

# First Five Years



## 2017 Annual Report

*January 1 to December 31*

# The First Five Years: A Series of Fortunate Friendships and Events

Dear Friends,

On December 31st 2012, my business partner Geoff, my investor-brother Warren, and I officially transferred our fledgling granola company, the Providence Granola Project, to a newborn non-profit named after a U2 song.

Excited as I was, I had moments of feeling caught in what Lemony Snicket (one of my children's heroes) would have called "a bad beginning." Officially, I was unemployed. My oldest daughter had just applied to college. I was afraid to apply for grants because I hadn't heard back from the IRS about our charitable status. I was suddenly building a business and a non-profit at the same time and unsure of how to do either. We were working out of a cinderblock basement. I was doing payroll using an online calculator, which for some reason made me feel leaky and alone.

And yet... well, I was making beautiful granola with refugees who had experienced the horrifying worst the world had to offer. We had a growing base of fans. Lives were changing. Doors to the job market were opening. From the beginning there's always seemed to be an "and yet."

That year was quite an adventure. In February, the board approved my first paycheck. In March our granola was written up in the New York Times. An amazing intern helped me with everything including getting a logo designed. The official IRS designation letter came in April, our first substantial grant in June. That summer, perhaps out of survivor's guilt or exhilaration, I worked with another intern to test 25 different versions of a handmade granola bar recipe. A friend from church helped us pull off our first crowdfunding campaign. I even hired an accountant.

As a way to remember our first five years we've been sorting through old pictures and piecing together the sometimes blurry memories and milestones of our journey. Hindsight makes it clear how un-alone I really was. There were volunteers, interns, board members, customers becoming partners, wise mentors, mind-blowingly generous donors, gracious and grateful trainees. Sales and budgets grew, other organizations collaborated in our mission, foundations built our capacity, venture philanthropists invested in our business education and professional development. Last year granola sales grew to 135K while we grew into a team of 13 staff including 8 former-refugee trainers.

So we're celebrating. Not that there won't be difficult days ahead. None of us should close our eyes to the reality that we now live in a world with a growing number of refugees. We also live in country with a degrading resettlement infrastructure which is growing increasingly inhospitable and sometimes even hostile to refugees. There's lots to do and we are going to need each other.

We'll get back to work shortly. But I do hope you can take a few moments with us to celebrate our first five years and the series of wonderful friends—including so many of you—and milestone events that built Beautiful Day. Thank you for being part of this story.

Gratefully,



**January**



**April**



**June**



**July - October**



**2013 Milestones**

- \* Officially transferred PGP to BD
- \* Received IRS non-profit designation status
- \* First big grant; relationships with Imago Dei Fund
- \* Developed new product line: granola bars
- \* Training Participants: 8





## 2014 Milestones

- \* Design jam to create our new website with online store
- \* Expanded sales to small stores, coffee shops
- \* Promoted Zaid to shipping manager
- \* First strategic planning retreat
- \* Training Participants: 6



August



November

February



April

June - August

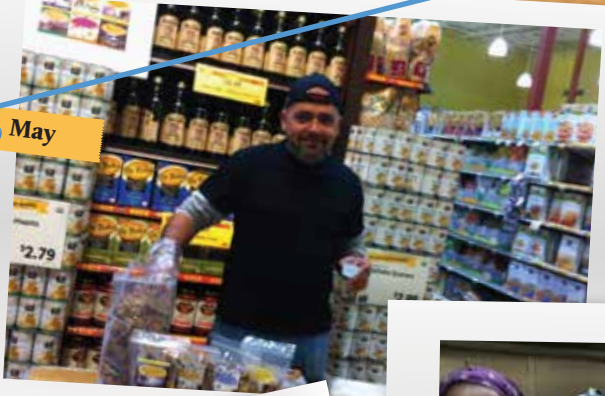


August



Katie's  
Marketing  
Production  
Grant Writing  
Brand Planning  
Accounting

May



## 2015 Milestones

- \* Anne joined leadership team as first Director of Strategic Partnerships
- \* Opened office at Social Enterprise Greenhouse
- \* First team of summer interns
- \* Launched spiced nuts
- \* Training Participants: 17



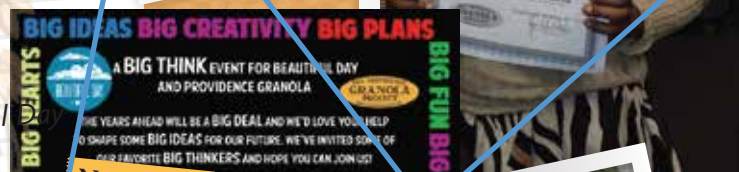


## 2016 Milestones

- \* Celebration reunion honoring our first 50 trainees
- \* Hired our first Operations and Training Director
- \* Completed first official Business Plan
- \* Hired Vivian as our first Admin assistant
- \* Newman's Own Foundation awards its first grant to Beautiful Day
- \* Held "Big Think" Strategic Planning event
- \* Monika joins us as Director of Strategic Partnerships
- \* Passed 100K in sales
- \* Training Participants: 19



