

CÄKEABLE

2024 IMPACT REPORT



CAKEABLE CAFE

What an incredible year! Cakeable's 2024 Impact Report is more than a year in review; it's real-life evidence of the transformative effects of opportunity for individuals and communities.

As we look back upon 2024, we feel immense gratitude for the many ways in which Cakeable's supporters, employment partners, staff, and volunteers have invested in belonging. Because of you, Cakeable is a place where adults with intellectual and developmental disabilities are discovering, enhancing, and sharing their God-given purpose and potential. To witness this transformation for one of Cakeable's fifty interns is indeed the sweetest joy.

True to Cakeable's short but extraordinary story, this year is marked with progress, especially through the opening of the Cakeable Cafe and the leadership of Ken Norton, our Executive Director. As you'll see in the coming pages, we have watched Cakeable "grow up" this year! With your support, Ken and the team will continue to advance our mission of creating life-changing opportunities. All of us are deeply grateful to have you come alongside.



John and Renee Ratcliffe,
Co-Founders

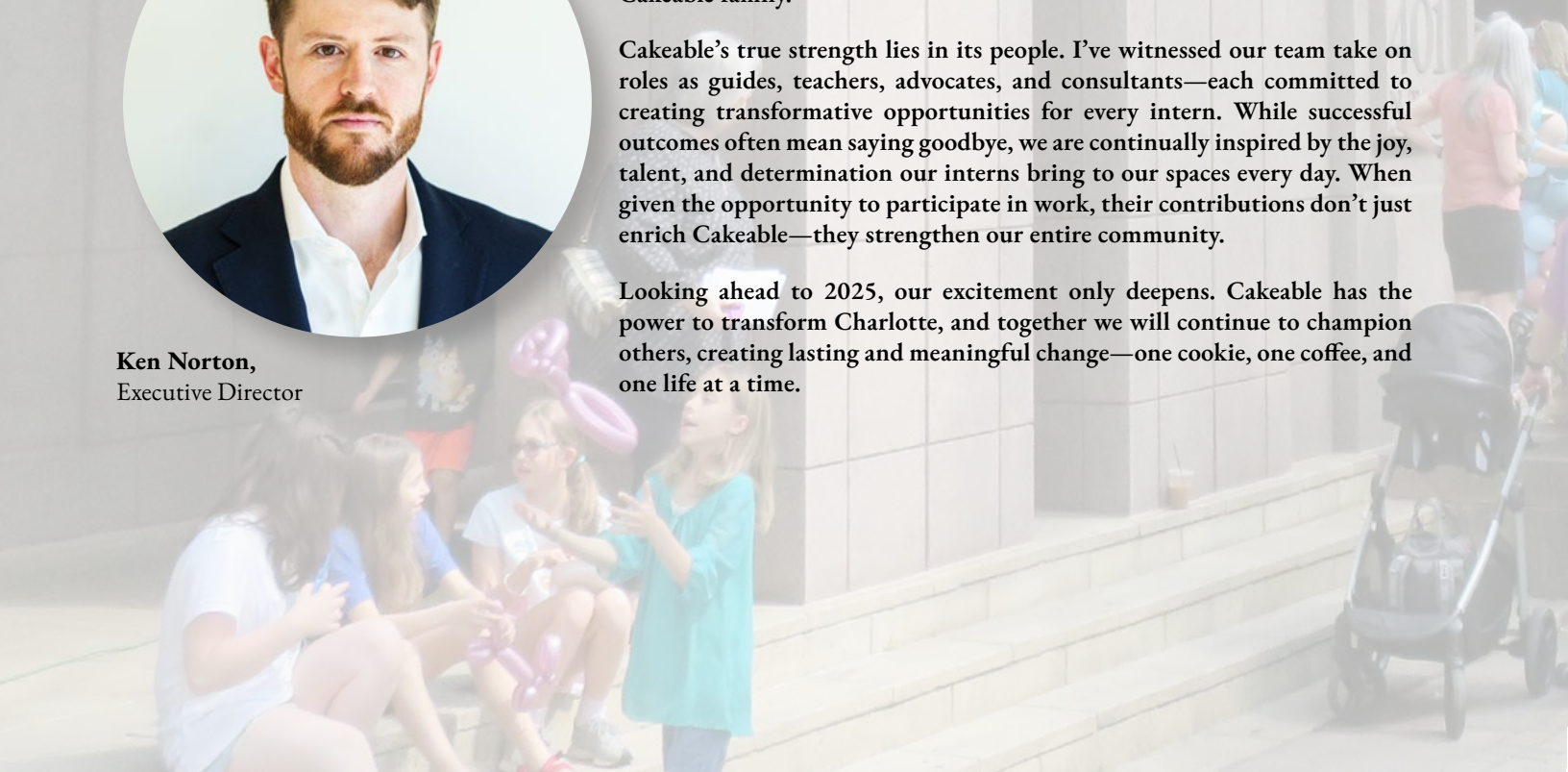


Ken Norton,
Executive Director

Stepping into the role of Executive Director over the past few months has been an incredible honor. I am deeply grateful to our interns, staff, supporters, board members, and the founders for welcoming me into the Cakeable family.

