



Connecting

2022 Annual Report
(January 1 - December 31)



A Message from Our Executive Director

I heard once that the brain of a middle schooler—the tween brain—is firing neurons and creating connections at a faster rate than almost any other time in its existence.

Beautiful Day turned 10 in 2022. You could say we're a tween organization with, perhaps, a tween brain: lots of activity, a lot to learn, an identity to grapple with, connections popping. Would you believe that we had 83 people move through our payroll system in 2022? And if you've visited us on Benefit Street you've seen how we've put everything on wheels so we can transform from classroom into factory into dining room—all with a gorgeous view of the iconic state house. Our staff team continues to grow in size and diversity: a former truck driver, a former dean of students, a former camel herder, a PhD, a new mom. Our program participants ranged from teenagers to grandparents. It's a lot of difference. It's a little chaotic. It's pretty fun.

This year we revised our mission into a verb: connecting. We are using business, job training, and community education to connect refugees with the community. We're connecting with each other across our differences and then building connections outward through our programs and products. This is why the physical act of opening one of our bars or bags now invites you, tangibly, to connect with the pride and promise of refugees.

We're proud of the work represented in this report especially because we did it together with so many of you, our village (and part of our tween brain!), to keep learning and get something done. Thank you!



Keith Cooper
Executive Director



Keith with Evon, our Granola Chef and our very first trainee, who began making granola with him back in 2008.

Strategic Plan

2022 was a year of covid surges, national and international crises, worldwide refugee figures that for the first time exceeded 100 million, and tremendous growth in our own organization. It was the perfect time for us to chart a course for Beautiful Day's future. We will use the resulting strategic plan to guide us through these uncertain times.

Our Mission:

Connecting refugees and the community through business, job training and education.

Our Values:

Collaboration

Building positive relationships of trust with our trainees, staff, board, volunteers, donors, customers, and partner organizations.

Hope

Claiming the promise of a future where resettled refugees can thrive.

Equity

Building a workplace where everyone feels welcomed and heard.

Integrity

Running a thriving business that is known for its professionalism and honesty.

Kindness

Recognizing that we are working within a worldwide system for resettling refugees that is harsh and sometimes traumatizing and promoting simple values of hospitality, politeness and respect toward everyone.





10

HAPPY BIRTHDAY TO US



This year, we celebrated our 10th anniversary as a nonprofit. In addition to a great party, here's a partial list of some of our accomplishments:

We onboarded a record number of new staff including a case manager and volunteer coordinator.

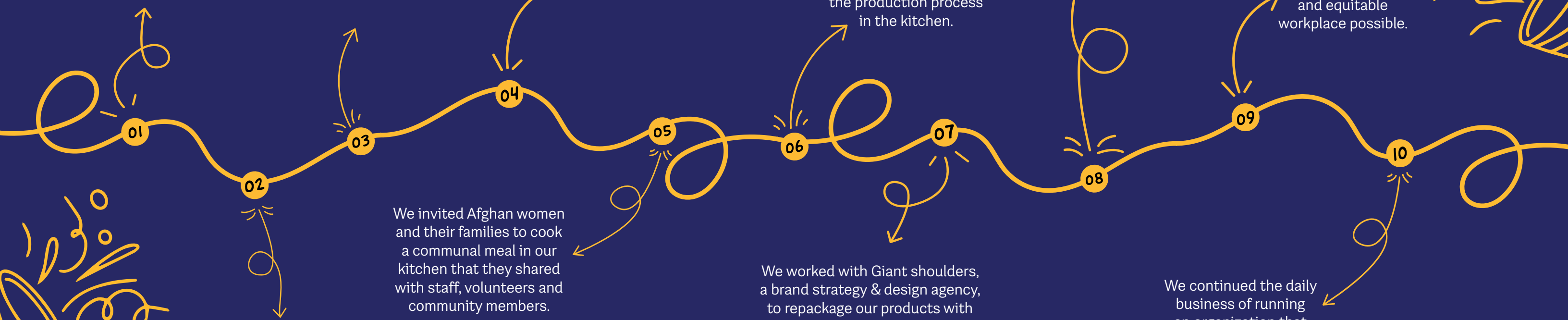
We completed a 3-year strategic planning process.

