



# 2016 Annual Report *(Jan 1 to Dec 31)*



Dear Partners,

A bit of backstory: A few weeks ago I was trying to explain to a friend the idea of using a small business—in our case, a granola company—as an elegant way to align and address two very different sets of needs. Two problems, one solution. So I used that inelegant English idiom of “killing two birds with one stone.”

He shook his head, went home and hand-painted the illustration you see here. No stone, or dead birds. Just human hands, each one giving, each receiving, each touching and sharing the simple staff-of-life ingredients that go into our granola. I liked thinking about this so much that I wanted to share it with you.

In Beautiful Day we work at the intersection of two important sets of needs. The need refugees have to get their foot in the door of the job market reaches way beyond just paying bills. It involves dignity, hope, providing for families, putting down roots, belonging. Usually it's addressed with job-readiness classes which can be too abstract. Meanwhile, the need for ordinary Americans to do something about human displacement is no less important. As I see it, our emotional and spiritual health is at stake—our values, our integrity, the way we see ourselves and understand our roots and history. Yet most of us respond by watching the news and feeling bad, which accomplishes absolutely nothing. We need simple, practical, tangible ways to get involved, ideally in our own communities with refugees we can get to know.

Yet when we put these needs together in the context of a business, a beautiful and very practical kind of math comes into play. Each need provides a solution for the other. Two negatives make a delicious positive. That's what's happening around a bowl of granola. A recently-arrived refugee makes it (proudly!) during a hands-on job training. Someone like you buys it and enjoys eating it (and maybe even talks about human displacement over breakfast with their kids). Giving becomes a form of receiving; receiving a means of giving.

As a partner in our work, I hope you can take a moment to recognize your hand not only in this painting but in every part of this report: the faces and quotes, the data, outcomes, accomplishments and financial growth, the experimenting and discovery, and the partnering community that is gathering. Thanks to your generosity, 2016 was another important year for us. We made deep investments in business planning, enlarged our board, hired our first Director of Operations and Training, rebranded to clarify our message, and visited schools and faith groups to educate and provide an opportunity for them to meet newly arrived refugees.

As a non-profit, we see ourselves as YOUR way of responding to these important needs. Thank you for giving so generously and receiving with such open hearts.

Gratefully,

Keith Cooper  
Executive Director

**This Annual Report is dedicated to the memory of Anne Dombrowski who made so much of this work possible, and who taught us all so much about giving and receiving.**

# Goals for 2017

- Increase granola production by 75%
- Expand training program by 50%
- Recruit 300 Granola Club members

## What is the Granola Club?

A monthly subscription that offers:

Our lowest price on granola

Our latest flavors

Updates about our trainees of the month

Opportunities for further involvement

Being the energy behind our mission

To join the Granola Club, please visit [www.beautifuldayri.org/club](http://www.beautifuldayri.org/club).

Our Employment Social Enterprise (ESE) model to mobilize refugee employment:



# Our Impact

20

refugees trained for jobs

2203

hours of training completed

6.6

tons of granola (including bars) made

282

pounds of spiced nuts produced

7

farmers markets attended

32k

revenue from farmers markets sales

639

online orders fulfilled

1776

product packages shipped

247

donors supported our work

18

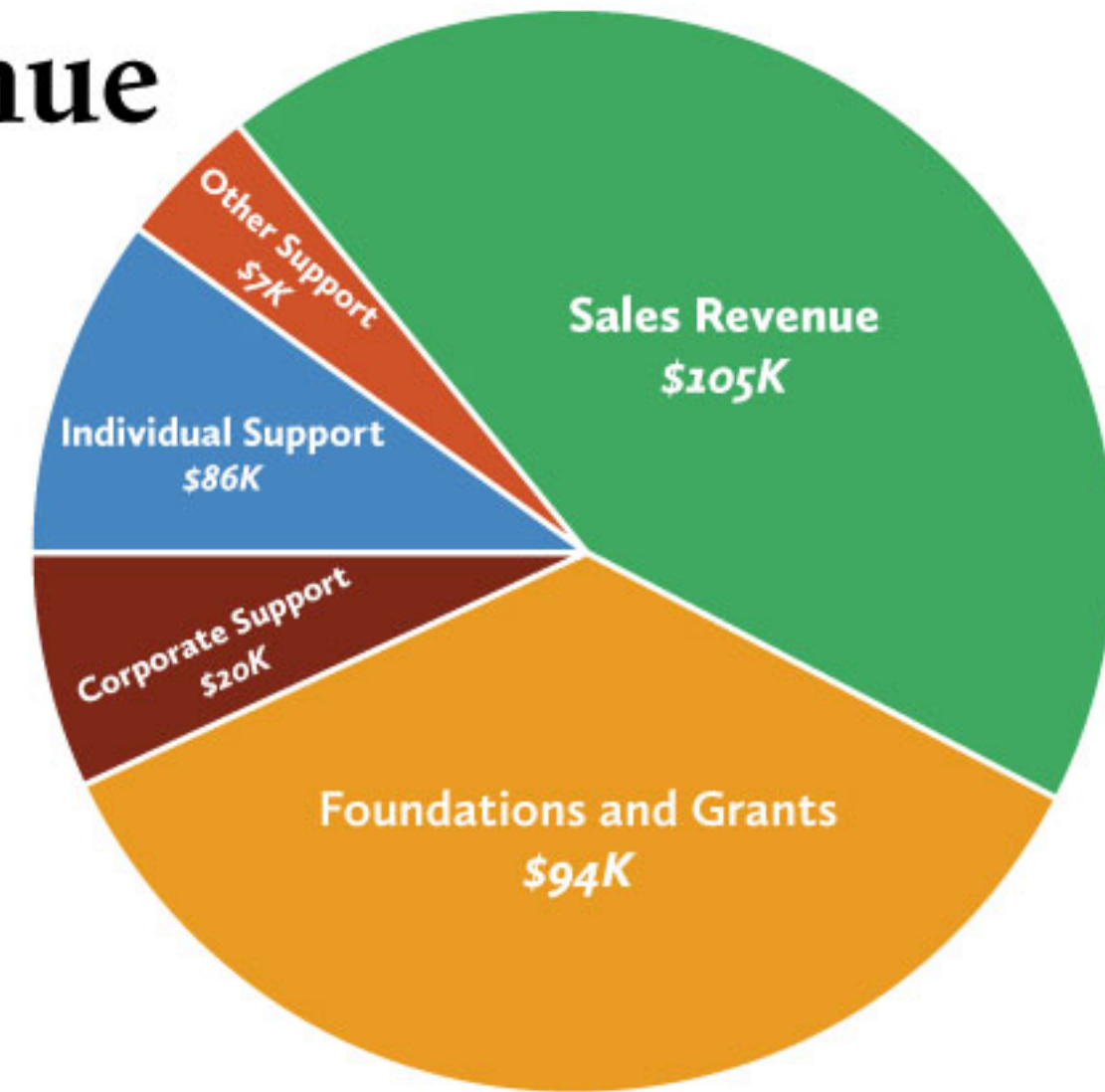
outreach and educational presentations

*"I came when I was not believing in me because I don't know even how to read and to write. And I was welcomed here in Rhode Island. This is your help, this is your hand."*