Cakeable's true strength lies in its people. I've witnessed our team take on roles as guides, teachers, advocates, and consultants—each committed to creating transformative opportunities for every intern. While successful outcomes often mean saying goodbye, we are continually inspired by the joy, talent, and determination our interns bring to our spaces every day. When given the opportunity to participate in work, their contributions don't just enrich Cakeable—they strengthen our entire community.

Looking ahead to 2025, our excitement only deepens. Cakeable has the power to transform Charlotte, and together we will continue to champion others, creating lasting and meaningful change—one cookie, one coffee, and one life at a time.

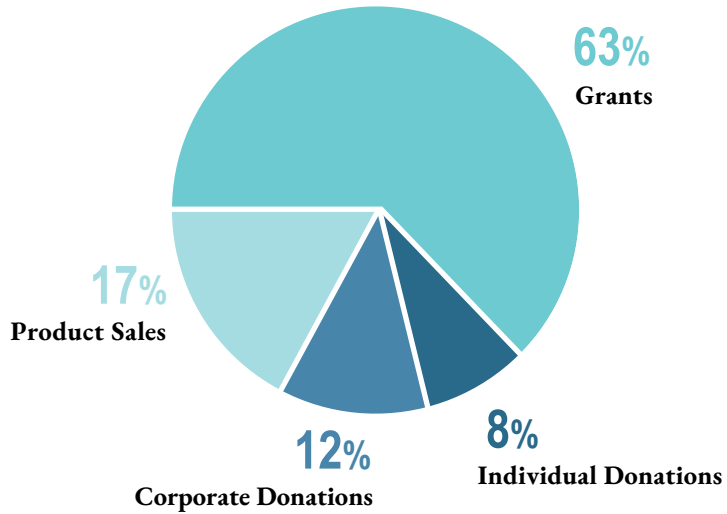


2024 FINANCES

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 our finances.

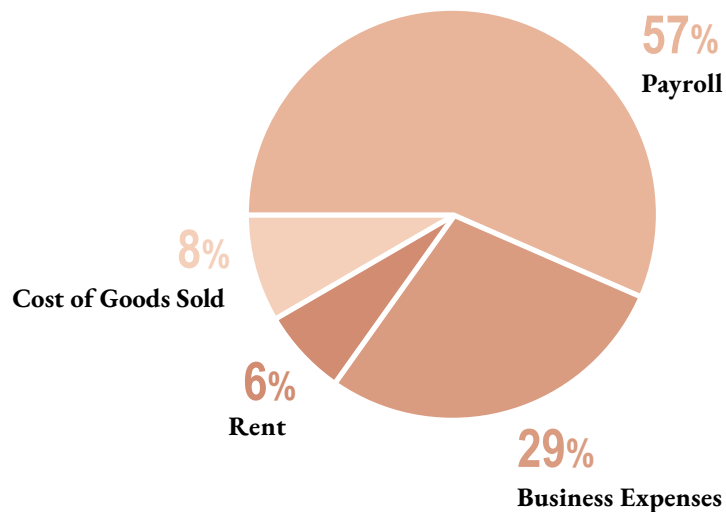
Revenue

Grants:	\$662,875
Product Sales:	\$174,752
Corporate Donations:	\$122,705
Individual Donations:	\$82,789
TOTAL:	\$1,043,141



Expenses

Payroll:	\$462,887
Business Expenses:	\$233,032
Cost of Goods Sold:	\$67,354
Rent:	\$52,805
TOTAL:	\$816,078





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

OUR MISSION

The Problem

Programmatic support for individuals with intellectual and developmental disabilities (I/DD) drastically drops off when they age out of the school system. While their peers move on to college and careers, individuals with I/DD are often left behind.

