

# Sunflower Bakery

Caring is  
our main  
ingredient

# 2024

## Impact Report





## Note from the Executive Director

Dear Sunflower Bakery Friends,

Fiscal Year 2024 marked several major milestones in Sunflower Bakery's journey. We proudly celebrated 15 years as a nonprofit social enterprise, reflecting on a decade and a half of opening doors for young adults with learning differences through meaningful job training and employment pathways.

What began with Pastry Arts has steadily grown: we launched barista training with the opening of Café Sunflower, expanded it into a full Hospitality Training Program in 2021, established Job Services in 2022 to support student employment success, and this year, we piloted a Culinary Training Program, broadening our reach to savory foods, catering, and prepared meals.

A generous gift from a thoughtful donor enabled us to purchase a fryer to provide another training opportunity for our students and expand our bakery product line. And notably, we secured our first-ever federal appropriation, a landmark achievement signaling confidence in Sunflower's mission and earning us partnerships and support at every level of government.

Fifteen years ago, Sunflower Bakery was built on a simple but powerful vision: to create meaningful opportunities for young adults with learning differences. Today, we stand proud of the growth, impact, and inclusive community we have built — together.

Thank you for helping make this vision a reality. Here's to the next chapter.

With gratitude,

Jody Tick  
Executive Director



### ABOUT SUNFLOWER

Sunflower Bakery is a nonprofit social enterprise enabling pathways to employment for teens and young adults with learning differences through pre-employment exposure and workforce development training in pastry, hospitality, and culinary arts. As part of a working bakery, Sunflower integrates students into everything we make and sell, reinforcing both training and mission. Every purchase goes back to support these critical programs.



# FY24 Graduates

## PASTRY ARTS GRADUATES

- Kareem Arnaout
- Jarod Briscoe
- Kaleiff Coleman
- Jason Epps
- Frankie Fallon
- Andres Figueroa
- Anna Frattarelli
- Sameera Gray
- Cameron Hall
- Almanda Renee Shannel Johnson
- Ben Katz
- Celine Krempf
- Cesar Leon
- Madeline Lessner
- Douglas Castillo Molina
- Chana Reingold
- Alex Stapleton
- Peter Weber
- Ian Winters
- Nico Yopez

## HOSPITALITY GRADUATES

- Liam Aaron
- Basil Ali
- Emmanuel Alvarez
- Leah Fleischer
- Sam Fratantoni
- Sky Eagle Hawk
- Timeah Jones
- Mohammed Joof
- Roxy Kaur
- Josiah Kollie
- Oscar Lemus
- DJ London
- Miles Prather
- Lily Christina Rowhani
- Amelia Turkewitz



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 Daniel Washington\*  
 Becky Webb  
 Dahneesha Whyte

\*Maryland Service Year Member

## FY24 Impact by the Numbers

- 6,240** Training hours for 18 Hospitality students
- 8,268** Training hours for 22 Pastry Arts students
- 320** Training hours for 35 Teen Program students
- 32** Employment-track students served
- 65+** Employer partners, with 4 new (Starbucks, Asbury Methodist Village, Charles Street Bakery, Fresh Baguette, Germantown)
- 16** Graduates placed in employment (64% placed within 6 months)
- 6%** Increase in online sales; 18% increase in retail sales

### Beyond the Numbers

The Sunflower experience transforms students. They leave not only with technical skills but also with personal growth, increased independence, and stronger self-confidence — key factors in both employment success and life. This growth is almost palpable and best said by our students Link to graduation video <https://www.youtube.com/watch?v=aVM-7QxY-sY>



## FY24 Highlights

This year marked a season of growth and innovation in line with our three-year strategic plan.

In addition to marking 15 years as a nonprofit, social enterprise, another meaningful milestone was returning to Beth Sholom to launch our Culinary Training pilot, the very space where Sunflower's earliest programs began. This return ties our past to our present, reminding us how far we've come and reinforcing our commitment to providing opportunity, training, and inclusion for all.

Our new Culinary Training Program expands our workforce development mission beyond pastry and hospitality to broaden our student experience and open new employment pathways. Our successful pilot provided us with the impetus to find our own kitchen space to formalize training and to be able to sell our kosher foods commercially. At the same time, we increased enrollment in our Hospitality Training Program year over year by 63%, reaching more young adults looking to build customer service skills and confidence.

On the production side, we acquired key equipment, including a fryer and proof box, which allowed us the ability to create laminated doughs and add a new bakery product to our offerings—donuts. These initiatives not only provided additional training opportunities for our students, but allowed us to expand our social enterprise. We launched our donuts on June 7th, National Donut Day and have continued to offer donuts each week in store for online purchase and produced our first sufganiyot for Hanukkah. We celebrate this milestone with a community Hanukkah party, which was a huge success

## Looking to the Future

As Sunflower Bakery moves into FY25, we are focused on bold steps forward that will cap off our three-year strategic plan by summer 2025.