December



November



December



October



May



March

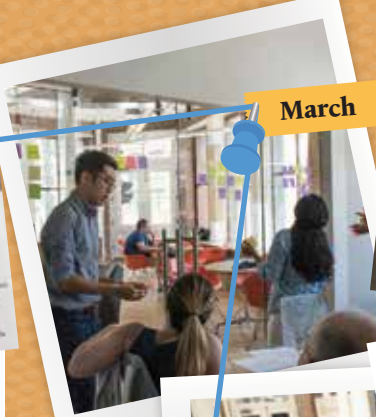


## 2017 Milestones

- \* Business Training with Goldman Sachs 10KSB
- \* New branding consolidating under Beautiful Day Granola
- \* Opened new website and store
- \* Expanded board of directors to 11 members
- \* Launched TeamGranola—our updated monthly subscription club
- \* The Rhode Island Foundation grant in support of product revenue growth
- \* Training Participants: 24



Jan - April



March



June



October



October





## Antoine's Story: In his own words

**You once told me that when you fled Burundi, you decided to at least go somewhere where you could pursue an education. Tell me about your journey to Rhode Island?**

I went to Cote D'Ivoire and studied law. Then I worked for Jesuit Refugee Services doing research on children who'd been kidnapped and turned into child soldiers in Chad. I came here in 2010. My wife, Isabelle, who is also refugee, had originally resettled in Belgium.

**What has changed for you since coming to the USA?**

Many things. I have children now. With children there are big challenges, especially with time. I work a full-time job and now part-time for Beautiful Day. I also do interpreting for the [refugee] community at the court or for appointments.

**That's a lot.**

It requires a lot of planning and scheduling.

**How did you first hear about Beautiful Day?**

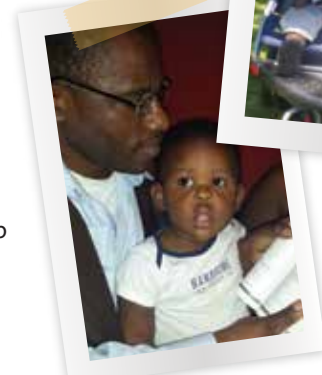
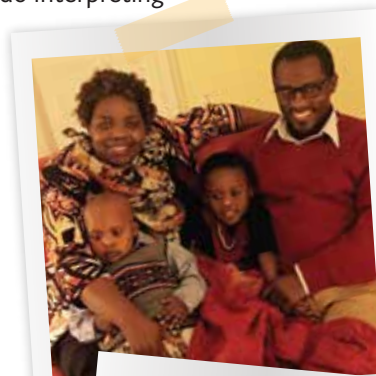
It was soon after I came to the USA. I knew a teacher who started it. I did some interpreting for other refugees who were interviewing to start their trainings. Then my wife trained with Beautiful Day.

**We feel so lucky to have you.**

I knew that Beautiful Day was doing something interesting which is to help refugees so they can get a job. Refugees cannot go back to their home country so they need to work and know what is expected at a job. There are many changes in their lives in adapting to the USA. Beautiful Day helps with that. It's always been my personal mission to help refugees have a new life.

**Is there anything you want people to know?**

I wish for the USA to not close its doors to refugees and immigrants. It is too important for those who hope for a better life. The USA helped me. It is important for the USA to continue to help people into a new life and become successful American citizens.



## Impact

Refugees participated in training

**24**

(20 in 2016)

Donors supported our work

**306**

(247 in 2016)

Tons of granola & bars made

**6.9**

(6.6 in 2016)

Hours of training completed

**3,467**

(2,203 in 2016)

Outreach & Educational Presentations

**27**

(11 in 2016)

Online orders fulfilled

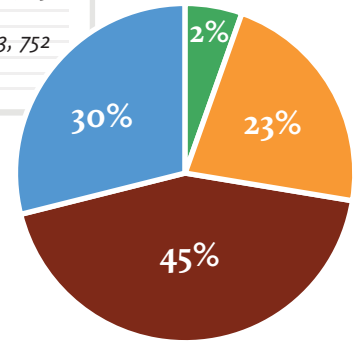
**1031**

(639 in 2016)

## Financials

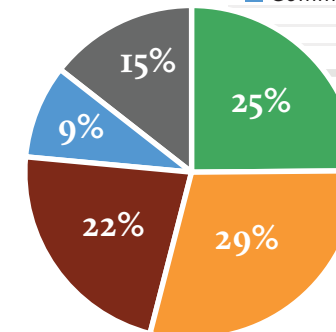
### 2017 Revenue (\$442, 139)