We increased the number of young people in our youth program from 15 to 20.

We piloted a unique new curriculum in our refugee adult program that is integrated into the production process in the kitchen.

We purchased an enormous walk-in cooler that allowed us to say goodbye to all our dented Craigslist fridges.

We hired a consultant to help us create the most inclusive and equitable workplace possible.



We had big product sales and expanded training to include packing, shipping, and kitting.

We invited Afghan women and their families to cook a communal meal in our kitchen that they shared with staff, volunteers and community members.

We worked with Giant shoulders, a brand strategy & design agency, to repackage our products with the messaging "Proudly Made for You by Refugees" on every package.

We continued the daily business of running an organization that is becoming more and more complex.



Adult Program

This year the adults in our program learned the ins and outs of working in a professional kitchen, grew in confidence and in English and learned how to succeed in American work places. They also participated in our new, more formal education program that consisted of workshops, individual sessions with our ESL teacher, and lessons integrated into the kitchen during production.

TRAINING

59 refugees participated in our adult and youth programs

 **8,536** hours of training completed

 **31** graduated and **19** continued in 2023

 **30** graduates found jobs

 **2** enrolled in college

 **173** family members were impacted



Svitlana & Violetta: Beautiful Day's First Mother/Daughter Trainees

Ten days after Russia invaded Ukraine, Svitlana, Violetta and their cat fled to the Czech Republic, then Portugal, and finally, in August 2022, to Providence.

Originally from Kramatorsk, Violetta, who had just completed high school, remembers shopping, the theater, and concerts with friends—some of whom lost their lives in the attack on Kiev. Svitlana had experience making jewelry and working as a nanny. Neither knew any English or had connections with local Ukrainians in Rhode Island.

We've loved being their first stepping stone in building a new life. They seized every opportunity to practice English. They're happy to be earning money and building resumes. They opened bank accounts, applied for jobs, and gathered a circle of friends and mentors. When a new adult cohort started, Svitlana stayed on to help coach new arrivals. She introduced our team to grechka, a delicious buckwheat porridge with beef. In Svitlana's words, "There is a friendly atmosphere [at Beautiful Day]. No person is better than another. We are all working together. People with different nationalities and cultures."

Youth Program

Our youth program began its 4th year with a cohort of 20 youth who attended a 3 hr/week job readiness class and an 8 hr/week job internship either in our kitchen or with one of our partner businesses in the community. Program graduates are now either finishing up high school or attending colleges like URI, RIC and Johnson & Wales and studying everything from computer science to criminal justice.



Meet Maliss, Fred and Kristen, our 2022 Youth Team!

What a thrill it's been to watch this team lead our refugee youth to success.



Maliss (Director of Training): In addition to overseeing the recruitment, curriculum development and educational activities of the youth, Maliss also organized social events, recognizing the connection between learning and fun. A refugee herself, Maliss came to this country from Cambodia as a teenager and knows firsthand the challenges our youth face.



Fred (Teacher/Program Coordinator): Fred is a retired public school teacher with over 20 years' experience teaching refugees and immigrants. He's a gifted teacher who provided lots of opportunities for student-centered learning. He also worked with our business partners to make sure the trainees' internships ran smoothly.



Kristen (Case Manager): Kristen began working with the youth as a volunteer and moved seamlessly into the case manager position. She attended class every week and provided all kinds of support. She spent 12 years living in different countries in Africa and Indonesia and she brought to her work a truly multicultural perspective.

Volunteer Program

Liza, our new Volunteer Coordinator, stayed busy creating the program from scratch. She recruited, ran trainings, provided support and successfully kept all the balls in the air. With her help, our mentoring program took off. Adult and youth trainees were matched with mentors and had great times together.



