



Growing for Good

A Campaign for Sustainability



Dear Friends,

At Cookie Cart, we dream big. We set high goals and we work diligently to achieve them. Youth employee Pa Ying dreams of having her own home complete with a garden, a pool, and a husky. Chat with Gregory and you'll learn all about various species of fish, which lakes to catch them and what fishing rod you'll need to reel them in. His dream, of course, is to become a professional angler.



We are closing in on a decade of swift growth; renovation of our Minneapolis bakery, tripling our youth employees, and launching our Saint Paul bakery. In partnership with our community and Board of Directors, Cookie Cart continues to aim for our next big dream. Our \$2 million “Growing for Good” campaign is the capstone to our strategic growth plan. With it, we are positioning Cookie Cart as a sustainable economic contributor to the next generation of youth in the workforce. We pioneered operating a social enterprise long before the term was even coined, and our model of youth employment and strategic curriculum propels youth towards economic independence and financial security.

Expansion, growth, and creative programming has created an innovative trajectory for generations of youth employees to come. Your investments support Cookie Cart as we enhance our curriculum to include courses and elevated leadership experiences for youth employees to train in sales, marketing, inventory, and supply chain – challenging and supporting teens to reach new heights of their potential. This work is underway, and we couldn't be more thrilled.

With our proven track record of successfully training our community's emerging leaders, we are building sustainable and bright futures for both our youth and our organization. Our Growing for Good campaign affords many opportunities to invest in this exciting new work, and we invite you to partner with us in this new chapter.

Matt Halley
Executive Director

Charles Broadnax
Board Chair & Committee Chair



“Cookie Cart is fighting inequities by equipping youth with knowledge, tools, networks, and resources to pursue their dreams and goals. By investing in Cookie Cart, we’re investing in leadership development, business development, and regional growth, and these youth are your dividends for the entire region.”

-Tawanna Black,
**Founder & Chief Executive Officer of
the Center for Economic Inclusion**



Bright Futures Begin at Cookie Cart

Mission: Cookie Cart provides teens 15 to 18 years old with lasting and meaningful work, life and leadership skills through experience and training in urban nonprofit bakeries.

At Cookie Cart, the bakery serves as a classroom where teens ages 15 to 18 learn the skills, gain the confidence and make relationships that lead to productive and fulfilling adulthoods. Young people are paid employees supported by positive adults. These non-traditional “bosses” serve as teachers, coaches, and advocates.

Youth employees do much more than make and sell cookies. Their hands-on work experience is supplemented by life and career training that includes customer service, financial literacy, interviewing and resume-writing.

Cookie Cart is the leading provider of experience-based youth development in the Twin Cities region, creating a significant impact on alumni as they build better lives and communities. In 2019, Cookie Cart adopted four strategic priorities to guide the organization through the next phase of growth:

1. Develop meaningful learning experiences for youth within our growing social enterprise.
2. Grow earned income and profitability through optimized bakery operations and sales.
3. Increase and diversify contributed income.
4. Build internal capacity to support the organization’s mission and growth.

Cookie Cart through the years

1970s

Sister Jean invited neighborhood youth to her home and provided learning opportunities.

1988

First storefront opens on Emerson Avenue in Minneapolis.

2010

Started capacity growth with 100 teens and 12,000 hours.

2014

Renovation in Minneapolis increases programming to 140 youth employed with 24,000 hours of training.

2015

Capital Campaign to open Saint Paul location begins; programming increases to 200 youth and 30,000 hours in North Minneapolis.

2018

Saint Paul bakery opens in May; 250 teens employed with 37,500 hours of training in between both locations.

2019

300 youth employed with 45,000 hours of training between both locations. Start of Growing for Good Campaign to shift gift to cookie sales ratio from 70:30 to 50:50.