Corporate & Other Support	\$6, 163
Individual Support	\$102, 172
Foundations & Grants Support	\$200, 052
Sales Revenue	\$133, 752



### 2017 Expenses (\$377, 182)

Training Program	\$93, 924
Production, Sales & Marketing	\$109, 892
General and Administrative	\$84, 301
Fundraising	\$34, 243
Community Education	\$54, 822



# Our Charitable Partners and Investors

We are beyond grateful for every donation we receive, small or large, as each helps us deliver on our mission. We also know that our success belongs to the entire community of our donors who care about the well-being of refugees in our communities.

The following list presents contributions of \$100.00 and more received between January 1, 2017 and December 31, 2017. We make every effort to ensure the accuracy of this list. Please contact us if you see a discrepancy.

### CHANGE VISIONARIES (\$25,000 AND MORE)

Anonymous (1)  
City of Providence  
Imago Dei Fund  
Rhode Island Foundation  
The Salem Foundation

### CHANGE ICONS (\$10,000 TO \$24,999)

Episcopal Charities Fund  
June Rockwell Levy Foundation  
Newman's Own Foundation  
The Partnership Foundation

### CHANGE MAKERS (\$5,000 TO \$9,999)

Ida Ballou Littlefield Memorial Trust  
Keith Johnson

### CHANGE AGENTS (\$1,000 TO \$4,999)

Anonymous (1)  
Adam and Ann Bakun  
Blount Fine Foods Corporation  
Andrew Brownsword and Beth Muccini  
Allyn and Mary Copp  
Sandra Enos  
Anonymous (1)  
Reverend Christine and Andrew Foster  
Hans and Carrie Franzen  
The Neighborhood Guild - Pottery Studio  
Geoff and Val Gordon  
Corena and George Hoyt  
Jill and Jerry Hultin  
Janet Isserlis  
Lynn and Don Kolowsky  
Lumetta, Inc.  
Diane Lynch  
Cynthia Mauch  
Panoram Foundation  
Luke Peng and Joanne Chiu  
John and Jessica Pinkos  
Elizabeth and Philippe Poux  
Providence Presbyterian Church  
REDF  
RI Department of Labor and Training  
Rick and Barbara Schaal  
Teresa Stankiewicz  
Mark and Janet Topazian  
Textron Charitable Trust  
Samuel Yu

### CATALYSTS (\$500 TO \$999)

Harry Brigham  
Claire and Scott Brill  
Tino and Laura Chow  
Donald N. Freedman  
Marjorie Hettrick  
Norbert Lachmann  
Kate and Daniel Molter  
Mary E. Sherlock  
Susan M. Thurston  
Michael and Emily Tso  
Charles and Elizabeth Zehnder

### ADVOCATES (\$100 TO \$499)

Anonymous (1)  
Amazon Smile Foundation  
Brandon and Jennifer Barnes  
Laura M. Bauer  
Dawn R. Bennet-Ingold and John A. Ingold  
Murray and Judith V. Blackadar  
Daniel E. Blackford  
Classic Concession Company (CRAVE RI)  
Janet Cooper Nelson and Stephen Nelson  
Janine B. and Bryan R. Cote  
Melissa Cummins  
Andrew Davenport  
Gregg Detwiler  
Mark Dombrofski  
Donna Drvaric  
Marilyn G. Eanet  
Kimberly and Brian Estep  
John Farber  
Francesca and Stephen Forrest  
Stanley and Dorothy Foster  
Nancy Fritz  
Jane and Timothy George  
Katherine Gibson  
Rocky Hill School  
Good Shepherd Parish  
Kara and Christopher Hammond  
Ann S. Hampson  
John and Ginger Harkey  
Kathleen Harrington  
Barney and Elisa Heath  
Robert C. Heffron  
Marjorie Hettrick  
Marion and Allan Hinman  
Jill Holloway

Carolyn L. Hsu  
Jeremy F. Hultin  
Joy Justus  
Coppelia Kahn  
Lynn and David Kent  
Elizabeth A. Koval  
Faith Lamprey  
Sandy Lee Schaupp  
Stephen and Bettina Letcher  
Carol Lewis and Mike Coburn  
Lexington Presbyterian Church  
Mark H. Lippolt  
Anne and Bruce Livingston  
Sally Lockhart  
Natalie Low  
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Kieran and Mary Kathleen Malley  
Suzanne and Gregory Mancini  
Martha Manno and Philip Gruppuso  
Natalie Markward  
Jean Marrapodi  
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Kylie Mean  
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Sarah L. Mitchell  
Monika Montrymowicz and James Edwards  
Kathleen Moren  
Keith and Kathleen Murray  
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Open Society Institute Foundations  
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Thomas Pizzuti  
Rebecca and H. Lebaron Preston  
William and Virginia Prichett  
Barbara Purnell  
Glenn and Nancy Ramsey  
Daniel and Elizabeth Reardon  
John Repoza  
Paula H. and William J. Rooks

