

cookiecart.org

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"I learned so much in every class at Cookie Cart, and was able to build on skills throughout the program. I know I'm going to succeed at my next job because of the opportunities I received at Cookie Cart." -Darius, Cookie Cart Alum

Dear Friends,

Preparing teens for successful futures is at the heart of our work here at Cookie Cart. Through classroom training and hands-on experience in the bakery, teens leave Cookie Cart equipped to utilize their newfound skills and leadership abilities in the workforce and throughout their communities. While we do this preparation work with our youth employees each day, 2017 also proved to be a tremendous year of preparation for Cookie Cart as an organization.

After revamping our classroom curriculum in 2016, we worked diligently to fully implement the changes in 2017. Gathering feedback from youth employees after each training workshop, staff adjusted the curriculum throughout the year to best fit the needs of our youth employees.

Darius is a youth employee who worked more than 475 hours in the bakery, classroom, and community. Upon completing the **Bright Futures** curriculum training, Darius graduated from Cookie Cart and began a new job at a local restaurant where he will continue to shine and build on his strong skill set.

Laying the foundation for teens to succeed in work and life is what our curriculum revamp was centered on, and we're thrilled to have strong classroom training available to each of our youth employees. In 2017, Cookie Cart also began the final stage of the most significant initiative in our organization's history with the opening of a second bakery in Saint Paul. Through a strong combination of listening to community leaders, forging deep relationships with those who support our vision, and bold action, Cookie Cart Saint Paul became reality. As a result, a vibrant learning hub is being created from a vacant building on Payne Avenue. We could not be more excited!

As we look back on 2017, we also reflect deeply on **our community.** We count ourselves fortunate to have been a part of the Northside community for 29 years, benefiting from the roots that Sister Jean laid in the early 1980's. As we look to a future that includes Saint Paul's East Side, we are so grateful to join hands with another vibrant community and support the bright futures of more neighborhood teens.

We are humbled and grateful for your commitment as we forge ahead on this new venture. Thank you for your investment in the bright futures of Minneapolis and Saint Paul teens.

Matt Halley, Executive Director

Our Impact



225 teens employed for their first paid job experience



98% of teens know how to set goals and work towards them



30,412 hours of hands-on work and classroom experience



87% of youth employees feel comfortable speaking in front of a group of people



124 community events, workplace visits, and sales events



99% of teens believe young people can make a difference in the community

Experiential Learning

Bakery Program

The first stop for Cookie Cart teen employees, and the very foundation of our youth employment training, is the Bakery Program. Our hands-on job training takes a creative, engaged teaching approach to equip teens with fundamental job skills.

In 2017, **225** teens mastered basic job skills in the bakery.

"Cookie Cart has showed me that you have to work hard for what you want. I have always been told that, but now I'm actually seeing what it feels like to work for what you want."

-Josh, Youth Staff





Classroom Learning

Foundations

The lessons in Foundations focus on helping new Cookie Cart recruits to understand and develop the skills needed to be successful on the job. This includes workplace safety, hygiene, and basic employee rights and responsibilities, and more nuanced topics such as communication with supervisors and peers, dealing with conflict, and character building.

In 2017, **46** teens completed the program. As a result, **76%** demonstrated general professional skills necessary for maintaining employment.

Leadership

Once youth employees have successfully completed Foundations, and have shown initiative within the bakery, they move on to Leadership classes. The focus is on **critical** thinking, becoming a peer leader and mentor, resolving conflicts with others and between others, and more advanced communication. For some youth these lessons will culminate in being promoted to a **Cart Captain**, a peer leader role that comes with a pay raise and more responsibility.

In 2017, **96** teens completed the program. As a result, **78%** of youth employees were confident working as part of a team.



"At Cookie Cart, I've learned leadership skills and how to communicate with others. Also learning how to build our community. Because at first I didn't always want to interact with others, but now I want to get along and help others, and have people look up to me as a strong leader."

-Anned, Youth Staff

Elassroom Learning

Customer Service Training

After learning the ins and outs of the bakery, it's time for our employees to learn the concepts and skills required to provide exceptional customer service. At the core of this training is an exploration of **interpersonal communication**. Teens who complete this training are eligible to begin practicing their new skills at Cookie Cart's front counter, as well as at community events.

In 2017, **81** teens completed customer service training and practiced skills at **124** community and sales events, and workplace visits.

Financial Literacy Training

Cookie Cart's hands-on curriculum provides valuable life skills training to teens who have the new responsibility of a paycheck. This, along with other financial decisions, makes teaching the basic concepts of personal financial management so important. In partnership with local financial institutions, workshops cover the essential building blocks of personal finance: budgeting & saving, checking accounts, and personal credit.

In 2017, **103** teens completed Financial Literacy. As a result, **92%** of youth employees know how to use a bank, budget, and save money.



"Cookie Cart has a big impact because I learned more about saving money and what I want to do in the future and helped me identify new skills."

-Ha'Jahna, Youth Staff

Bright Futures

As teens prepare to transition out of their positions at Cookie Cart and into their next job, they begin taking the Bright Futures classes. Youth are encouraged to think about and explore possibilities, and look for jobs that are a good fit for their interests, skills, strengths, goals and values. Each lesson walks participants through a part of the job seeking process, including searching, applying, interviewing, and follow-up, using real-life examples and role plays. This phase culminates with a celebration of all that they have worked on and accomplished.

In 2017, **87** teens completed the program. As a result, **100%** feel supported in pursuing their own personal goals.