Although inclusive employment is largely considered to be the best way to empower individuals with I/DD to achieve greater independence and better overall health, they frequently lack

opportunities to find jobs. As a result, more than three-quarters of working-age adults with I/DD are not in the workforce, leading to high levels of unemployment, segregation, dependence, and poverty.

Cakeable was founded to address this disparity, because we believe that people with diverse abilities deserve equitable access to employment, community involvement, and economic mobility.

Only
22%
of working-age adults
with I/DD are employed.

North Carolina ranks
41st
out of 50 states for
disability services.

Our Strategy

Did you know that 13% of our state's population lives with an intellectual or developmental disability? We want to ensure that these individuals are not excluded from the life of the community, but authentically integrated into Charlotte's workplaces. To do this, we provide vocational training opportunities for adults

with I/DD in our bakery and at Cakeable Cafe. Our approach is unique: we provide short-term internships that equip them with long-term skills. We then launch our interns into integrated, competitively paid employment in the community, thus multiplying the positive impact.



Cakeable Bakery: Located in Oakhurst, the bakery offers a 4-month paid internship program providing transferable job skills and soft skills that equip interns to be employable in the workforce. Interns learn basic baking, customer service, and sanitation competencies from experienced instructors.



Cakeable Cafe: Located in Uptown Charlotte, the cafe offers a 3- to 6-month paid internship program providing transferable job skills and soft skills that equip interns to be employable in the workforce. Interns learn basic barista, cashier, customer service, and sanitation competencies from experienced supervisors.



Job Placement: When their training is nearing completion, the Cakeable team works with interns to find long-term community employment in roles that fit their skills and interests. We provide job coaching and ongoing consultation for a smooth transition and successful employment outcome.

2024 IN REVIEW

JANUARY: We began training 25 Cakeable Cafe interns in barista, cashier, and customer service skills. We also made our first-ever job placement—the first of 17 last year.

APRIL: We celebrated our 5th birthday! We also held Cakeable Cafe's long-awaited Grand Opening party on April 20 with a ribbon-cutting ceremony. Our cafe interns served hundreds of beverages to our guests.

JUNE: We kicked off the first of a dozen Uptown Farmer's Market appearances. Silent Images produced an excellent video featuring Cakeable's mission and work. And we held our first Cakeable Social at the cafe for all past, current, and future interns. Our monthly socials build community among our interns.

AUGUST: The Light FM aired its morning show from Cakeable Cafe. John & Renee Ratcliffe and Cakeable employees Sabrina and Isabel were interviewed on air.

OCTOBER: We held our annual Cakeable Celebration hosted by our friends at CRG, raising nearly \$40K in donations and pledges! Cakeable was also honored to receive the mayoral proclamation of October as National Disability Employment Awareness Month at the Charlotte City Council meeting. Finally, Cabo Fish Taco Ballantyne hosted their 4th annual Taco Dash 5K to benefit Cakeable and the Special Olympics of Mecklenburg County.

DECEMBER: We hosted a Giving Tuesday event at the cafe to thank our loyal customers. We also sold hundreds of baked goods for holiday markets and events throughout the season, at Bank of America, Covenant Day School, Truist Bank, and more.

MARCH: Cakeable Cafe was completed at 401 N Tryon Street! We soft-launched to give our interns experience before the Grand Opening. We also launched a new website.

APRIL-MAY: Thanks to Callie Langhorne PR, the cafe was featured in media throughout the city, from TV and magazines to the front page of the Charlotte Observer! We also participated in the Wells Fargo Golf Tournament and the Special Olympics Spring Games.

JULY: Ken Norton joined the team as Executive Director, bringing a wealth of experience in leadership and philanthropy and a commitment to serving the I/DD community. Also, another episode of "Lately," a reality show by Jonathan and Natalie Stewart, was filmed at the cafe featuring former interns Joe and Deondre. Season 2 will air in 2025.

SEPTEMBER: The Cakeable team was honored to receive a SHARE Charlotte Goodie Award for Best Social Enterprise! Each year, Goodie Awards recognize outstanding accomplishments by Charlotte-area nonprofit partners. Meanwhile, the bakery was busy selling goods at many seasonal markets and events, including BuildStrong, Shred-a-Thon, Autism Speaks Field Day, and more.

NOVEMBER: We celebrated 50 interns joining the Cakeable vocational training program, ending the year with 51. This means that since Cakeable was founded in 2019, 51 lives have been impacted by inclusive employment and other opportunities! By the end of 2025, we will have trained an additional 45 interns.