### ADVOCATES (CONTINUED)

Michele Sabean  
Rebecca R. Saff  
Kate Schmidgall  
Frederick Schroeder  
Carrie and Jeffrey Schuliger  
John Seaboldt  
Shawn Selleck  
William Shuey  
Tracey Stanelun and Eric Anderson  
Hilary and Joel Stanton  
Heather and Michael Sullivan  
Kathleen M. Sullivan  
Isabel K. Tecu  
Jeannine and Jeffrey Terra

Jill and James Tobak  
Katherine Tuan-MacLean  
Bill Twadell and Susan Ligon Hardy  
Monica and Lee Vander Baan  
Robin Warde

### MEMORIAL AND IN HONOR GIFTS

In Honor of: Granddaughter  
*Byeta M. Hoover-Mulvany and Ian M. Mulvany*

In Honor of: Beautiful Day Staff  
*Jill and James Tobak*

In Honor of: Ann and David Grizzle  
*William M. Klein*

In Memory of: Anne Dombrofski  
*Kara and Christopher Hammond*

In Memory of: Anne Dombrofski  
*Michele Sabean*

In memory of: Jim Lockhart  
*Heather and Michael Sullivan*

### IN-KIND DONORS

Flatbread Company  
James A. Edwards Photography  
Luke Wunsch-Edwards Photography  
Mick Wingert Photography  
Revival Brewing Company  
Tom's BaoBao



## Diane Lynch: Friend, Supporter, Mentor

**You've been an advisor, supporter, and champion since our earliest days. What are some projects you remember helping us with?**

Setting up financial systems, defining accounts, financial projections, drafting bylaws—a whole variety of business concerns. I seem to recall an early board retreat. And a few grant applications.

**How could I forget? One was like a 90-page monster. We didn't get it. But we learned a lot. Exactly.**

**I know you chaired the Social Enterprise Greenhouse board for several years, and have a background as the food industry consultant. What drew you to Beautiful Day?**

I heard about the mission and work through several conversations with Keith and Geoff (co-founder of Providence Granola) and soon after became a huge fan. In 2012, I was officially partnered [by SEG] as an advisor. I really do believe that Beautiful Day has a big impact and that your trainees are developing pathways for self-sufficiency.

**As a social enterprise expert, any thoughts on what it takes to make it?**

Persistence, steadiness. Commitment to a business model. There's a speech by Theodore Roosevelt that paints a vivid picture of a leader not standing at a distance but getting "actually in the arena." This involves sweat and dust and making mistakes, risking failure for a worthy cause. "Daring greatly" he calls it. There's an emergence of social ventures in the United States right now, but I think Beautiful Day is the one to watch.



## Contact Information

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[www.beautifulday.org](http://www.beautifulday.org)



# Beautiful Day

## STAFF MEMBERS

Keith Cooper, Executive Director

Paula Cunanan, Marketing Assistant

Iman Diriye, Kitchen Operations Assistant

Chuck Lynds, Director of Marketing

Monika Montrymowicz, Director of Strategic Partnerships

Vivian Nano, Administrative Assistant

Evon Nano, Kitchen Manager

Antoine Nzeyimana, Operations Assistant & Market Training Manager

Ngun Thlia, Production Assistant

Bolajoko (Bola) Sanni, Assistant Kitchen Manager

Zaid Talal, Shipping Manager

Maitham Wadia, Farmers Market Salesperson

Meggean Ward, Director of Operations and Training

## BOARD OF DIRECTORS

Janet Isserlis, Board President  
Educator

Geoff Gordon, Treasurer  
CEO of Photobooth Planet

Andrew Brownsword  
Travis Roy Foundation

Belton Allyn Copp  
Teacher, Durfee HS, Fall River, MA

Tino Chow  
Founder and CEO, Giant Shoulders

Sandra Enos, PhD  
Associate Professor of Sociology, Bryant University

Cindy Mauch  
Retired CFO, Dorcas International Institute of Rhode Island

John Pinkos  
Manufacturing Consultant

Michael Mitchell  
Associate Vice President, U.S. Programs, HIAS (Silver Spring, MD)

Susan Thurston, Esq.  
Clerk of Court, RI Division of US Bankruptcy Court

Clement Shabani  
Co-Founder and Project Manager, Women's Refugee Center

William Shuey  
President Emeritus, Dorcas International Institute of Rhode Island