Meet Patricia and Ajax: Mentor and Mentee

Patricia began mentoring Ajax in the Spring of 2022 and they hit it off right away. Patricia is an “empty nester” who loves meeting new people. Ajax came to the US from Mozambique in 2019 and was still figuring out American culture. They’ve been meeting for over a year now and have had some great times together.

Patricia has been a big support to Ajax. She helped him get his driver’s license and spruce up his resume. She took him to job interviews and stayed with him for moral support. What a day it was when he was hired at a local restaurant as a dishwasher!

She also helped him with his tax returns. When he got an IRS refund, he insisted on using it to take her out to dinner. She chose Wendy’s since she wanted him to keep his money.

Patricia laughs when she remembers the time when Ajax told her that he wanted to sign up for the NBA because he liked basketball. She had to tell him that, sadly, things didn’t work that way. When he started talking about joining the NHL instead, she introduced him to golf. She took him to the driving range and gave him a set of her old clubs.

Ajax just completed 10th grade and recently got promoted to food prep at the restaurant. He and Patricia continue meeting regularly, taking her dog for walks, getting coffee, or hitting golf balls at the driving range. They’re now friends for life.

STAFF & VOLUNTEERS



FIVE
new paid staff



19
volunteers

+



620
hours worked

Making Connections

Afghan Outreach

We reached out to our new Afghan neighbors with messages of welcome and gifts of granola, hummus and wool rugs (which we learned they needed). We hosted Afghan families to show them our kitchen and invited them to join our youth and adult programs. And in September, we hosted a big dinner where Afghans took over our kitchen and cooked a wonderful communal meal that was attended by Afghans, BD staff and volunteers/ community members.

Community Garden

The youth and adults built and planted garden boxes on a patio just outside our front door. A neighbor donated picnic tables and it became a place where people could gather and munch on fresh veggies.

Communal Dinners

We began hosting communal meals every Tuesday where our adult trainees and kitchen staff took turns cooking a meal for anyone who wanted to come. This became a wonderful time of fellowship and a chance for our trainees to practice their English conversation.

Community Outreach

We took every opportunity to speak about our work and about refugees to any community group who asked. We spoke to local rotary clubs and chambers of commerce, to school groups ranging in age from 4-year-olds (!) to 4th graders to high-schoolers to college. We also spoke at retirement communities and faith-based organizations. Our mission is to connect refugees with the community as an important way to raise awareness.



OUTREACH



192K
people visited
our website and
social media



50K
people reached at
farmers markets
and events



3.5K+
people reached
by our products
through gifts

GRANOLA, COFFEE & HUMMUS



9.29
tons of granola
produced



561
bags of coffee
packaged



645
lbs of hummus
produced



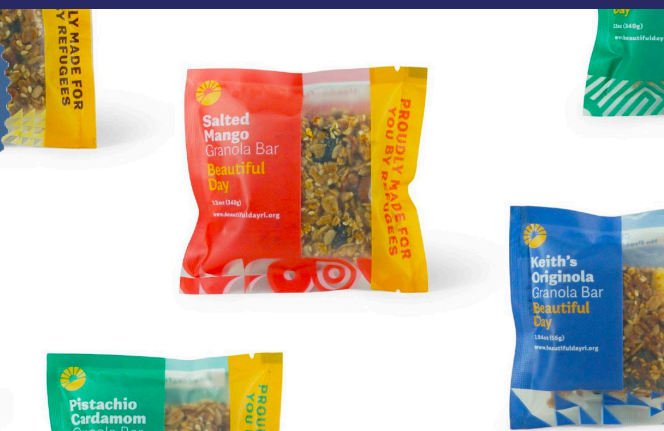
3,137 packages shipped to 49 states (Sorry ND. You missed out!), Canada and Western Australia!

Sales & Growth

Our new award-winning packaging showcases a beautiful design and effectively conveys our mission by including the words “Proudly Made for You by Refugees,” creating a stronger connection to our customers and enthusiasm around our brand.