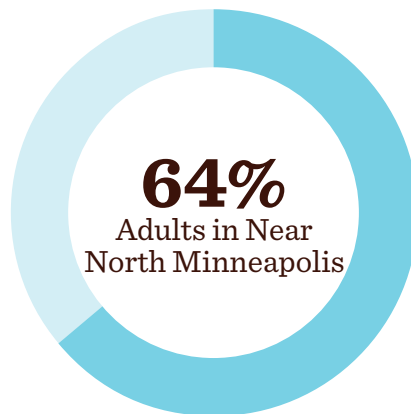
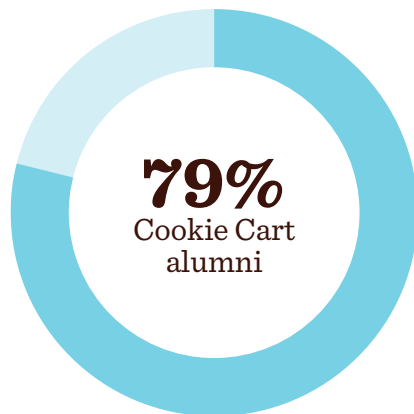
It's More Than Just a Cookie...

Sixteen-year-old Yee is a Cart Captain at our Minneapolis bakery. When asked why she applied to work at Cookie Cart, on top of an already busy school, extracurricular, and social schedule, Yee says, "I heard Cookie Cart gave employees experiences and opportunities that we wouldn't get anywhere else at our age. I knew it was the first job I needed to set myself up for success."

In North Minneapolis and Saint Paul's East Side, where Cookie Cart teens live, there is a decline of jobs that stretches back decades. This shortage of jobs has created a serious lack of entry-level and employment opportunities for young people, on top of additional wide-ranging problems including housing, education, crime, and racial disparities.

Cookie Cart utilizes a strength-based approach that draws upon the opportunities and possibilities that youth have to offer in programming, in operations and in navigating towards their own bright futures. Our programming addresses the widening racial and economic disparities experienced in North Minneapolis and Saint Paul's East Side. Cookie Cart provides a tandem education and employment model to address these disparities, and cultivates an economic, forward-thinking, goal-oriented environment for low-income teens to learn and grow.

Employment success of Cookie Cart graduates



According to Wilder Research, 79% of Cookie Cart alumni are employed in the third year after graduating from our program. For comparison, overall employment for working-age adults in the Near North community of Minneapolis is 64%.

Our Recipe for Sustainability

Over the years, Cookie Cart has perfected our cookie recipe and is the preferred bakery for many Minnesotans. With our mail orders expanding, we also have a growing national presence. Additionally, Cookie Cart is recognized as a leading youth social enterprise.

By growing our business model to generate increased cookie sales, we will expand employment opportunities and revenue to ensure Cookie Cart's availability for our community's future leaders. This is our recipe for sustainability. We are positioning Cookie Cart as a sustainable contributor to youth development. The opportunity to gain employment and life skills is essential and necessary for long-term success in both education and career for young people. Annually, Cookie Cart will employ 300 teens between both bakeries. This is a 275% increase in youth employment over the last 5 years.

The Growing for Good Campaign supports creating advanced curriculum opportunities to help prepare youth employees for employment beyond Cookie Cart, and in turn assure a positive, continuous contribution to Minnesota's economy and workforce.

90

Additional advanced leadership opportunities for youth by 2024.

50:50

Over six years, Cookie Cart's donations to cookie sales ratio will shift from 70:30 to 50:50.

\$2 million

Investment in Cookie Cart's long-term sustainability.



Cookie Cart
LaShaye

COOKIE
CART
Baking Bright Futures

Cookie Cart
Melita

COOKIE
CART
Baking Bright Futures

Strategic Investments

The funds raised from the campaign will be invested in three key areas in order to support the long-term sustainability of Cookie Cart's youth development program.



Youth Development and Leadership: \$950,000

Cookie Cart needs to keep up with living wage guidelines set for Minneapolis and Saint Paul to ensure fair wages for youth employees.

Increasing cookie sales and production efficiencies will provide additional youth development and leadership opportunities. Cookie Cart youth employees will engage in advanced sales, marketing, and supply chain modules. Supplemental lectures, projects, and continuous feedback for youth to grow their own business experience will be enhanced through investments from this campaign.