2024 has been a pivotal year for Cakeable. Opening the cafe in April enabled us to triple the size of our vocational training program. We are graduating more interns than ever before and placing nearly all of them in roles that are enriching their lives and equipping them to pursue their dreams.

51

Number of Interns Trained Since 2019

27

Interns Graduated from Cakeable in 2024

63%

Interns Graduated to Community Jobs

15%

Interns Graduated to Volunteer Roles

7%

Interns Graduated to Higher Education

96%

Internship Completion Rate

85%

Interns Not Employed Before Joining Cakeable

\$15

Median Hourly Wage After Graduation

33

Employer Partnerships

12.1k

Beverages Sold

22.8k

Baked Good Sold

224%

YOY Sales Revenue Growth





HÆRFEST COFFEE ROASTING CO.

We proudly source our beans from a local company offering employment opportunities to adults with disabilities. This coffee is now available for purchase from our website.

Welcome to CAKEABLE CAFE

Cakeable Cafe started as a dream. In 2022, our co-founders and board members had an idea to open a cafe that would enable us to expand our vocational training program and offer additional customer-facing opportunities to interns. In 2024, you helped make this dream a reality!

After we were offered a generous 5-year, rent-free lease from Bank of America, we got busy raising funds and securing dozens of vendors who donated their time, talents, and materials. Construction from November, 2023 to March, 2024 converted the space from a restaurant to an inviting cafe space. We hired 25 cafe interns to serve as our first cohort and spent the first three months of the year taking them through our training curriculum until they were ready to serve customers.

On April 20, we celebrated our Grand Opening! We loved seeing so many of your faces as we cut the ribbon to celebrate the official opening of the cafe. Since that day, we've served more than 12,000 beverages in the cafe, graduated dozens of interns from the program, and placed most of them in community employment.

If you haven't already, please visit. Our interns would love to serve you!



OUR IMPACT

*Our impact is best illustrated in the stories of our interns.
Meet just a few of the many Cakeable graduates
now employed across our city.*



JOHN

Graduated from Cakeable:
July, 2024

Now Employed by:
Compass Group (Eurest)
at Wells Fargo

John is hard-working and conscientious, and he was one of our first interns when we opened Cakeable Cafe in 2024. Unfortunately John had some negative work experiences before coming to Cakeable, which left him nervous about his skills and starting a new role. While at Cakeable, John gained confidence in his customer service and cleaning skills, and he also learned register skills. When he was ready for a new job, our team matched him with Eurest at Wells Fargo as a Station Attendant. His new manager and team went above and beyond to welcome him and make him feel like he belonged. After his first shift, the entire team clapped for him! Two co-workers especially have taken John under their wings, training, encouraging, and supporting him in his new role. The Eurest team is benefiting from John's diligence and attention to detail, and he is thriving at his new job!



WILL

Graduated from Cakeable:
Still Employed

Now Employed by:
Carmel Baptist Church

Will is a kind-hearted young man who is in his first half of college. Will works at Cakeable part-time as a Customer Service Specialist. An expert at markets, he ensures that the Cakeable table runs smoothly. When Will expressed his need for a second job, the Cakeable team helped him write his resume and pursue positions that were within his skill set and interests. It was a long summer of job searching, and Will was disappointed when he wasn't offered one job that seemed like the perfect fit. But then Joe and Deondre (right) interviewed at Carmel Baptist Church, and their family recommended Will for a position there. Will is now a Food Service Worker in the school and church cafeteria. His patience and willingness to learn serve him well as he works alongside the Carmel team to create delicious and nutritious meals!



DOMINIQUE

Graduated from Cakeable:
September, 2024

Now Employed by:
Kimpton Tryon Park Hotel

Dominique has a magical way of connecting with others. During her Cakeable Café internship, she made every customer feel welcome, uplifted coworkers with her encouraging words, and brought laughter with her jokes and witty cup-sleeve notes. During her internship, Dominique graduated from high school and began looking for a job. The team wanted to find her a role where she could leverage her people skills. Meanwhile, Kimpton Tryon Park Hotel had reached out to Cakeable, eager to hire individuals who needed a chance. After touring each other's programs, we explored opportunities for Cakeable graduates. When Kimpton needed a Public Station Attendant, Dominique was the perfect fit. Now, she maintains the hotel lobby, greets guests, and keeps the beverage area stocked and clean. Her warmth and positivity continue to shine in her new role!