The new packaging has helped us open up exciting avenues of growth, leading to increased sales. Our trainees skillfully packed custom gifts and signature orders for various clients, including nonprofits and corporations. Our Beautiful Day granola bars have even appeared at weddings as thoughtfully chosen favors for guests.

We have also established partnerships with industry leaders, such as From You Flowers, to offer daily fulfillment, and expanded training to include custom kitting services for companies.



Beautiful Day packaging received the Gold Davey Award for Promotional Packaging Design.

FINANCIALS



2022 Revenue

\$1,123,727

Foundations & Grants **58%**

Earned Income **21%**

Donations **21%**

2022 Expenses

\$1,010,396

35% G&A for Production and Programs

30% Training

17% Cost of Ingredients & Production

10% Community Education

8% Fundraising

Friends & Supporters

Beautiful Day would like to thank the following partners who contributed \$100 or more between Jan 1 and Dec 31. We couldn't have done it without you. We've done our best to present everyone's name as they wish to be known. Let us know if you notice a mistake or want a change!

\$25,000 and more

Anonymous
Imago Dei Fund
Mentor RI
Panoram Foundation
United Way

\$10,000 - \$24,999

Amica Companies Foundation
Anita L. Stafford Charitable Lead Trust
Anonymous (2)
Carolina Dukvech Family Fund
Centerville Bank
Episcopal Charities Fund
Jacques Pepin Foundation
Joanne Chiu & Luke Peng
Navyn Salem
Providence Journal Legacy Fund
Ruth & Hal Lauanders Charitable Trust
Starbucks Foundation
The Partnership Foundation
Thomas Fanning

\$5,000 - \$9,999

Blount Fine Foods Corporation
Carter Family Charitable Trust
Mark & Donna Ross
Mary Dexter Chafee Fund
Reservoir Church
TD Charitable Foundation

\$1,000 - \$4,999

Anonymous
Kenneth Barrette
Dawn Bennet-Ingold & John Ingold
Providence Presbyterian Church
Andrew Brownsword & Beth Muccini
Janel Callon
Sharon Casey
Laura & Tino Chow
Mary & Allyn Copp
Coventry Edwards-Pitt & Matthew Weinzler
Judith Favell & Holly Favell Gray
Reverend Chris & Andrew Foster
Carrie & Hans Franzen
Richard Furnstahl
The Gingko Giving Fund
Geoff & Val Gordon
Almon Hall
Corenna & George Hoyt
Jane and Dr. John Isaac
Keith & Deanne Johnson
Flore Foundation

Debra & Paul Kellstedt
Bishop Nicholas Knisely
Tina & Stephen Letcher
Town Fair Tire Foundation
Hannah & Joseph Miller
Pearsall Family Foundation
Thomas Pizzuti

Rebecca & Lebaron Preston
REDF
Paul Richer
Barbara Sargent
Aaron Schaal
Barbara & Stephen Schaal
Susan & Rob Thurston
Melinda Tuan
Andrew Wallerstein
Beneficent Church
Samuel Yu

\$500 - \$999

Linda Bragg
Claire & Scott Brill
Carolyn Cain
Anna Chon
Kelly & Eric Dearing
Mark Dombrofski
Lisa Fiore
Karen & Otto Folkerts
Emily Freedman
Katherine Gibson
Francesca Gould
Ann & Todd Hampson
Virginia & John Harkey
Nancy Kaull
Lyman & Charmaine Kellstedt
Jennifer Kiddie
Karina Lallande
Diane Lynch
Laura Marrin
Cynthia & Dana Mauch
Erika & Tim McCormick
Michele Matott & Marguerite McLaughlin
Julianne & David Mehegan
Kate & Dan Molter
Laura Openshaw
Marie-Claire Ording
Hazel Osborne
David Palms & Traci Kulphoff
Jill Pearlman
Doreen & Wayne Pelland
Jessica & John Pinkos
Elizabeth & Daniel Reardon
Paula & William Rooks
Fred Schroeder
Mary Sherlock