Infrastructure: \$750,000

Cookie Cart is investing in information technology upgrades to support increased cookie sales. The upgrades include a top-level CRM database; Salesforce with integrations to Shopify and other sales applications to ensure accurate ordering, delivery, and communication within the sales and bakery departments.

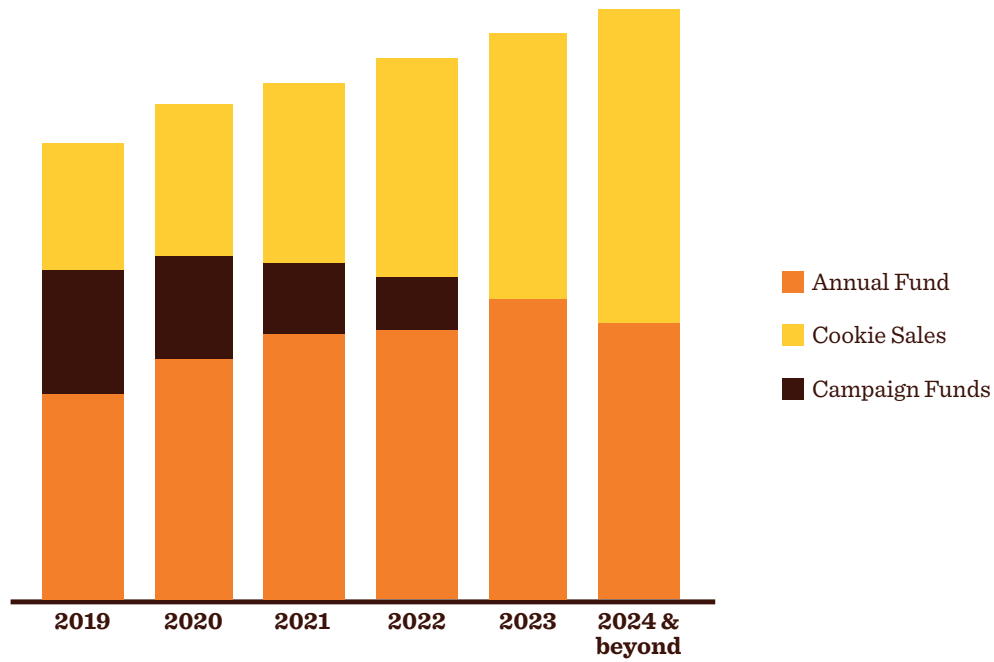
To increase production and decrease lead time, Cookie Cart is investing in production equipment including a refrigerator, freezer, and Kook-e-King machines. This state-of-the-art scooping machine will create efficiencies for cookie production while freeing youth up to engage in higher-level business-related leadership opportunities.



Sales and Marketing: \$300,000

Innovative marketing techniques are being created to bolster cookie sales and support Cookie Cart's sustainability plan. Additional personnel, marketing, and branding materials will be needed to maintain the new revenue shift.

Investments from the Growing for Good Campaign will establish Cookie Cart's new sustainable revenue model: from a donation to cookie sales ratio of 70:30 in 2019 to a 50:50 ratio by 2024.





Keanna

COOKIE
CART

Baking Bright Futures

COOKIE
CART

Baking Bright Futures

Marvin

COOKIE
CART

Baking Bright Futures

Please join us

The strength and vitality of our next generation is in the hands, and dreams, of youth like Pa Ying and Gregory. Providing them with leadership skills, work experience, and confidence is what Cookie Cart does best and will continue to do for generations to come – with your support.

Our \$2 million Growing for Good Campaign ensures the longevity of Cookie Cart to equip and empower the future leaders of our communities, so the impact of your gift extends well into the future. Many generous supporters have already contributed to the work. Will you join us?

To learn more and make an investment, please contact Matt Halley, Executive Director at 612-843-1946 or mhalley@cookiecart.org.



Smile & Learn

Leader Board

Good Work Team!!

COOKIE CART
Baking Bright Futures.

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