

ExtraSpecialTeas

MEDIA KIT





**Our son Dan's life is changed...
with a sense of purpose, a group
of friends & the chance to
serve his community**

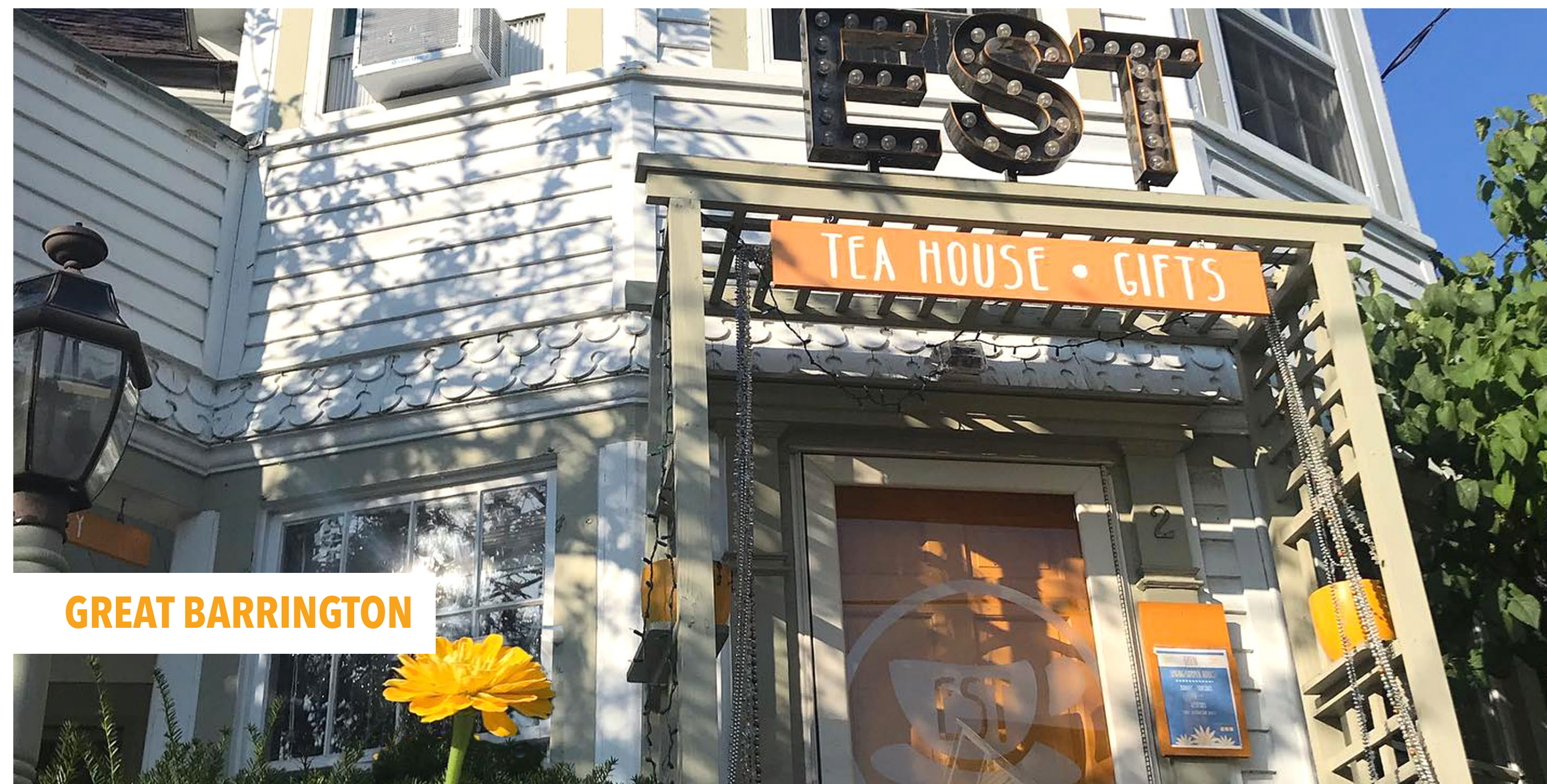
**...he feels so
proud everyday!**

**-EST Participant
Dan's mother, Donna**

HOUSATONIC



GREAT BARRINGTON



We are
ExtraSpecialTeas.org
a unique, social franchise, retail
teahouse concept employing
young adults with special needs.

We empower our participants to
serve their local community in
two vibrant & welcoming
locations in Massachusetts.

AUTISM FACTS

National Institutes of Health - **1 in 3** adults with autism are **socially isolated**.

Adults with intellectual & developmental disabilities have the ability to contribute in some way; & the challenge is to **create meaningful work for them**, unlocking their potential to connect with the mainstream. - Cherri Sanes/Co-Founder, ExtraSpecialTeas.org

Only 14% of autistic adults **hold paid jobs** in their communities.' - National Institutes of Health

In 2025, it's estimated that **70,000 special needs young adults will age out of public education** in the US with no provision of any services. - Center for Disease Control

According to 2018 data., the CDC reports that approximately **1 in 44 children** in the US is diagnosed with an autism spectrum disorder: **1 in 27 boys / 1 in 116 girls**. - Autism Speaks

THE SERVICES CLIFF

If the young adults with autism community was 100 people...



