

Sunflower Bakery

Caring is
our main
ingredient



ANNUAL REPORT 2022



NOTE FROM THE EXECUTIVE DIRECTOR

Dear Sunflower Friends:

FY 22 was another tremendous year for Sunflower. Not only did we increase the number of students enrolled and graduated, but the sales of our delicious baked goods also grew by 40% from the previous year, a rate almost unprecedented in the bakery industry. This success was due to the continued support from our community, as we navigated the challenges of COVID, and a committed Sunflower team. From everyone at Sunflower, thank you; we couldn't have done it without you.

Our founders were truly visionary when they created Sunflower as a non-profit, social enterprise organization, and that vision continues today benefiting our students and the organization. Our baked goods are the vehicle for our workforce development training and provide crucial hands-on experience for our students, who play a role in everything made or sold at Sunflower Bakery and Café Sunflower. This model allows students the opportunity to hone their skills, provides valuable work experience, and supports the organization through income generated from sales. All income goes back to support our mission to ensure that our financial position is diversified and strong for long-term sustainability.

As we plan for the future, we will build on our founder's vision and Sunflower's strong foundation to train more students for employment success and increase our market reach with new and different product offerings. It's an exciting time at Sunflower Bakery, and we invite you to join us as we work together to make a greater impact for young adults with learning differences.

With gratitude,



Jody Tick



Sunflower Bakery is a non-profit, social enterprise enabling pathways to employment for teens and young adults with learning differences through pre-employment exposure and workforce development training in the pastry and hospitality industries. Our social enterprise model integrates students into everything Sunflower produces and sells amplifying our mission with income generated going back to support our students.

PASTRY ARTS STUDENTS

Josephine Adams
Gillian Eisenberg
Jasmine Woody
Gavin Kutz
Tyree Walters
Avital Chefitz
Darius Henderson
Ryan Pollock
Zienna Tampe Bravo
Alejandro Ifarraguerri
Jamison Kilgore
Kai Shuman
Rachel Hamm
Reese Branham
Jahi Sibert
Dahneesha Whyte
Ethan Bailey
Julia Kraft
Maia West
Joshua Blount

HOSPITALITY STUDENTS

Melissa Mantua
Ty'Asia Bryant
Jeremy Soled
Michael Casey
Toby Edelschick
Alessandro Spilimbergo
Josef Klausner
Haydee Alonzo
Tierney Caulfield
Jessica Morissette
Webb Kavanagh
Noah Plitt

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***Co-founder, Ex-Officio*

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Joey Nowicki
Marion Pitcher
Kimberly Rayburn
Josh Tanner
Cindy Tepper

STUDENTS

13,934 training hours &
300 teen exposure hours

34 employment training
students & 24 teens served

70% of students placed
in employment within 6
months of graduation

SALES

40% increase in sales
year over year

55,530 hamantaschen
produced

8,967 challahs sold

OUTREACH

Relationships developed with
over 60 employer partners

13 employers hired our
graduates in FY22

6 new employer partners

7 repeat employer
partners

OUR IMPACT IN FY 2022 By the Numbers



Beyond the Numbers

Beyond the numbers, it's the combination of the hard and soft skills that makes the Sunflower experience transformational. Students who enter the program are not the same students when they leave. The personal growth, self-confidence and level of independence increases as students advance through the program. While not intended outcomes of our workforce development training programs, these results have a very positive affect on these young adults and their families, contributing to a more just and inclusive community of employers, coworkers and consumers.

FY22 HIGHLIGHTS

Michael F. Taff Award

Sunflower Bakery was recognized as the recipient of the Michael F. Taff Award for our work improving the lives of people with disabilities in Rockville.

Media Features

Sunflower was highlighted in various media over the course of the year with special recognition on **Fox5** as part of a live segment for Giving Tuesday, and in **Jewish Insider** featuring Sunflower's history and work.

Looking to the Future

In FY23, Sunflower is moving forward on a new, three year strategic plan that will build upon our successful track record, strong brand identity, a diversified funding base and a dedicated community of partners and supporters. These strengths will enable us to plan for our highest-impact future. Under three priorities that strengthen our core, support growth at our current facilities and expand and diversify our training, Sunflower will continue to place our students at the center of our strategic decisions to ensure choice and opportunity for brighter futures.

FY23

STRENGTHEN THE CORE

Maximize program quality and impact.

Operate brilliantly through efficiency.

FY24

MAXIMIZE IMPACT IN PLACE

Continue to grow training programs incrementally.

Pilot new program to provide more choice.

FY25

GROW & DIVERSIFY PROGRAMS

Formalize new program.

