

CHARLOTTE, NORTH CAROLINA

CÄKEABLE

2023 ANNUAL REPORT



Dear friends,

We are so pleased to share our 2023 annual report. The past year was one of extraordinary growth for the Cakeable team, and our progress has only been possible through your support and enthusiasm. You have truly championed Cakeable's mission to empower individuals who live with intellectual or developmental disabilities to achieve their dreams and live their best lives.

Compelled by a belief that God has created everyone on purpose for a purpose, we are so very grateful for a community that comes alongside us in providing those who have historically faced vocational challenges with the opportunities, training, and support they need to thrive. As you have invested time, prayers, and resources into the Cakeable Bakery and the Cakeable Café, you have been a significant part of helping individuals to develop new skills, build confidence, and discover new possibilities for their lives.

We believe that with the right support, anything is possible, and we have the highest hopes for the opportunities that 2024 will bring to our student employees and our organization. Thank you for believing that we are capable at Cakeable!

Sincerely,

John and Renee Ratcliffe,
Co-Founders

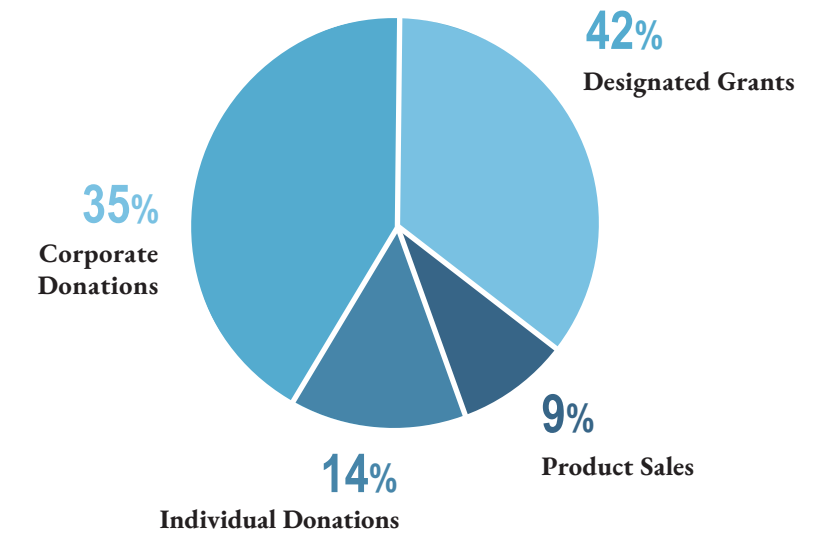


2023 FINANCES

Stewardship and transparency are important to us. We consider it a joy to partner financially with many of you in this work and a privilege to have mutually beneficial relationships, using your gifts wisely while carrying out our mission. Please don't hesitate to reach out if you'd like more information regarding the use of our finances.

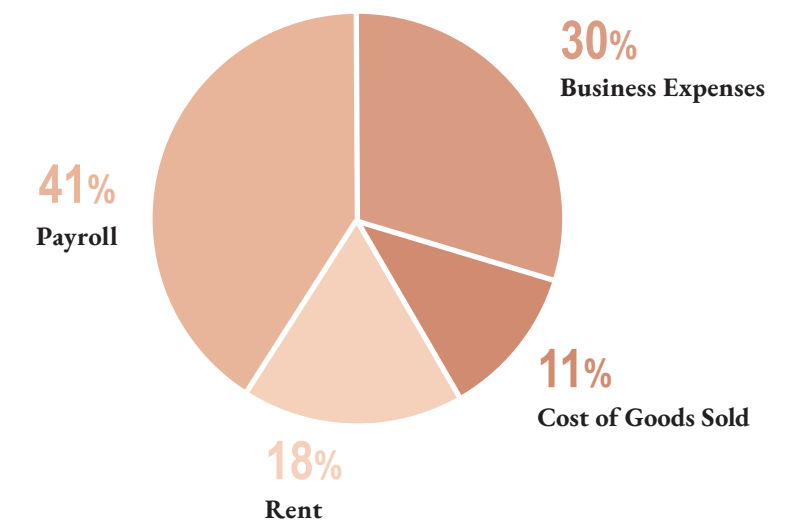
Revenue

Designated Grants:	\$255,000
Corporate Donations:	\$217,000
Individual Donations:	\$87,000
Product Sales:	\$54,000
TOTAL:	\$613,000



