fiddling with the knobs on his radio. Chepe's wife, Veronica, placed a small lantern on the table alongside a set of well-worn pens and a workbook. She said Chepe and his son go through a lot of pens doing their homework together.

Students in ADESPA's program listen to 30-minute lessons five days a week and meet with a teacher once a week for further explanation and to take tests.

"I really like this system of learning by radio because it works with my schedule," Chepe said. "I learned basic reading and writing when I was a child, but only had two years of school. I had to leave my studies because the school was too far away and my family was very poor. We all had to work to survive."

Chepe was born on Finca Santa Felisa in Paraxaj and still lives there with his wife and three children in a humble one-room home. By 7 a.m. each morning, Chepe is at work in the coffee fields of the *finca* [plantation]. After work, he spends time tending to his small parcel of corn and cares for his cow before evening classes begin.

"My wife was able to finish her primary schooling when she was a child and she's very surprised. She says that I might know more than her, and I'm just at the fourth-grade level," Chepe said with pride.



Chepe's daughter, Claudia Patricia, age five, is always eager to help her father with his homework.

See more photos and read more about our latest program trips at www.coffeekids.org/blog



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Mission

Coffee Kids helps coffee-farming families improve the quality of their lives.

COFFEE KIDS

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Letter From The Executive Director

Here at Coffee Kids we work hard to balance the effects of the economic recession with our goal of meeting the ever-increasing needs of coffee-farming communities. With that in mind, I am proud of our 15 partners — including four new partners in Peru — who are implementing 24 unique projects that meet the needs of their communities.

Focusing on quality of life is what we do. This means addressing poverty by looking beyond the coffee chain.

Fair Trade and other initiatives have done a tremendous job bringing worldwide attention to the struggles of coffee farmers. However, coffee farmers are vulnerable to more than the terms of trade. Price premiums certainly help, but global shocks and long-term trends such as the food crisis, climate change, and natural disasters exacerbate the vulnerabilities of those living in poverty.

In fact, recent reports have shown that even those who are able to sell Fair Trade, shade-grown or organic coffee may go hungry for up to six months per year.

It is time we recognize that confronting poverty at its root cannot be done with one-dimensional certifications or trade systems. Creating sustainable communities is a multi-dimensional challenge.



Any discussion, and certainly any initiative, to alleviate poverty and improve sustainability in coffee communities must begin with the livelihood of the farmer and families, and include the voices of the coffee farmers, the coffee industry, nonprofit organizations, and consumers.

That is why all of our projects address coffee-farming families' most pressing needs, including: education, microcredit and economic diversification, food security, and health awareness. To learn more about the projects we are supporting this year visit www.coffeekids.org.

Carolyn Fairman
 Executive Director
carolyn@coffeekids.org

Coffee Kids Annual Report Available for Download

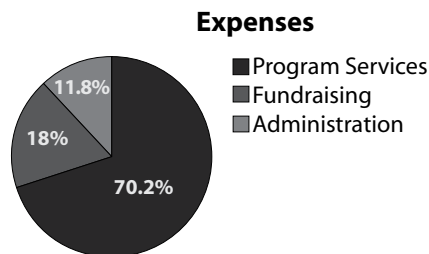
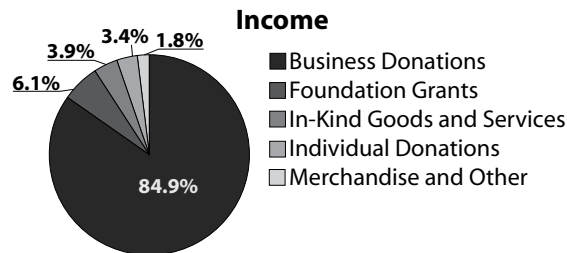
The global financial crisis was on everyone's mind last year, but the impact was felt most acutely at origin, where coffee-farming families survive on the slimmest margins and have few options for additional income.

