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Our New Retail and Packing Facility

1005 Main Street (Suite 173)
Pawtucket, RI 02860

STAFF

Keith Cooper, Director
Anne Dombrofski, Strategic Partnerships
Caroll Webb, Operations and Training
Evon Nano, Kitchen Manager
Zaid Wadia, Shipping Manager
Vivian Nano, Admin Assistant
Bolajoko Sanni, Asst. Kitchen Manager
Maitham Wadia, Farmers Market Sales

BOARD OF DIRECTORS

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Policy Analyst, Community Catalyst

Special thanks to Bittersweet Creative for photos and Paula Cunanan for design.

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Dear Friends of Beautiful Day,

Eight years ago, my friend Geoff and I borrowed a kitchen and asked all our friends to start eating a lot of granola. We knew that newly-arrived refugees in our community needed an on-ramp into our local job market. One by one we started hiring them and preparing them for jobs.

Along the way we discovered that every component of a small business could be repurposed in service of a mission. This became our big idea. We could hire the least prepared rather than most qualified person for the job. The work itself could become a dignifying, educational experience. Our product could do more than feed people and make money—it could introduce many thousands to refugee resettlement.

Of course, the backdrop to our project is that 60 million people in our world are now displaced by violence. This is a frightening statistic that is only made more devastating as our world tries to solve it with miles and miles of razor wire. (Why anyone believes that razor wire will deter parents from caring about their children is beyond me!)

Global problems need local practical human solutions. It's a beautiful and life-giving privilege to work together to DO something however small. And if we believe that local human solutions can eventually have global impacts, then small is fine. First we need a model that works. Then it can be replicated or transported or adapted to serve other refugee communities across our country and beyond.

It's in this hope that I'm pleased to share this, our first, annual report with you. We wanted to provide a big-picture sense of our goals and big idea and strategies. But more than anything else, we prepared it as a way to say thanks to our partners who make this work possible and as a tribute to the amazing and inspiring people that we work with.

Thankfully,

Keith Cooper Executive Director



OUR GOALS

- 1. Help refugees enter the local job market
- 2. Involve the community
- 3. Design a replicable model

OUR BIG IDEA

Repurposing the components of a small business



Not the most but the least prepared person for the job.



CAPITAL

From investors motivated by making a difference rather than a profit.



CUSTOMERS
Not just fans but
genuine partners
in a mission



WORK
Education
transplanted out
of the classroom
and into a job.



PRODUCT
A tool to introduce consumers
to a mission

MODEL: Non proprietary—designed to be shared, adapted, replicated, transplanted.

2008
Hired first trainee
and made first
batch of granola

2011Keith began full time for Providence Granola Project

2012 Started non-profit Beautiful Day

2013
Received 501(c)(3)
charitable status



2014-15

Developed
systems, built

capacity



2016 Our year to start scaling up

IMPACTS

Since the start of the program,

50 refugees trained for jobs

25 Men

25 Women

16 Nationalities

25 Ethnicities

14 Preliterate

45

known positive outcomes
36 moved on to jobs
5 joined our staff team
1 started her own business
3 entered ed programs*

150 family members supported

Our trainees received... while producing

7800 training hours

50 tons of granola

Also, our customers made...

1600 online orders from 47 states

\$550K

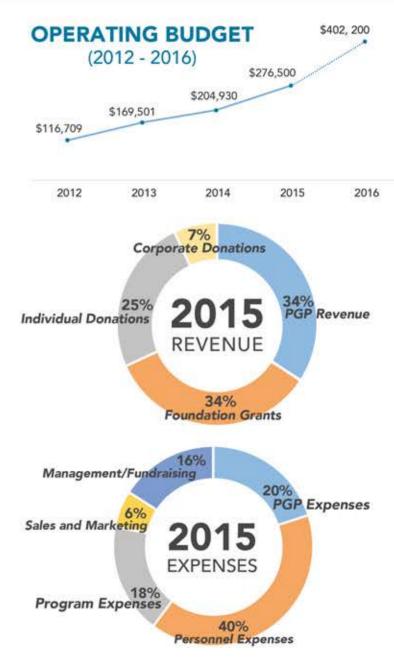
3 product lines introduced

650 farmers' markets attended 300 supporters and donors





FINANCIALS



OUR COMMUNITY

2015

FOUNDATIONS/CORPORATE

Blount Fine Foods Forest Foundation I.B. Littlefield Mem. Trust Imago Dei Fund J.R. Levy Foundation Partnership Foundation Rhode Island Foundation

Taria Farid Foundation United Church of Christ

PUBLIC SUPPORT Rhode Island DLT

OPERATIONAL PARTNERS Amos House

SEG Dorcas IIRI

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