Eredential Learning

ServSafe Food Handler Certification

The ServSafe Food Handler Certification, meeting requirements set by the Minnesota Department of Health, shows prospective employers in the restaurant industry that youth staff have received food safety training in the areas of **personal hygiene**, allergens, time and temperature control, crosscontamination, and cleaning and sanitation.

"I learn something here every day.

Being a part of the team and having a support system is what matters. I like interacting with customers and telling them what Cookie Cart is about."

-Hazuri, Youth Staff

National Career Readiness Certification

At Cookie Cart, we are proud to offer teens the chance to take the National Career Readiness Certification Exam (NCRC). This assessment and certification issued by ACT, shows prospective employers that a teen has the foundational skills necessary to be successful in the workplace. The test measures skills that employers have identified as essential to job success, including applied math, reading for information, and locating information.

Digital Literacy

In partnership with Pillsbury United Communities
- Oak Park, Cookie Cart offers Digital Literacy
through The Northstar Literacy Project. This serves
as a credential for future employment and defines
the skills needed to perform tasks on computers
and online including basic computer use and
Microsoft Suite Programs such as Word, Excel,
and PowerPoint.

In 2017, **75** youth achieved at least 1 of the 3 offered industry skills certifications.





Groundbreaking Ceremony, June 2017

Saint Paul Lookie Lart

2017 was filled with action and excitement with Cookie Cart in Saint Paul. In January we began the second round of our pilot program at Johnson High School with a cohort of 24 students. The students participated in afterschool workshops focused on work readiness, customer service, and financial literacy. The participants are ready to be the leaders of Cookie Cart when it opens in 2018.

We celebrated our Groundbreaking Ceremony in June. Hundreds of community members came out to show their support for Cookie Cart on Saint Paul's East Side, and got a sneak peek inside our building before construction started. Incredible gifts from Margaret A. Cargill Foundation, The Saint Paul Foundation, and TCF Foundation among others, helped us get closer to our \$4 million fundraising goal. As construction began at the end of the year, Cookie Cart continued to build new relationships and spread the word that we'll begin hiring youth employees in Spring 2018!



Youth employees from the Johnson High School pilot program visit Cookie Cart in Minneapolis.

You Helped Bake Bright Futures



33 grants & 822 gifts totaling \$629,551



27 partners invested in the futures of our youth staff



3,413 hours given by **1,042** volunteers



\$257,560 net proceeds at 3 fundraising events



\$547,476 total cookie sales



\$292,456 total in-kind contributions



"We were all so impressed by the professionalism of the Cookie Cart youth employees. They were interactive, easy to talk to, and they were just plain fun to be around. It was a great opportunity to share time with them and learn from them."

-Darci, Volunteer

Our Partners

Our partnership model relies on organizations that share our investment in the futures of young people. The following 2017 partners were instrumental in funding program operations, volunteering, providing important exposure to career opportunities, and raising awareness of our mission. Thank you; we're so grateful for your partnership!

























































"Based on data collected by The Minnesota Department of Employment and Economic Development, it was found that three years after program exit, 72% of Cookie Cart graduates were employed, which is substantially higher than the employment rate for adults in North Minneapolis."

Wilder Research

2017 Donors

Foundations

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Your in-kind gifts of everything from ingredients to technical support help us give valuable networking and career experience to teens.

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Dear Friends of Cookie Cart,

In many ways, 2017 was a year of transition. We saw shifts in leadership for the country and across our local communities. ushering in a sweeping wave of movement from community members in entrepreneurship, advocacy, and coalition building.

Through all the transition of 2017, Cookie Cart remained steady in our work of equipping teens with skills and training in building their bright futures. Our Minneapolis bakery continued to thrive, providing more than 200 youth employees with support to uncover and utilize their skills in critical-thinking and leadership. As teens built lasting skills for future employment, they also began to identify their personal goals, and map out the path to get there. All the while, the Cookie Cart leadership team were doing the same.

We broke ground on our Saint Paul location in 2017: the biggest initiative in our organization's history. With a vision to create a vibrant and youth-centered hub in Saint Paul, we began the renovation of our new home in the heart of the East Side at 946 Payne Avenue.

After successfully piloting our program at Johnson High School, our talented and dedicated staff were poised to provide training and support to Saint Paul teens once the new bakery became ready.

2017 was a year of momentum building, relationship forging, and preparing to make history for Cookie Cart. Our ability to dream and build with such boldness was only possible through the unwavering support from our dedicated partners. Thank you for your commitment to the incredible teens in our program and for investing in their success through your partnership with Cookie Cart.

Tim Engeldinger, Board Chair



2017 Audited Financials Revenue

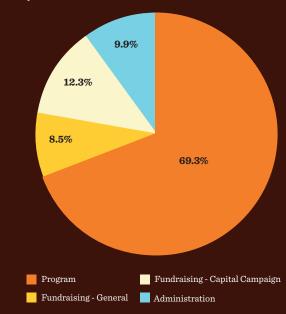
Total	\$2,419,489
Campaign Revenue*	\$780,181
Rental and Other	\$29,209
Donated Materials and Services	\$222,617
Special events (net of expenses)	\$210,455
Gifts	\$238,373
Grants	\$391,178
Sales of Cookies	\$547,476

Expenses

Total	\$1,866,207
Administration	\$184,125
Fundraising - Capacity Campaign**	\$229,065
Fundraising - General	\$159,282
Program Services: Education/Bakery	\$1,293,735

^{*}Represents revenue from Cookie Cart's capital campaign.

Expenses



For additional information or to view Cookie Cart's audited financial statements, visit cookiecart.org/financials



^{**}Due to capacity campaign, fundraising expenses are not typical.





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