Charlotte Tracy
Sue Van Ness
Lisa & David Watermulder
Ralph Weinberger
Jason Witham

\$100 - \$499

Amazon Smile Foundation
Eliza Anderson
Kate Andres
Brandon & Jennifer Barnes
Jeff Bass
Bob & Leslie Beggs
Margaret Benz
Frances Bergeron
Judith Blackadar
Daniel Blackford
Daniel M. Borsutzky
Dana Brackney
Ashley Brown Raynal
Catherine Bui
Susan & Ronald Byars
Kate Cahill
Josephine Carubia
Catherine Chamberlin
Archer Chen
Diane Christensen & Robert Stone
Duane and Nancy Christy
Edward & Audrey Clifton
Janet Coit
William Combs
Elizabeth Conlon
John Cooney
Alice Cooper
Kathryn & Keith Cooper
Wendy & Nelson Corchado
Christine Coticchia
Terri & Donald Coustan
Leonard Cowan
Spencer Cowles
Robert Craig
Melissa Cummins
Carol Czaja
Susan Davis
Kevin Dawson
Carolina Donnantuoni & Richard Lang
Tom Dooley
Donna Drvaric
Christine Dube
Marilyn Eanet
Caroline & John Ellis
Jeanne Engel
Sandra Enos
Julie Erickson

Kimberly & Brian Estep
Antonietta Falconi & Shawn Selleck
Susan Feeley
Jo & Linford Fisher
Valerie Follett
James Ford
Francesca & Stephen Forrest
Anne & Vincent Fortier
Dorothy Foster
Donald Freedman
Karen Fritsche
Nancy & Greg Fritz
Linda Gendron
Kathleen Gorman
Tarez & Eric Graban
Philip Grondin
Bobby Gross
John Hadley
Samuel Havens
Lyn Headley-Deavours
Robert Heffron
Nancy Hetherington & Elaine Martin
Marion Hinman
Alice Howard
Bonnie Howard
Hugh & Marian Howarth
Carolyn Hsu & Chris Henke
Lana Hugo
Jill & Jerry Hultin
Jeremy Hultin
Mike & Polly Hutchison
Leo Immonen
Janet Isserlis
Suzan Johnston
Sara Jorgensen
Coppelia & Gabriel Kahn
Sarah Kaplan
David Karoff & Margo Karoff-Hunger
Lynn & David Kent
Paula Krebs
Michael & Dr. Beth Labriola
Carol Lewis & Mike Coburn
Anne & Bruce Livingston
Sally Lockhart
Page Luxmoore
Amber Ma & Scott Yi
Carmen Maianu
Brenda & Mario Maletta
Jean Marrapodi
First Baptist Church
Karen Marshall
Sheryl Mason
Deanna Matsumoto & Tor Ormseth
Connie McClurg
Eileen & Paul McFarland

Joan McLaughlin
John Medeiros
Robert & Eileen Medeiros
Carol Minahan
Mike & Damaris Mitchell
Monika Montrymowicz & James Edwards
Tom Musbach
Steven Nelson
Renee & Trevor Nicholas
Jayashree & Prasad Nimmagadda
Mary O'Connor
Marguerite & Marwan Odeh
Pamela & Marc Papai
Lauri Pastrone
James Phelan & Elizabeth Menaghan
Nancy Pitrowiski
Barbara & Harry Purnell
Nancy & Glenn Ramsey
Ann Rheault
Francis Richards
Marjorie & Lawrence Roegge
Edith Scannel & Catherine Morrisette
Judie & Gary Schaal
Sandy & Doug Schaupp
John Seiboldt
Varsha & Raman Shah
Mark & Ginny Shanda
Mark & Linda Shepard
Naoko Shibusawa
David Shire
Mari Anne Snow & Charles Zechel
Tracey Stanelun & Eric Anderson
Hilary & Joel Stanton
Isabel & Nick Tecu
Jan & Joseph Terry
Julie Van Noppen
Bernard Vixeboxse
Meggean Ward
Brenda Westberry
Wheeler School
Lola Whetstone
Elaine Wiesman & Robert Specian
Nancy Wolanski
Irene & William Wong
Karla Wood