Expenses

Payroll:	\$95,000
Business Expenses:	\$69,000
Rent:	\$41,000
Cost of Goods Sold:	\$27,000
TOTAL:	\$232,000





OUR MISSION

Our mission is to empower people, businesses, and communities to achieve their fullest potential through inclusive work.

OUR MODEL

As individuals with intellectual or developmental disabilities (IDDs) enter adulthood, they often face a range of obstacles that can seem insurmountable. They can feel discouraged and overwhelmed, wondering whether there are any opportunities out there to help them achieve their dreams.

Their fears are justified: only 21% of working-age adults with IDD are employed. North Carolina ranks 41 out of 50 states in employment opportunities for adults with IDD, resulting in high levels of unemployment, segregation, dependence, and poverty.

Cakeable's mission is to address this disparity, because we believe that people with diverse abilities should have equitable access to employment and community involvement. Experts agree that inclusive employment is the best way to empower individuals with IDD to achieve greater independence, economic self-

sufficiency, access to community activities, a sense of dignity and self-worth, and better overall health. Inclusivity benefits workplaces too! Businesses employing individuals with IDD generate higher average revenues, increased profit margins, improved retention and lower turnover rates.

We are on a mission to empower individuals with IDD to reach their full potential by providing them with the resources and support they need to thrive. Our bakery and café programs provide both vocational training and opportunities for personal and professional growth. Graduates leave the program with not only technical job skills and soft skills, but also with increased confidence for workplace success.

Our goal is to inspire and uplift individuals, helping them achieve their dreams and integrate into the community with confidence and purpose.



BAKERY: TRAINING

Our bakery program includes a dedicated training kitchen for individuals with IDD. Over the course of a 16-week paid internship program, students learn soft skills and basic baking and sanitation competencies from our experienced instructors. We then work with graduates to facilitate external job placement, long-term employment at Cakeable (such as in our production kitchen or café), or another opportunity. We can currently accommodate 12 individuals at a time in our bakery training program.



BAKERY: PRODUCTION

This year, we plan to expand our bakery program to include a production kitchen dedicated to fulfilling bakery orders from our wholesale partners, producing goods for the Cakeable Café, and fulfilling special orders. This kitchen will offer management, supervisory, delivery, fulfillment and baker positions with competitive wages for all people. It will be an inclusive, integrated work environment with at least 50% neurodiverse employees in peer relationships.



THE CAKEABLE CAFÉ

The Cakeable Café is scheduled to open uptown this March! Like our bakery program, the café will offer a paid internship program designed to teach soft skills and basic barista, cashier, and sanitation competencies. After completing training, graduates can move into an external role or into another role within Cakeable. Some graduates will have the opportunity to work as training instructors, teaching new interns while gaining leadership skills and increased wages.

2023 IN REVIEW

JANUARY: We received a multi-year grant from Mecklenburg County Government to expand our workforce development programs at the bakery and café. We also received a grant from the State Employees Credit Union for mission, Board, and executive development.

APRIL: With funding from the grant, we moved our bakery operations to an expanded Sweet Spot Studio kitchen. We also increased our hours in order to introduce 5 new student employees to our program!

SUMMER: We added two managers to our team: Julia Kravis, Cakeable Café Manager, and Amanda Jones, Vocational Training Program Manager. Julia and Amanda have contributed their valuable skills and experiences to support the team, enhance our vocational training, and connect with potential employment partners.