Even with the difficult financial outlook, Coffee Kids was able to dedicate more than 70% of our budget to where it's needed most – our program services. Our 2008-2009 Annual Report chronicles how Coffee Kids-supported projects provided alternatives for over 6,000 families and lists all of the friends and supporters who made our work possible.

We are proud of our ability to expand our presence this year with four new partners in Peru and we look forward to the progress our partners will make with your support in the new year.

Please visit www.coffeekids.org/aboutus/financials to read the full report.

'08-'09 Income/Expense Charts



Featured Donor: Van Houtte Coffee & Tea

Van Houtte, based in Montreal, is Canada's leading gourmet coffee roaster and the largest coffee services network in North America. For over ten years, Van Houtte has been one of Coffee Kids' largest donors. They contribute a portion of all their sales.

"By supporting Coffee Kids, we not only help communities develop a more stable local economy and enhance their standard of living, we help them develop the means that they need to keep growing quality coffee," said Marie-Claude Dessureault, director of brewing technologies.

At Van Houtte, sustainability is not just a buzzword to market their coffee. It is a commitment, permeating all of their activities. Working with the consulting



firm Deloitte, Van Houtte is analyzing all levels of their company to find ways to improve their sustainability. They plan to initiate new strategies including optimizing energy use at roasting facilities. Supporting coffee-farming families in the pursuit of a more sustainable lifestyle is an important part of these efforts.

Eighteen months ago, the company launched a multi-faceted sustainability initiative called "Committed to Caring." One aspect of this program includes "Blends for Hope," in which customers can choose from a variety of coffee blends, each linked to organizations Van Houtte supports. Coffee Kids is among the organizations listed.

This past September, McMaster University in Hamilton, Ontario, opened a LEED-certified café featuring Van Houtte products. Videos, wallpaper and stickers put Van Houtte's support of Coffee Kids on display.

Coffee Kids is grateful to Van Houtte for its continued support and commitment.

Thanks a Latte

Fun Ways to Fundraise

The Coffee Bar of Cartersville, GA, chose Coffee Kids as its "Charity of the Month" in September. The Coffee Bar donates all of net proceeds from its shop to local and international charities.

Since opening in 1997, the staff at Coffee, Tea & Spice of Whitehorse, Yukon Territory in Canada, have donated their tips to Coffee Kids. To date, they have donated over \$700.

The Human Rights Coalition, a student group at White Plains High School, White Plains, NY, raised awareness about global issues related to human rights. The group donated \$100 to Coffee Kids from its fundraising efforts after learning about our efforts.

Longbottom Coffee & Tea raised nearly \$1,000 for Coffee Kids by raffling a rowboat built by Longbottom CEO and President Michael Baccellieri.

Eric Svendson of Silver Spring, MD, donates \$15 for every espresso machine thermocouple adaptor and digital thermometer adaptor he sells.

Thanks a Latte

The Canadian Coffee & Tea Show in Vancouver named Coffee Kids an official sponsor and donated booth space. Thank you for this wonderful opportunity.

Allegra Strategies invited Coffee Kids to participate in the "Ethical Debate" at the European Coffee Symposium in Vienna in October. Thank you for hosting Coffee Kids Executive Director Carolyn Fairman. It was a great opportunity and a privilege to discuss this important issue with leaders in the European coffee industry.

Thanks to Ian Swedish and the Net Impact Chapter at the Ross School of Business at the University of Michigan for inviting us to participate in the panel discussion "Deepening Fair Trade" at their annual conference.

On Press

Thanks to these publications for ad space*:
Barista Magazine – June/July;
Bean Scene – August;
Coffee and Cocoa Intl – September;
Coffee Talk – October;
Tea & Coffee Trade Journal, November.

*August-October 2009



Helmut Thurner of San Guisto Caffé presents two checks to Coffee Kids' Carolyn Fairman at the European Coffee Symposium in Vienna, Austria. The money was collected by Thurner and Theodor Zus through various fundraisers in Austria.



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