Key Sales Partners

Bolt Coffee, Providence
Café La France Train Station, Providence
Castle Hill Inn, Newport
Clement's Marketplace, Portsmouth
Dave's Marketplace, East Greenwich
Dave's Marketplace, Smithfield

The Dean Hotel, Providence
Eastside Marketplace, Providence
Emma's Torch, New York
Fort Adams Gift Shop, Newport
From You Flowers, Connecticut
The Graduate Hotel, Providence
HHP Lift
Newport Restaurant Group
Nook Coffee House, East Greenwich
Peace by Piece International
Pranzi Catering, Providence
Procure Impact, Maryland
ReNew Project, Illinois
Roch's Fresh Foods, Narragansett
Roger Williams University, Bristol
SERRV International
Tom's of Warren, Warren
Trinity Repertory Theater, Providence
Urban Greens, Providence

In-Kind Donors

Bono and U2, Inspiration and Name

Mentors:

Darvin Acosta
Nigel Dabare
Cayte Lizali
Pio Shabani
Patricia Stevens
Miranda Triedman
Sasha Westrick

Volunteers:

Brianna Ariz
Jules Bibonimana
Roslyn Birke
David Sanchez Herrera
Coppelia Kahn
Brook Moles
Bonnie Platzter
John Willis

In memory of Steve Federico, Hallworth House Building Supervisor (1960 ~ 2023)

PARTNERS



357
donors
(individuals, foundations, corporations, faith organizations)



95
monthly donors



173
team granola subscribers

Staff & Board

Staff

Saad Awad

Production & Training Manager

Keith Cooper

Executive Director

Iman Diriye

Kitchen Assistant

Leonard Dougbe

Marketing Associate

Jessica Dough

Development Assistant

Rebecca Garland

Associate Director

Karen Hlynsky

ESL Consultant

Selemani Mayundo

Operations Assistant

Joan McLaughlin

Director of Sales & Growth

Maliss Men Coletta

Director of Training

Evon Nano

Granola Chef

Nomanullah Niazy

Farmers Market Manager

Rose Ntirampeda

Operations Associate

Kristen Pohl-Munro

Case Manager

Laura Sadovnikoff

Administrative Manager

Marie Shabani

Aquidneck Farmers Market Manager

Pio Shabani

Market Support Staff

Eliza Sutton

Volunteer Coordinator

Paula Taluru

Marketing & Design Consultant

Amina Uyisabye

Case Manager

Zaid Wadia

Shipping Manager

Fred Wambolt

Youth Program Coordinator

Meggean Ward

Director of Operations

Board

Officers:

Belton Allyn Copp, President

Retired Physics Teacher, Durfee High School
Fall River, MA

Tino Chow, Vice President

Founder and CEO, Giant Shoulders Brand
Strategy & Design
Providence, RI

Andrew Brownsword, Treasurer

Business Development Consultant
Walpole, MA

Marguerite McLaughlin, Secretary

Senior Director of Quality Improvement,
American Health Care Association
Providence, RI

Members:

Mark Dombrowski, MBA

Application Developer, UConn Health
Hartford, CT

Alice Howard

Founding Director, Sunrise Forever, Inc.
Providence, RI

Jane Isaac

Certified Salesforce Instructor
East Greenwich, RI

Bishop Nicholas Knisely

Bishop, Episcopal Diocese of Rhode Island
Providence, RI

Antoine Nzeyimana

Quality Control Technician, Edesia
Providence, RI

David Palms

VP of Operations, Tenth Avenue Commerce
Providence, RI

Clement Shabani

Co-Founder & Project Manager, Women's
Refugee Care
Providence, RI

Jason Witham

Executive Director of Facilities, Design &
Construction, Johnson & Wales University
Providence, RI