NOVEMBER: After months of planning, construction started on the Cakeable Café on Nov. 22!

The Cakeable Bakery was also featured on "Lately," a reality show hosted by former Panthers player Jonathan Stewart and his wife, Natalie (see photo, at right).

DECEMBER: We were honored to participate in the Global Diversity and Inclusion Conference at Bank of America in December. Cakeable Board Member Charles Reitz gave a presentation about his contributions to Cakeable and other inclusivity efforts.

Our team served as vendor for this Conference, where we had our two highest retail sales days ever and generated excitement for the Cakeable Café uptown!



MARCH: We added the Catalyst Coffee Bars at CPCC campuses as wholesale partners, and our team delivers breakfast cookies, scones, and brownies weekly.

MAY: Our good friends at Cabo Fish Taco Ballantyne hosted the Taco Dash 5K to benefit Cakeable and Special Olympics of Mecklenburg County.

We also participated in the Wells Fargo Championship Pro-Am! We shared Cakeable's mission and baked goods with the golfers.

OCTOBER: We celebrated National Disability Employment Awareness Month by participating in special events hosted by our community partners including Coca Cola Consolidated and Microsoft. Our bakery team showed what capable employees they are by baking hundreds of items for October events at Bank of America and Special Olympics.

At the end of the month, our stars shone at our first annual Stars Under the Stars Benefit. It was a beautiful evening for our team members, and we met our \$100,000 fundraising goal!

DECEMBER: Cakeable was honored to receive the "Canteen in the Community" award for the Canteen Mid-South Region in 2023. Our partnership with Canteen has been transformative for our organization!

We gathered 24 newly hired Cakeable Café team members for a "meet and greet." We are so excited to start training them and watch how they thrive in this opportunity!

2023 was our biggest year yet! We added staff and student employees, expanded our bakery, started construction on our café, participated in dozens of events and markets, doubled our sales revenue over 2022, and added a wholesale partnership with Catalyst Coffee at the CPCC campuses.



IN THEIR OWN WORDS

LOOKING AHEAD



“Living with Down Syndrome is special to me. I got 21 chromosomes and I bring people together in our community and I have special skills. Working here at Cakeable is amazing to me. I love baking so much.”

—Kendal

“I really love to work with Jeanne and Tonya at Cakeable! When making a recipe gets hard, they encourage me to keep trying. I’m very happy to make coffee when the Cakeable Café opens!”

—Isabel



“Abhi was able to learn new skills like baking, washing dishes, making candles, labeling, and following directions from different instructors. Having Will as Abhi’s buddy and Ms. Tonya helping Abhi was his highlight. Amanda finding various opportunities for Abhi to volunteer was a big blessing.”

—The Hopper family

“Our daughter, Isabel, loves her time at Cakeable. She enjoys the staff, volunteers, and other students. She’s really grown in working the markets and interacting with the public. Her dream job has been to work as a barista, so working at the Cakeable Café will literally be a dream come true for our daughter!”

—The Jones family



2024 Goals

- **Launch Our Café:** The Cakeable Café (*construction photo below*) is on track to open Uptown at 401 North Tryon Street in March! The café will enable us to more than double our number of student employees. Our goal is to successfully launch a high-quality, full-service coffee shop that both serves customers and provides provide on-the-job vocational training to student employees.
- **Acquire a Kitchen:** We are badly in need of a production kitchen to supply Cakeable’s increasing bakery orders. A production kitchen will offer our graduates the opportunity for increased work hours and responsibilities, and it will enable us to dedicate our current kitchen to training more students.
- **Increase Training Hours:** Due to the limitations of our training kitchen, many of our student employees are not able to train for as many hours as they would like. Our goal is to expand training hours and increase the productivity of the bakery and café programs by providing longer training sessions.
- **Develop a Formulated Process:** Our staff is working to develop a clear flow by week to train the student employees effectively and enhance their baking and café skills, which will ultimately increase their employability.
- **Hire Staff:** We need to fill executive, management, marketing, fundraising, and community outreach roles.
- **Develop Online Sales:** We plan to launch an online sales platform to sell baked goods and merchandise. This will enable us to reach more customers and increase revenue for the organization.

