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

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.

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

1. We onboarded a record number of new staff including a case manager and volunteer coordinator.
2. We completed a 3-year strategic planning process.
3. We invited Afghan women and their families to cook a communal meal in our kitchen that they shared with staff, volunteers and community members.
4. We had big product sales and expanded training to include packing, shipping, and kitting.
5. We increased the number of young people in our youth program from 15 to 20.
6. We piloted a unique new curriculum in our refugee adult program that is integrated into the production process in the kitchen.
7. 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.
8. We purchased an enormous walk-in cooler that allowed us to say goodbye to all our dented Craigslist fridges.
9. We hired a consultant to help us create the most inclusive and equitable workplace possible.
10. We continued the daily business of running an organization that is becoming more and more complex.
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.

Adult Program

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59 refugees participated in our adult and youth programs
 glossy 8,536 hours of training completed
 glossy 31 graduated and 19 continued in 2023
 glossy 30 graduates found jobs
 glossy 2 enrolled in college
 glossy 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.”

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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.
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.

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.

Volunteer Program

STAFF & VOLUNTEERS

FIVE new paid staff
19 volunteers
620 hours worked

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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 (1) 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.

Making Connections

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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.

- 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!
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
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
- Panaram Foundation
- United Way

**$10,000 - $24,999**
- Amica Companies Foundation
- Anita L. Stafford Charitable Lead Trust
- Anonymous (2)
- Carolina Dukevich Family Fund
- Centreville Bank
- Episcopal Charities Foundation
- Jacques Pepin Foundation
- Joanne Chiu & Luke Peng
- Navyn Salem
- Providence Journal Legacy Fund

**$5,000 - $9,999**
- Blount Fine Foods Corporation
- Carter Family Charitable Trust
- Mark & Donna Ross
- Mary Dexter Chafee Fund
- Mark & Donna Ross
- Providence Journal Legacy Fund

**$1,000 - $4,999**
- Anonymous (2)
- Bennet Ingold & John Ingold
- Benefit Church
- Melinda Tuan
- Susan & Rob Thurston
- Barbara & Stephen Schaal
- Barbara Sargent
- Mark Dombrofski
- Melissa Cummins
- Robert Craig
- Spencer Cowles
- Terri & Donald Coustan
- Wendy & Nelson Corchado
- John Cooney
- Leo Immonen
- Mike & Polly Hutchison
- Lea Immonen
- Joan McLaughlin
- John Medeiros
- Robert & Eileen Medeiros
- Carol Minahan
- Joan McLaughlin
- John Medeiros
- Robert & Eileen Medeiros
- Carol Minahan
- Mike & Damaris Mitchell
- Monika Monttymowicz & James Edwards
- Tom Musbach
- Steven Nelson
- Trevor & Renee Nichols
- Jayashree & Prasad Nimmagadda
- Mary O’Connor
- Marguerite & Marwan Odeh
- Pamela & Marc Papai
- Lauri Pattrone
- James Phelein & Elizabeth Merahan
- Nancy Pittruzi
- Barbara & Harry Purnell
- Nancy & Glenn Ramsey
- Anne Rheault
- Francis Richards
- Marijpere & Lawrence Rogege
- Edith Scannel & Catherine Morrissette
- Judy & Gary Schaal
- Sandy & Doug Schappell
- John Seaboldt
- Varsha & Raman Shah
- Mark & Ginni Shandari
- Mark & Linda Shepard
- Naoko Shibusawa
- David Shire
- Mari Anne Snow & Charles Zecheh
- Tracey Stanelun & Eric Anderson
- Hilary & Joel Stanton
- Isabel & Nick Tecumseh
- Jan & Joseph Terry
- Julie Van Noppen
- Bernard Vissoeboex
- Meggean Wash
- Brenda Westberry
- Wheeler School
- Lola Whetstone
- Elaine Wiesman & Robert Specian
- Nancy Wolanski
- Irene & William Wong
- Karla Wood

**In-Kind Donors**
- Bono & U2, Inspiration and Name
- Volunteers: Briania Ariz
- Jules Bibonimana
- Roslyn Birke
- David Sanchez Herrera
- Coppe1ia Kanh
- Brook Molsen
- Bonnie Platzner
- John Willis

In memory of Steve Federico, Halfway House Building Supervisor (1960 – 2023)

**Team Granola**

**Subscribers**
- 95 monthly donors

**Team Granola Subscribers**
- 173
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

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 Ntirampedea
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 Browsnword, Treasurer
Business Development Consultant
Walpole, MA

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

Members:

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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
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