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Local Franchisee Gives Back to Community Despite Tough Financial Times

(PHOENIX, June 17, 2008) — First Cup LLC, a Phoenix-based franchisee, today announced it has partnered with a leading human resources firm, [Creative Business Resources](#) (CBR), to institute a company-wide voluntary charitable program that will help raise money for the [Changing Lives Center](#), a facility and recovery program for homeless women and children that is operated by the [Phoenix Rescue Mission](#). The charitable program will help the nonprofit provide food, clothing and shelter and comes at a time when many nonprofits are [feeling the economic pinch](#).

“We understand that Valley nonprofits are suffering as a result of these tough economic times,” said Bert Hayenga, CEO of First Cup. “This is an opportunity for First Cup and its employees to take the lead and make a real difference in the community.”

For every dollar First Cup employees donate to the charity, the company will match the amount dollar for dollar. Employees can donate one lump sum or have a select amount deducted from each pay check.

“A dollar-for-dollar donation match is a big commitment for any business and not something that you hear of every day,” said Aaron Witsoe, president of CBR. “Right from the very beginning, First Cup is positioning itself as a community leader and showing that charitable giving should be a priority regardless of the economic climate.”

The program is a part of First Cup’s strategic human resources plan and will be introduced across all of First Cup’s franchised [Dunkin Donuts](#) locations. In addition to managing the charity program, CBR will provide additional human resource services to First Cup, including: payroll, workers’ compensation, employee benefits, human resources consulting, onboarding and administration. This is the first time CBR has incorporated charitable giving as part of the suite of human resource services it offers to clients.

Community involvement is a big part of CBR’s company culture and they welcomed the opportunity to help First Cup manage the program. CBR is actively involved with volunteering and charitable giving through its work with Project C.U.R.E. CBR also donates time and money to the American Red Cross, Phoenix Rescue Mission and Special Olympics Arizona.

About Creative Business Resources:

Creative Business Resources (CBR) is a leading PEO company that provides human resource outsourcing to small and medium sized businesses in Arizona and the greater Southwest. The company was founded by Michael Tope in 1998 and has since grown to be one of the leading PEOs in Arizona. CBR is an active member and leader of the National Association of Professional Employer Organizations and the Society of Human Resource Management. For more information, visit www.cbri.com or call 602.200.8500.