



**Building Life Skills, Building Bright Futures**

2011 REPORT TO THE COMMUNITY

## A MESSAGE FROM COOKIE CART BOARD OF DIRECTORS



### Dear Friends of Cookie Cart,

What a difference a year makes! In 2011, we rolled out our National Career Readiness Certification program and to date; over 25 youth have gone through the program. In an effort to continue Cookie Cart's mission of expanding

our youth's world views and future professional possibilities, we established new opportunities for our youth-employees to interact with business professionals across the Twin Cities, through workplace visits and tours, job training with knowledgeable professionals and career interviews. In addition, we expanded our Board of Directors by 4 new members, bringing our number to 15 dedicated individuals from some of the most respected large and small businesses in Minnesota.

In 2010 the Board and Staff saw the opportunity for our 25 year-old organization to build on its stellar reputation, solid financial foundation, and exceptional programming to bring its mission to more young people than ever before. Taking a look at the future of the Cookie Cart, we went through an intensive strategic planning process, resulting in a 5-year growth plan. Currently

Cookie Cart has to turn away teens. With this ambitious plan, our goal is to triple the number of youth served in our employment training program by 2015. We aim to do all this by expanding our current headquarters in North Minneapolis and adding a new site in St. Paul. The Capacity Campaign officially launched in 2012 and will provide the investment capital to fund our growth plan.

The Board, Staff and youth employees of Cookie Cart are excited for the next phase of our expansion plan. I encourage you to stop by the bakery and see for yourself the energy and excitement we are creating on West Broadway. Thank you so very much for your ongoing support of Cookie Cart. I am always humbled to see what amazing support we have from donors and volunteers.

Regards,

Rochelle Gunn  
Board Member, Board Chair 2010-2011

## PROGRAMS AND OUTCOMES

- **Bakery Program** A hands-on job training program where young people work in the bakery. They prepare, package, decorate and sell cookies, all the while learning basic employment skills.
- **360 Degree Program** An advanced work readiness program that builds upon the bakery experience and prepares youth to transition to jobs in the mainstream workforce. Working in small groups and one-on-one with adult staff, teens identify areas of interest for potential careers, prepare résumés and cover letters, learn about job search tools, and practice interviewing skills.
- **Customer Service Training Program** Youth employees learn the concepts and skills required to present a positive image and provide responsive service to customers. Interpersonal communications skills are at the core of this training.
- **National Career Readiness Certificates (NCRC)** The NCRC is an assessment and certification, issued by ACT, that measures skills employers believe are essential to job success: applied mathematics, reading for information, and locating information. The nationally recognized credential indicates to prospective employers that the youth have the foundational skills necessary to be successful employees.

### Cookie Cart's 2011 impact included:

- Hired and trained 120 youth to work the equivalent of 15,166 training hours, exceeding our annual goal by 18%.
- Provided 47 youth employees customer service training.
- Conducted 49 sales and promotional events to give youth employees increased opportunities to hone their newly-acquired skills.
- 25 youth successfully completed the National Career Readiness Certificate (NCRC).
- Educated 61 youth through the 360 degree program.

## NAOMI MONTGONERY • Cookie Cart Youth Employee



**“Maybe I haven’t reached my full potential, but I am on my way there.”** All of our youth employees are outstanding, but few have risen in the ranks like Naomi Montgomery. Naomi started working at Cookie Cart in September of 2010. Since then, she has been Rising Star of the Month, promoted to Cart Captain and is now

in the newly created Bakery Assistant position. With this new responsibility she knows that the other youth employees see her as a leader in the bakery. Naomi likes being able to help others, showing them the ropes and teaching them that work can be fun. Naomi’s advice to any young person seeking a job is to **“dress appropriately for an interview, arrive early and be sincere**

**about anything you say. Just show who you really are and make yourself shine.”**

As a senior, Naomi will be heading to Bethel College to study Psychology with the hopes of eventually earning a master’s degree. She’s looking forward to meeting new people, but knows she will maintain the connections she’s built at Cookie Cart.



*“This was a stepping stone on my way up.”*

## FUE LEE • Cookie Cart Alumni



Fue Lee applied for his first job at Cookie Cart in 2005, when he was just 14-years-old, as the result of some gentle encouragement by his two sisters who had also participated in the program. Throughout his time at Cookie Cart he enjoyed the social aspects of working with other teens, especially meeting new people and making friends.

Cart training daily at his work study job. His customer service experience at off-site sales events makes him a pro at interacting with all varieties of people. Looking back, Fue says he really enjoyed the worksite tours they participated in, particularly the MN Workforce Center and the Hyatt Hotel in downtown Minneapolis. “It was cool to tour the hotel and get an overview of the entry level jobs available.” Eventually, **he’d like to work for the State Department**, but in the interim, will seek a job giving back to the community at a nonprofit that advocates for underrepresented communities.

Fue stays in touch with Cookie Cart supervisors and youth employees through email and Facebook, but also through his niece, Mail Lee, who is a Cookie Cart Captain!

