



At High Wired Coffee Roasters, we consider it an honor to partner with local community organizations in their fundraising efforts. Our COFFEE FOR A CAUSE program is a fun, simple and profitable option of raising money for your organization.

The High Wired Coffee Roasters are Dothan's local source for fresh, single-origin, air-roasted, artisan coffee appealing to even the most discerning coffee lover. We offer a wide variety of single-origin coffees from around the world, as well as flavored choices, including Snickerdoodle, Salted Caramel, Southern Pecan or White Christmas.

High Wired Coffee Roasters are unique in a number of ways:

- Only the finest coffees are sourced from around the world and then roasted fresh in Dothan, AL
- All of our coffees are air roasted, producing a distinctly clean and fresh coffee
- High Wired Coffee Roasters are available every step of the way, guaranteeing a smooth and successful fundraising campaign

We understand the challenges that fundraising can create. The High Wired Coffee Roasters commit to minimize as much of this burden as possible. Getting started is easy! We provide everything necessary to run a successful campaign – order forms, great customer service and a fantastic product.

Please look over the attached information that more completely outlines the entire fundraising program. If you have any further questions, please call us directly. We look forward to the opportunity to partner with your organization.

Sincerely,

Ange and Eric Brickman

High Wired Coffee Roasters

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Who are the High Wired coffee roasters? Ange and Eric Brickman are local business owners and long-time residents of Dothan. Dedicated to quality and committed to community, the Brickman family turned their love of fresh-roasted coffee into a small family business. From online and word of mouth sales, High Wired Coffee Roasters have added a full-service coffee trailer and fundraising programs for non-profit organizations and groups.

Fundraising Program Highlights

No startup fees or minimum order	High income potential – sell for \$15/bag (40% profit to organization)	Product clearly packaged for easy distribution
All supplies provided	Specialty coffees roasted fresh upon order	Keurig compatible pods now available
Quick turnaround on production and delivery	Local business, dedicated to program success	Dedicated fundraising program coordinator

KEYS TO SUCCESS:

- Determine sales goal and goal per participant
- Set realistic and timely deadline (2-3 weeks suggested)
- Organize kick-off meeting with participants
- Spread the word through social media, email campaign, word of mouth, etc.

CURRENT FUNDRAISER CHOICES:

1. MORNING SUNSHINE: Easy to drink and versatile, our Morning Sunshine coffee is roasted to a light/medium finish. This choice is a perfect choice for a breakfast cup or anytime coffee. (LIGHT/MEDIUM, WHOLE or GROUND)
2. CIRCLE CITY: Our most popular roast, the CIRCLE CITY choice is a true “American” medium roast and produces both a satisfying aroma and strikingly clean flavor. (MEDIUM, WHOLE or GROUND)
3. BRAVO ZULU: High Wired Coffee Roasters’ signature BRAVO ZULU roast is truly coffee WELL DONE! This is a perfect choice for those who love bold, dark coffee or Espresso. (DARK, WHOLE OR GROUND)
4. OPTIONAL FLAVORED OFFERING: We choose beans that are simple in profile making them a natural choice for flavoring. Popular choices include Snickerdoodle, Salted Caramel, Southern Pecan, and White Christmas. (MEDIUM, WHOLE or GROUND) *One choice per campaign.
5. SUNSET SUPREME DECAF: This medium, decaffeinated choice is perfect for a late afternoon or evening cup of coffee. (MEDIUM, WHOLE or GROUND)
6. HIMALAYAN HEAVEN: Delicious hot chocolate, non-coffee option.
7. KEURIG COMPATIBLE PODS: Our “Hi-Cups” are a convenient option for those who prefer this easy alternative to traditional brewed coffee. Our medium, CIRCLE CITY roast is sure to start your day off right!