We will expand our Culinary Training Program, growing both student enrollment and kitchen space to meet rising demand. We're also adding a new line of fresh prepared kosher foods, giving customers even more reasons to enjoy Sunflower's delicious offerings. To better serve our community, we will extend retail hours at the Bakeshop, making it easier and more convenient for customers to stop by.

Finally, we remain committed to expanding our employer partner network, creating more pathways to employment for our graduates. Together, these efforts will solidify Sunflower's position as a leader in inclusive workforce development — and bring our strategic vision to full realization.

## Employers & Community Support

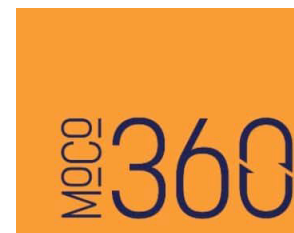
Sunflower's 65+ employer partners are vital to student success, ensuring training meets industry standards and opening employment pathways. Conversations with partners and student feedback shaped the Culinary Training pilot and supported the formalization of the program in a new commercial kosher kitchen on Lewis Avenue.



## Media Mentions

We were proud to be featured this year in:

**People**



**VoyageBaltimore**





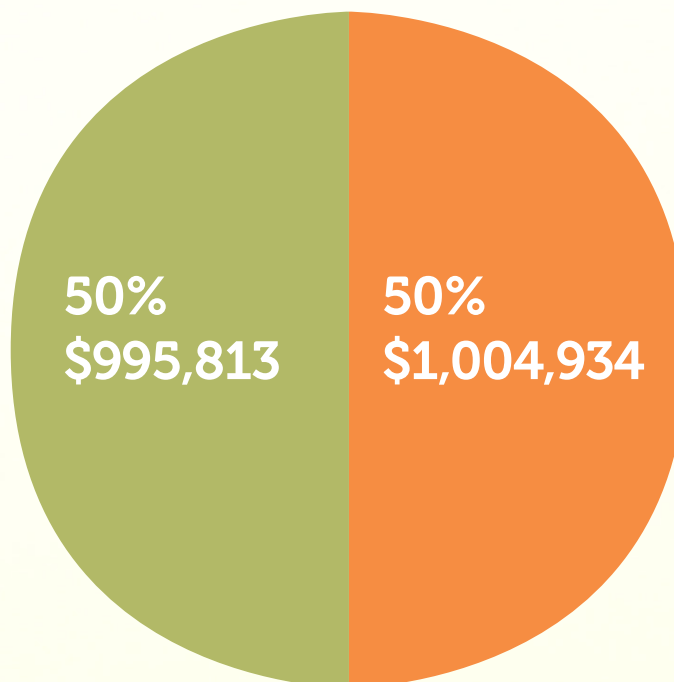
# Financials

## Revenue:

- Earned Income
- Fundraising

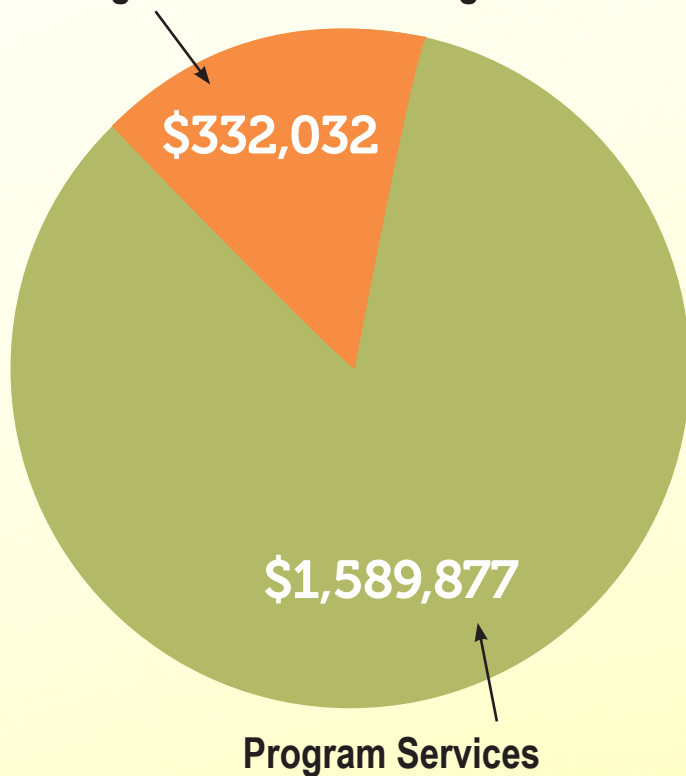
- 50% earned income (sales, program fees)
- 50% contributed income (individual gifts, institutional and governmental grants, events)

Income by breakdown by program, fundraising, management



## Expense:

### Management & Fundraising



Expense breakdown by program, fundraising, management



# Thank You to our FY24 Donors

## \$50K+

Maryland Department of Service  
and Civic Innovation  
Jewish Federation of Greater  
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## \$25k-\$50k

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