**As a current student at Carleton College majoring in Political Science and International Relation**, Fue uses his Cookie

## DAVE & KRIS JONES • Cookie Cart Annual Donors

**“Cookie Cart gets youth off to a good start in life, and it’s experiential,”** says Dave Jones, Cookie Cart donor. Dave and Kris Jones have always been interested in organizations that focus on the “world of work” and help youth develop a solid foundation. They believe that their life experiences and successes have guided them to Cookie Cart and motivate them to continue their support over the years. Dave appreciates the practical nature of the program. **“There is a real product that is tangible and straightforward. Young people can see clearly how they help build the success of a business.”**

Kris adds that they enjoy giving to Cookie Cart because they have confidence in the organization and its leadership, and they know their dollars will be used effectively.



## VENEL RENE • Cookie Cart Volunteer



**“[The youth] interact with you so much more than I expected and they are so cooperative... even if a stranger is thrown in, they are welcoming. They act very professional,”** that is how 22 year old Venel Rene

described his volunteer experience with Cookie Cart. His professor at Bethel Seminary encouraged him to learn about the diverse culture in Minneapolis through volunteerism. He didn’t expect the strong connections he would develop with the youth employees. Venel was impressed with how the Cookie Cart employees balance school and work, which is a valuable skill for high school, college and beyond.

While he is always willing to build packaging and label cookies, he admits that he gets the most out of scooping cookie dough alongside the youth. The Miami native says he’ll continue to volunteer at Cookie Cart because every moment he spends at Cookie Cart, he knows he is making a difference.

## BEST BUY • Corporate Donors & Employee Volunteers

Best Buy has been a Cookie Cart partner for over five years, providing funding to start the Customer Service Training Program and sponsoring community events. In 2011, they took their support to a new level by bringing an employee group from their Inver Grove Heights store to work alongside the teens in the bakery.

Best Buy employees found the experience to be a **great opportunity to make a difference outside of their**



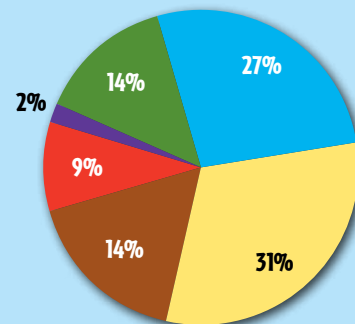
**community.** While at the bakery, they were able to offer teens a new perspective on providing outstanding customer service based on their own experience, offering challenging questions and feedback to the youth.

# 2011 FINANCIALS

## STATEMENT OF FINANCIAL POSITION • DECEMBER 31, 2011 AND 2010

	2011	2010
<b>ASSETS</b>		
<b>CURRENT ASSETS</b>		
Cash and Investments	\$336,471	\$265,087
Accounts receivable	56,406	49,275
Fixed Assets, Net	213,912	238,219
<b>TOTAL ASSETS</b>	<b>606,789</b>	<b>552,581</b>
<b>LIABILITIES AND NET ASSETS</b>		
Current Liabilities	76,660	72,307
Note payable less current portion	40,007	46,744
<b>NET ASSETS</b>		
Temporarily restricted for:		
Program development	7,500	—
Capacity campaign*	27,977	—
Unrestricted non - designated	422,335	433,530
Unrestricted board designated	32,310	—
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$606,789</b>	<b>\$552,581</b>

## REVENUE

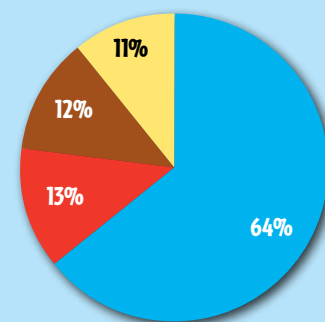


- Sales of Cookies
- Grants
- Gifts and Events
- Donated Materials and Services
- Rental and Other
- Campaign Revenue

## STATEMENTS OF ACTIVITIES • DECEMBER 31, 2011 AND 2010

	2011	2010
<b>REVENUES AND SUPPORT</b>		
Cookie Sales (less cost of sales)	\$162,426	\$134,739
Donations	529,111	495,479
Interest	1,708	2,321
Rental and other	17,992	17,007
<b>TOTAL REVENUE &amp; SUPPORT</b>	<b>711,237</b>	<b>649,546</b>
<b>RECLASSIFICATIONS</b>		
Net assets released from restrictions		
Restriction satisfied by payments	96,260	—
<b>TOTAL UNRESTRICTED REVENUE</b>	<b>807,497</b>	<b>649,546</b>
<b>EXPENSES</b>		
Program services		
Education/bakery	499,528	486,106
Fundraising	202,367	58,291
Administration	84,487	89,689
<b>TOTAL EXPENSES</b>	<b>786,382</b>	<b>634,086</b>
<b>INCREASE IN UNRESTRICTED NET ASSETS</b>	<b>21,115</b>	<b>15,460</b>
<b>TEMPORARILY RESTRICTED NET ASSETS</b>		
Donations and contributions	131,737	—
Net assets released from restrictions	(96,260)	(11,000)
<b>INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS</b>	<b>35,477</b>	<b>(11,000)</b>
<b>INCREASE IN NET ASSETS</b>	<b>\$56,592</b>	<b>\$4,460</b>

## EXPENSES



- Program Services: Education/Bakery
- Fundraising
- Fundraising (Capacity Campaign)
- Administration

*\*Beginning in 2011, the Organization initiated fundraising through a capacity campaign which is intended to support the long-term growth needs of the Organization.*

# OUR DONORS

Thanks to our generous donors, Cookie Cart is able to offer employment skills training to over 120 teens each year.