JAYDEN

Graduated from Cakeable:
September, 2024

Now Employed by:
Compass Group (Eurest)
at Delta Sky Club

Jayden is hardworking and reliable, and at Cakeable Café, he became a key team member known for his punctuality, humor, and meticulous cleaning. Despite his skills, finding a job was challenging. After a promising opportunity fell through due to assumptions about his disability, Jayden watched his peers move on, wondering when it would be his turn. Then an employer partner recommended him for a Bathroom Attendant position at an airport lounge. Jayden thinks it's hilarious that he started his new role on World Toilet Day, proudly wearing his "Clean Ambassador" uniform. Now he keeps the airport lounge clean and inviting to travelers. Within weeks at his new job, Jayden received a shout-out from his manager in the team email, and she personally told the Cakeable team, "He's truly doing amazing. We absolutely adore him here!"



DEONDRE & JOE

Graduated from Cakeable:
September, 2024

Now Employed by:
Carmel Baptist Church

Joe and Deondre are dedicated workers who faced challenges finding jobs after they moved to Charlotte. At Cakeable, Joe kept the cafe sparkling clean while Deondre pulled espresso shots for drinks. Their enthusiasm brought many visitors to Cakeable, where they sharpened their customer service and food service skills. As their internship ended, the brothers sought to give back to their community. With the help of Cakeable's placement team, they secured jobs as dishwashers at Carmel Baptist Church, quickly making a positive impact. Church members praised their work ethic and cleanliness. They also volunteer at Joni & Friends, a ministry supporting individuals with disabilities, where they continue to bring joy wherever they go. Cakeable is proud to have helped these brothers launch into roles where they can contribute to their community!



ALONDRA

Graduated from Cakeable:
July, 2024

Now Employed by:
Compass Group (Eurest)
at Wells Fargo

Alondra is a creative and kind-hearted student who was just starting her college journey in graphic design. Her parents were not expecting her to be able to work a typical job, so Alondra began an internship at Cakeable Café in hopes of learning new skills. A few months into her internship, the Cakeable team saw her strong work ethic and talent for baristaing. We encouraged her to reconsider her capabilities and try entering the workforce. Eurest at Wells Fargo offered Alondra a position as a barista, and she's never looked back! She is now working 25 hours a week, providing Wells Fargo employees with excellent drinks and also using her graphic design skills to draw advertisements on the menu board. Compass was a great place for Alondra to start her first paid job and to start dreaming of the opportunities that could be available to her in the future.

HIRE A GRADUATE!



Are you looking for dependable, motivated employees for your team?

We would love to introduce you to our interns! Over the course of a 3- to 6-month, on-the-job vocational training program, Cakeable interns gain both soft skills and technical skills that include:

- Safety and sanitation
- Following recipes and using appliances
- Cleaning work stations and floors
- Completing assigned tasks
- Demonstrating respect, integrity, and a team-oriented, cooperative attitude

Once their training is complete, our interns transition into the workforce with the help of our team.

Why Become a Cakeable Employer Partner?

Experts agree that inclusive employment is the best way to empower individuals with I/DD to achieve greater independence, economic self-sufficiency, access to community activities, a sense of dignity and self-worth, and better overall health.

Businesses also benefit. Employers that offer inclusive employment to individuals with I/DD regularly see increases in all these areas:

