

# Christian Children's Fund

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## **Dillanos Coffee Roasters Perks Up Its Employees With Child Sponsorships Through Christian Children's Fund**

**Richmond, Va.** – Monday, Dec. 29, 2008 – The more coffee you drink, the more likely it is you're helping children in one of the 32 countries where Christian Children's Fund (CCF) works.

That's because Dillanos Coffee Roasters, based in Sumner, Wash., sponsors one CCF child for each of its employees as a company benefit and an employee education effort. To date, Dillanos sponsors 78 children.

Dillanos' Marketing Director Lon LaFlamme said the employees enjoy the benefit of sponsoring a child and many employees give separate individual donations to CCF during the holidays.

At Dillanos' headquarters a wall is adorned with photos of the employees and their sponsored children. LaFlamme said the wall is located near a staff meeting room so employees can easily see it, as well as the general public who tour the facility.

Dillanos' work with CCF is a direct reflection of the coffee roaster's mission statement: "Help People. Make Friends. Have Fun." Dillanos also focuses on providing excellent customer service, top-of-the-line training and social responsibility.

"Putting others first – like the kids in Christian Children's Fund – not only supports our mission statement and culture, it also encourages our family of employees to put the welfare of Dillanos first. Selflessness builds great companies and happy employees," said Dillanos' CEO David Morris.

Dillanos Coffee Roasters is a family owned and operated company. It was founded in 1992 and is headed by Chairman Howard Heyer, CEO David Morris and President Chris Heyer. It was originally located in Buckley, Wash., before moving to its larger facility in 2002 in Sumner.

Dillanos has won numerous awards for its coffee and was recognized in 2006 as a Best Place to Work by the Business Examiner in the South Sound area of Washington state.



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*Christian Children's Fund (CCF) is a global force for children, helping the world's deprived, excluded and vulnerable survive and thrive in order to reach their full potential. Serving children since 1938, CCF works in 32 countries and assists approximately 15.2 million children and family members worldwide, regardless of race, creed or origin. CCF is a member of the ChildFund Alliance.*

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LaFlamme said the majority of Dillanos' business is private label, meaning that stores or restaurants buy Dillanos coffee, but sell it under a different brand.

"Dedication from donors like Dillanos serve as an admirable example of support, especially at times like these when we know that the need is greater than ever due to the current economic conditions," said CCF's Vice President of Marketing and Strategic Resources Mike Pressendo.

In fiscal year 2008, sponsorships totaled about 75 percent of CCF's revenue. Sponsorships allow donors to have direct contact with children through letter writing and exchanging photos.

LaFlamme said Dillanos sponsors children in coffee-growing countries such as Ethiopia, Honduras and Brazil. He also said he has enjoyed watching his sponsored child become a teenager in the past four years. She's now 14 and lives in South America.

"I've watched her grow up, just as other employees have watched their sponsored children grow up," LaFlamme said. "It's been an interesting evolution."

For more information on Christian Children's Fund, visit [www.christianchildrensfund.org](http://www.christianchildrensfund.org). For more on Dillanos, visit [www.dillanos.com](http://www.dillanos.com).

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