Our ultimate goal is a 100% employment rate for participants, either externally or within Cakeable.



PARTNER WITH US

Our non-profit mission is grounded in a high-margin bakery and café business, generating revenue that supports our program expenses. Yet even at full capacity, Cakeable needs supplemental support, because we require additional staff to focus on employee development with a special needs population.

One of our biggest needs for 2024 is to open a second bakery kitchen. The new training and production kitchen will enable us to hire our bakery trainees for long-term employment!

It's been challenging to find a location that meets our needs and is affordable. Would you consider helping us meet this goal?

2024 REVENUE GOAL:

\$850K



Ways to Participate



GIVE a financial gift to support our mission and enable us to expand our vocational training program.



COME to The Cakeable Café at 401 North Tryon Street, or to one of our market booths, to buy our products and meet our team!



INTRODUCE us to others in your network who may be interested in our mission.



HIRE a Cakeable graduate or advocate for individuals with IDD to be hired in your workplace.

Contact renee@wearecakeable.org to learn more about any of the above.

IT TAKES A VILLAGE

We would not have been able to carry out our mission in 2023 without the support of our wonderful village of partners, supporters, markets, staff, board, and advisory committee members.

Community Supporters:

Kendra Scott Gives Back
 What's Next Transition Fair at Philips Academy
 Night with Next Step Clubhouse
 Wells Fargo Championship Pro-Am
 The Taco Dash at Cabo Ballantyne
 Serve Day with CPCC
 Charlotte SHOUT & Charlotte StrEATS Festival
 Joni & Friends Walk N Roll Community Supporter
 Coca Cola Consolidated's Global Diversity Day
 Charlotte Knights Community Corner
 Microsoft Nonprofit Fair
 Carolina Panthers "That Deserves A Crown"
 Ashley Sample Photography / Venture X, The Refinery
 SHARE Charlotte
 Canteen's Be a Star Awards Event
 Global Diversity and Inclusion Conference at Bank of America

Cakeable Lead Staff:

Amanda Jones, Vocational Training Manager
 Julia Kravis, Cakeable Café Manager
 Tonya Mangum, Cakeable Bakery Assistant Manager
 Katie Miller, Administration and Operations Assistant
 Rachel Meisel, Development
 Jeanna Norris, Executive Assistant
 Renee Ratcliffe, Co-Founder and Executive Director
 Kaileen Willette Poe, Cakeable Bakery Manager

Special Thanks:

John Fuller, Fuller Architecture
 Salem Sports
 Pepper Promotions
 Mission Charlotte and Mission Triangle
 Theory House

2023 Markets:

Uptown Farmers Market
 Matthews Mainline
 Charlotte SHOUT & Charlotte StrEATS Festival
 Charlotte Christian KnightsFest
 Covenant Day School Holiday Market
 Cameron Woods Fall Fling
 Bank of America Global Diversity and Inclusion Market

Corporate Partners:



2023 Board Members:

Tim Flavin	John Ratcliffe
Christi Floyd	Charles Reitz
Rick Johnston	Ashley Speight

Advisory Committee Members:

Allen Carrick	Michael McDowell
Ken Carrick	Ennis Pepper
Matt Dye	John Ratcliffe
Tim Flavin	Charles Reitz
Kirt Hibbitts	Ashley Speight
Chris Hildreth	Tanya Taylor
Steven Iltis	Jeanne Tourtellot
Rick Johnston	Marie White
Deena McDowell	

CHARLOTTE, NORTH CAROLINA

CAKEABLE
CAFE

WE CREATE OPPORTUNITIES

wearecakeable.org