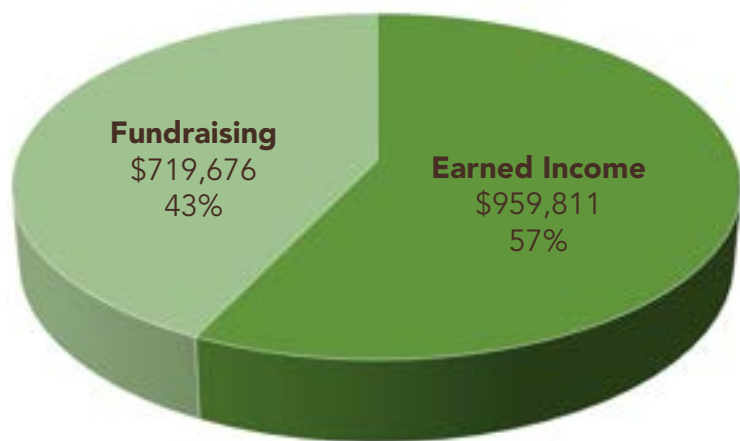
Continue to scale training programs.

Maximize capacity.

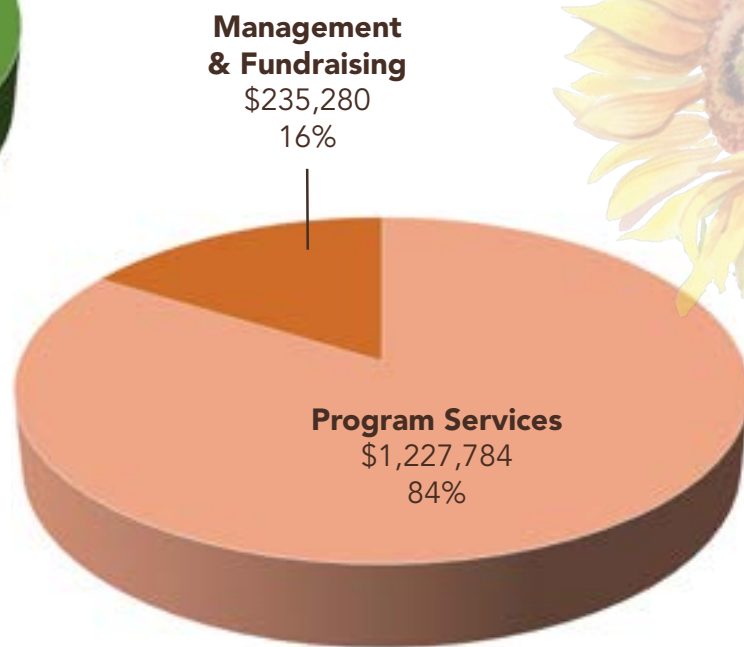


FINANCIALS

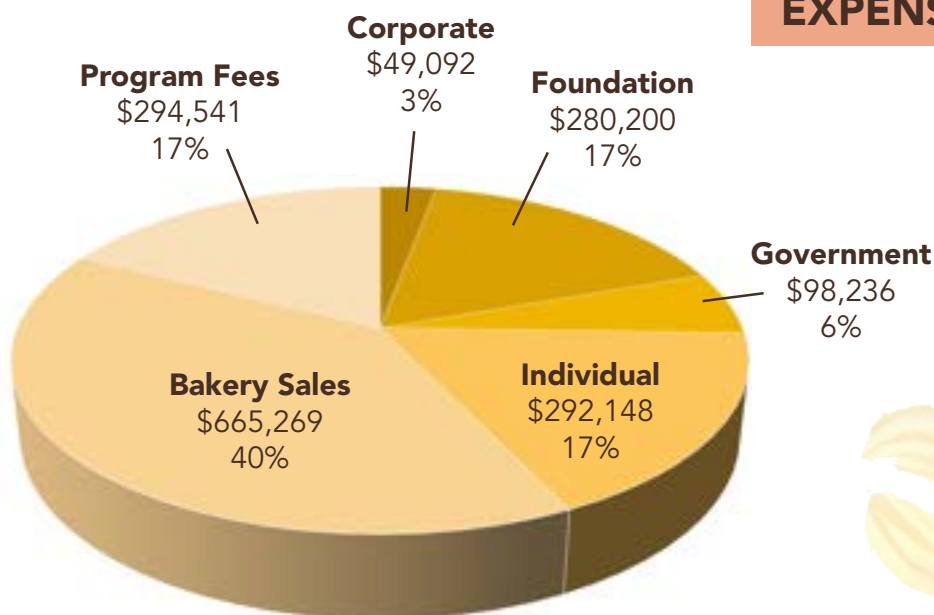
Our generous community of customers and donors, including individuals, foundations corporations and government partners, provide critical support to enable our workforce development training programs. Through our social enterprise model, over half of our revenue in FY22 was generated through the sales of our baked goods (40%) and program fees (17%).



REVENUE SOURCES



EXPENSE BY FUNCTION



CONTRIBUTIONS

THANK YOU TO OUR FY22 DONORS

\$25,000 – \$50,000

Carol and Gary Berman
Cathy Bernard
Jewish Federation of Greater Washington
Montgomery County
Montgomery County Economic
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The Morris and Gwendolyn Cafritz
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\$10,000 - \$24,999

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\$500 - \$999

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Partner Agency of
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OF GREATER WASHINGTON



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