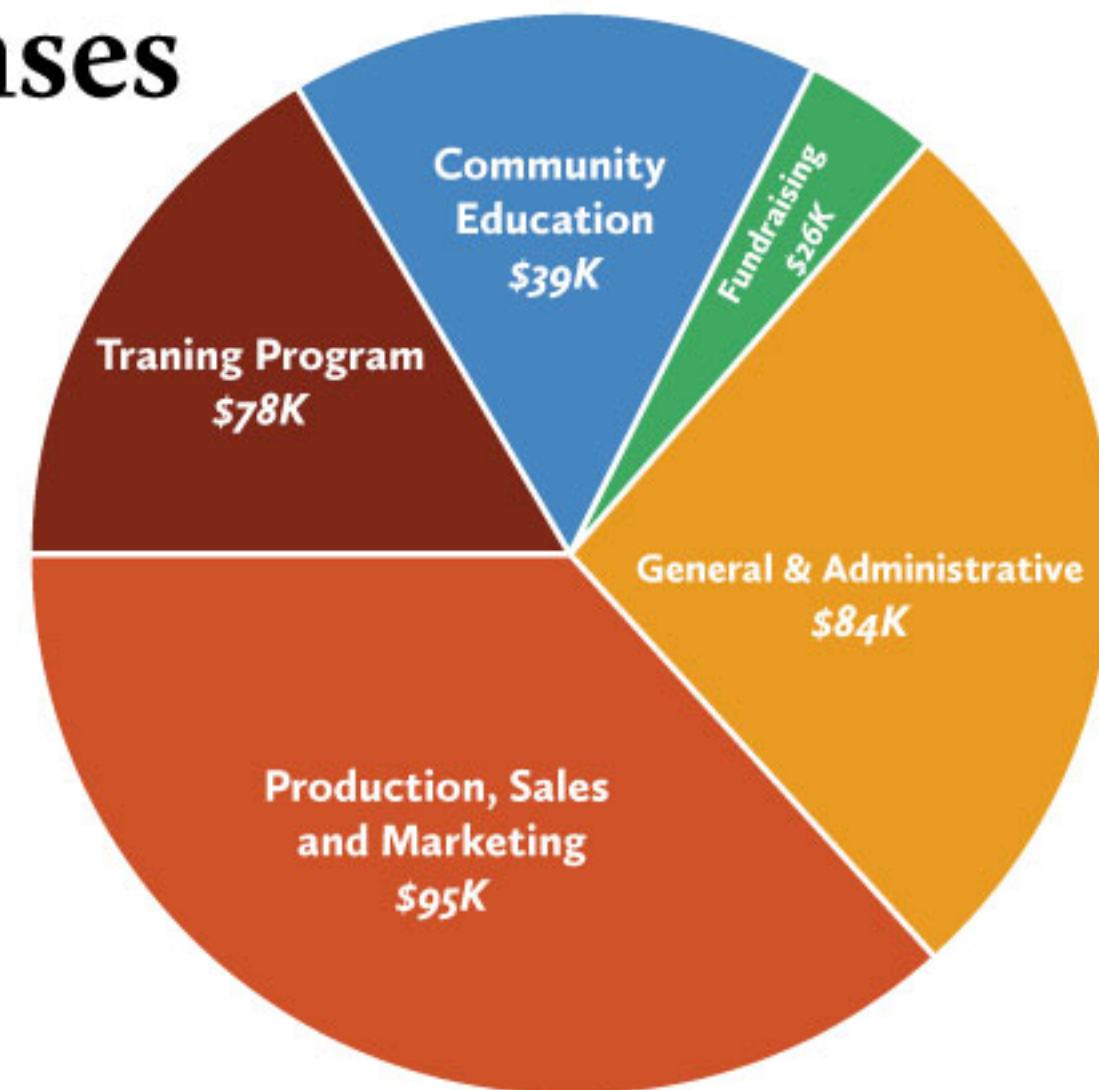
*Nzitonda, from D.R. Congo, arrived in 2016*

# Financials

## 2016 Revenue



## 2016 Expenses



100% of product revenue supports our training program. Each trainee receives a stipend of approximately \$1,600.





# Our Partners

Beautiful Day would like to acknowledge and thank the following charitable partners for their generous support.

The following list presents contributions of \$100.00 and more received between January 1, 2016 and December 31, 2016. We make every effort to ensure the accuracy of this list. Please contact us if you see a discrepancy.

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Sarah Vail  
Monica & Lee Vander Baan





## STAFF MEMBERS

Keith Cooper, *Executive Director*

Monika Montrymowicz, *Director of Strategic Partnerships*

Meggean Ward, *Director of Operations and Training*

Vivian Nano, *Administrative Assistant*

Evon Nano, *Kitchen Manager*

Zaid Wadia, *Shipping Manager*

Bolajoko Sanni, *Assistant Kitchen Manager*

Maitham Wadia, *Farmers Market Salesperson*

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## ADVISORS

Diane Lynch  
Business consultant, Board chair at Social Enterprise Greenhouse

Betsy Santarasci  
Director of Food Initiatives and Development, Social Enterprise Greenhouse

## Special credits go to...

Paula Vianca Cunanan for the design.

James A. Edwards for the illustration.

Mick Wingert, Cory Vertentes and Bittersweet Creative for the photos.

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