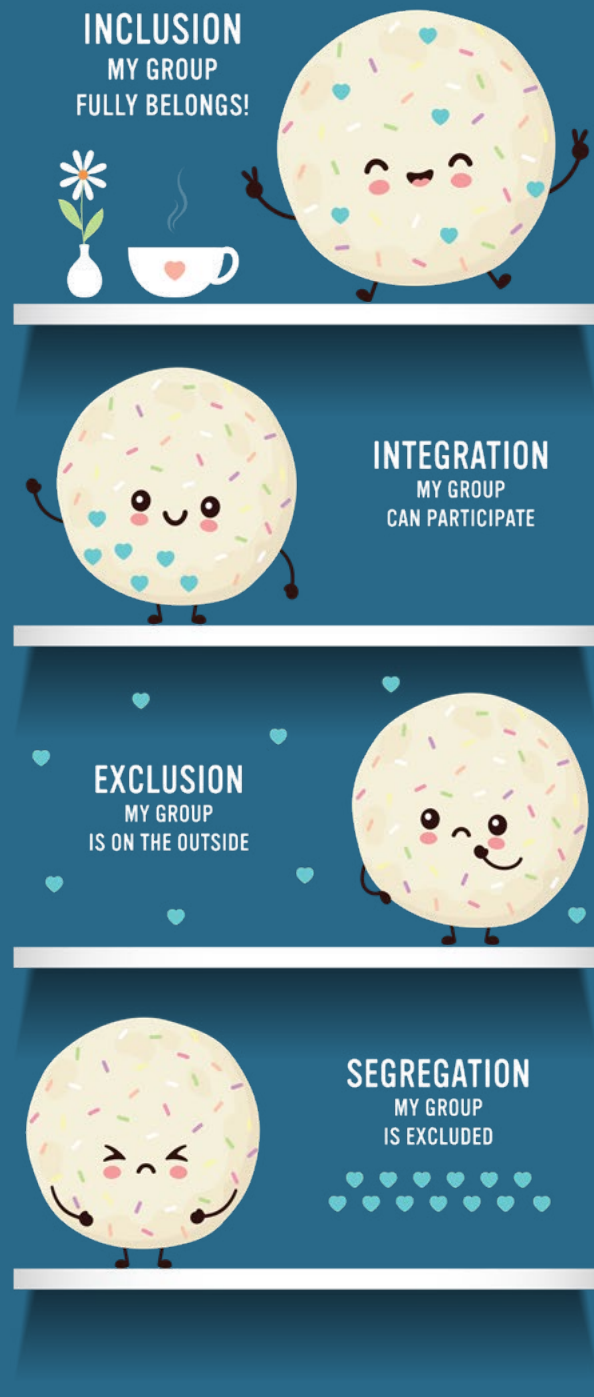
- Revenues and profit margins
- Retention rates
- Team productivity and engagement
- Workplace culture
- Customer loyalty

How to Become a Cakeable Employer Partner

Reach out to us to discuss how your business can get involved! We can provide I/DD training for your team and will match you with interns who will be a good fit for open positions.

We also provide job coaching and ongoing consultation for the life of the placement to promote a successful employment outcome.

Contact our Transition Coordinator, Emma Parker, at emma@wearecakeable.org to learn more.



"We were thrilled to be able to offer employment to three Cakeable interns. Each of them performs their job responsibilities with pride and excellence. Cakeable provides important vocational training and can help you integrate those with an I/DD into your workforce just like they have assisted us."

- Cakeable Employer Partner

LOOKING AHEAD

Our mission is powered by our bakery and cafe, which currently fund a percentage of our program. We rely on additional support because we provide 1 on 1 training for every intern, which we believe is essential to empowering their growth. Can you help us bridge the gap?



2025 REVENUE GOAL:
\$841k

2025 Goals

- 1. Train 45 Interns.** Opening Cakeable Cafe enabled us to quadruple the size of our vocational training program. As a result, we were able to train 27 interns, the majority whom are now are in community employment. This year, we plan to train and graduate 45 interns.
- 2. Increase Sustainability:** To ensure long-term impact, we will strengthen our business strategies to drive greater revenue and develop new fundraising streams. By diversifying our financial support and optimizing our operations, we will build a sustainable model that secures our future.
- 3. Develop 30 New Employer Partnerships.** As we train more interns, we will expand our network of employer partners to ensure meaningful job placements. Our goal is to add 30 new partners, creating more opportunities for our graduates to thrive at work.
- 4. Remove Barriers to Employment:** We are committed to building a comprehensive training program that helps employers understand and effectively work with our interns. This year, we will offer I/DD training opportunities to our employer partners. We will also continue to support every business that employs an intern for the lifetime of the placement. We want to ensure that both the employee and employer have the resources they need to succeed.
- 5. Clear our Waitlist.** Individuals who apply for an internship at Cakeable wait anywhere between 8 months and 2 years. Expanding our program with new business locations will enable us to welcome more interns into the program and reduce their wait time to join.

PARTNER WITH US



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



COME to Cakeable Cafe 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 I/DD to be hired in your workplace.

Sponsor an Intern!

It costs **\$12,000** for an intern to go through an internship at Cakeable. This includes:

- Six months of 1:1 job training in both technical skills and soft skills, led by a licensed social worker
- Six months of wages for the intern
- At least one parent meeting to assess workforce interests and skills
- Coaching throughout the interview and job search process
- Support during the employment transition
- I/DD training for employers and managers
- Consultation for the lifetime of the job placement
- Ongoing social events for interns to maintain community and support structure

Email rachel@wearecakeable.org to learn more.

INCLUSION
MY GROUP
FULLY BELONGS!



CHARLOTTE, NORTH CAROLINA

CAKEABLE
CAFE

WE CREATE OPPORTUNITIES

wearecakeable.org