## \$10,000 and up

Horizon Milling †  
Mytech Partners, Inc. †  
United Sugar Corp †

## \$5,000 - \$9,999

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Desiree Kempcke and Karen Duke  
Lynne Johnston  
David and Tami King  
Robert and Sandy Klas  
Christopher Kopka and  
Anna Dvorak  
Robert and Carolyn Laskey  
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for Dyslexia  
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Bruce Leng  
Karen Lindgren  
George Logan  
Brett Long and Megan Clinefelter  
Linda Lorentzen and  
Joseph Hedberg  
Teresa and Raymond Luterbach  
David and Elizabeth Lyman  
Christopher and Sheila Martin  
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## \$50 - \$99 (continued)

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*We apologize if we have made any errors or omissions. Please contact Anna Bregier, Development Director at (612) 521-0855, ext. 106 or [abregier@cookiecart.org](mailto:abregier@cookiecart.org) with corrections.*

† In-Kind Partner

*Gifts to Cookie Cart's Capacity Campaign are not represented in this list.*

Cargill's business units support Cookie Cart's programs through donations of raw ingredients, like flour, salt and cocoa to make our cookies. This partnership keeps the cost of cookies low, so more revenue can support the **valuable experience-based youth employment training Cookie Cart provides**. Cargill invites Cookie Cart youth employees to its corporate campuses to practice customer service skills and networking at Sales Events, and members of the business units have participated in volunteer work days at Cookie Cart's bakery. Cargill's support represents



a commitment to North Minneapolis and helping to build a strong and skilled workforce.

**\$25,000+**

The Curtis L. Carlson Family Foundation  
General Mills Foundation  
The McKnight Foundation  
Otto Bremer Foundation  
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**\$500 - \$4,999**

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† *In-Kind Partner*

*Gifts to Cookie Cart's Capacity Campaign are not represented in this list*

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When the Hall Institute's president, Jason Hall learned about Cookie Cart, he knew he had found a more unique and meaningful way to thank his clients for their business than the usual email or letter. Now, they send out boxes of a dozen Cookie Cart cookies to clients around Halloween or Christmas, giving

a premium, local product and contributing to a **good cause giving young people on-the-job work experience.** In addition to supporting the organization by ordering cookies, the Hall Institute has gone a step further and supported Cookie Cart with financial donations.

## OUR CUSTOMERS

Thank you to all our customers for your support!

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& Wellness Center  
Northside Achievement Zone  
Northway Community Trust  
Okie Flash Racing

Prairie Home Productions  
Proforma Rose Shorma  
Project Success  
Prudential Financial  
Public Allies  
Quicksilver  
RBC Wealth Management  
Reflections  
Regis Corporation  
Ridgeview Foundation  
Robins, Kaplan, Miller & Ciresi  
RS Eden  
Ryan Companies  
Salem Communications  
Sanctuary Covenant Church  
Sapientia Law Group  
Sauer Danfoss  
Scantron Corporation  
SciMathMN  
Securian Financial Group  
SEIU Local 26  
Shaw/Stewart Lumber  
Shiloh Temple  
Sierra Club  
Smartrac Technology  
SPS Commerce  
St. Ambrose of Woodbury  
Catholic Community  
St. Bartholomew Catholic  
Faith Community  
St. Joan of Arc Church  
St. John Neumann Catholic  
Church  
St. Joseph the Worker Catholic  
Church  
St. Victoria Parish Family  
Catholic Church  
Star Tribune  
State of Minnesota  
Stevens Foster  
Stoel Rives LLP  
Stratford Companies  
Success Computer Consulting  
SuperDimension  
Supportive Living Solutions, LLC

Twin Cities Public Television  
UCare  
University of Minnesota  
University of St. Thomas  
Upspring Baby  
Urban Homeworks, Inc  
US Bank  
Valley of Peace Lutheran Church  
Vanguard Travel  
Victory Neighborhood Association  
Visitation Monastery  
of Minneapolis  
Ryan Companies  
Walden University  
Walker Art Center  
Walker Senior Club  
Watson Forsberg  
Wayzata High School  
Weavers Guild of Minnesota  
Wells Fargo  
West Suburban Teen Clinic  
West Title  
Westminster Presbyterian  
Westwood Professional Services  
Wilder Foundation  
Window World  
Woodlake Medical  
WSB & Associates, Inc.  
XCEL Energy, Inc  
Yamamoto Moss Mackenzie  
YMCA  
Youth Express  
Youth Performance Company  
YouthLink  
Youthrive  
YWCA