- 25 are socially isolated, meaning they've not been invited to social activities within the past 3 yrs
- 26 have received no support services at all
- 35 have not had a job or received postgraduate education after leaving high school
- Approx 80% of the approx 1.5 million people in the U.S. on the autism spectrum disorder are under the age of 22

'Many higher functioning autistic young adults are 'falling through the cracks', they're not eligible for services that could make all the difference in their lives & therefore aren't going to be the contributors to this country that they could be.'

--MAUREEN BRENNER,
Executive Director, Riverview
Boarding School, East Sandwich, MA



'Then all of a sudden, when they graduate high school, the special ed services go away. What you're left with is a hodgepodge patchwork of different public services that are pretty difficult to access.'



--PAUL SHATTUCK, PhD, Professor & Life
Course Outcomes Director at A.J. Drexel
Autism Institute & School of Public Health,
Drexel University, Philadelphia, PA

'A lot of kids are starting to sit at home. There's nothing out there.

We have to create it.'

--CHERRI SANES,
ExtraSpecialTeas Founder
& Jache Sanes Mom
Great Barrington, MA



our problem solving



INTEGRATED EMPLOYMENT & NEW COMMUNITY BUILDING

EST is a place where
diversity, creativity, goodwill &
unique connection come together
in an experimental nest to
nudge boundaries of
all kinds.

We stand for a world shaped by
Purpose, Possibility & Belonging
in which everyone with differences
are empowered to:

**1] achieve competencies &
earn compensation**

**2] work alongside peers serving
local community members**

3] belong to something bigger

On World Autism Awareness Day,
4.2.2016, we celebrated our grand opening
with participants, parents, state govt reps,
volunteers & community supporters.

our purpose

**Brew
belonging.**

our movement

A SOCIAL FRANCHISE ON MAIN STREET

Transforming perception around intellectual & developmental differences...



every EST teahouse will...

- be found along an influential mainstreet
- drive awareness
- build integrated community
- employ 20+ young adults with intellectual & developmental disabilities
- engage 40+ community member volunteers
- raise \$150k annually

our big vision



Our program is for
people who are considered
unemployable.

They are still capable of achieve-
ment & seek a sense of **PURPOSE**
just like we all do.

--Scott Sanes, Co-Founder +
Board Chairman
ExtraSpecialTeas.org



Everyone has something
to **CONTRIBUTE**
to the world.
They just need a chance.

--Cherri Sanes, Co-Founder
+ Director
ExtraSpecialTeas.org



-Jache Sanes,
original EST Participant

our founders

ExtraSpecialTeas.org is an exciting new retail concept designed to inspire community integration & employment opportunities for young adults with intellectual and developmental disabilities who would not otherwise be employed.

Currently when special needs young adults age out of the public education system, traditional employment service agencies turn them away due to their inability to meet various activities of daily living [ADLs]. Therefore, the vast majority of disabled young adults find it difficult to establish a place of belonging in society once they leave school. Some may get jobs in laundry or lawn care, grocery or fast food, but most remain in Day Habilitation Programs, which provide no vocational opportunities, while many others remain excluded altogether, simply staying at home.

Recent data from the centers of Disease Control shows that developmental disabilities are increasing at epidemic proportions & with autism alone, the statistic increased from 1 in 2,500 children 1997 to 1 in 66 in 2012. ExtraSpecialTeas is the new

alternative available to this ever-aging population, providing both Day Habilitation Therapies & Vocational Opportunities not offered elsewhere.

Participants will receive the therapies they need plus the opportunity to perform various jobs in the teahouse to the best of their ability, with or without assistance by teachers & volunteers. For some, the skills learned may be a stepping-stone for future employment, while for others, this friendly & accepting work environment will provide a stimulating day program where they continue to learn social & hands skills plus how to collaborate with others.

Beyond offering a sense of purpose & belonging in their daily lives, community engagement is yet another essential value proposition of ExtraSpecialTeas, where participants can take pride in their achievements & socialize with others, with the support of trained staffs. Our ultimate goal is to create an environment where Purpose, Possibility, Fulfillment & Gratitude flourish for everyone that walks through our door.

executive summary

our participants

We currently employ 25 participants, all of which earn an hourly wage for a 5 day work week... and are young adults with intellectual and developmental differences.

Protection of this vulnerable population is of the utmost importance and we love providing a safe haven for them and for other community members with disabilities who drop in weekly to socialize at EST.



PROGRAM

**Lifeskill - Vocational Training
& Therapy Services**



PRODUCTS

**Fresh brewed, loose Teas with EST
original recipe gluten-free
accompaniments & handcrafted Gifts**




COMMUNITY

**Consumer Teahouse Experience
& Volunteer Network**



our offerings



**“
They don’t rush me
& it’s OK to make
mistakes...they help fix it.
They love me & I love them
& we laugh all the time.”**

**I love working at
ExtraSpecialTeas.**

**–Brittni, one of the four
original EST Participants**

our programs

Retail & Sales

Working the tea room floor along with supportive staff and customer interaction; brewing hot/iced tea, creating flavored Bubble Teas; learning the cash register, stocking shelves, tracking inventory, and learning customer service skills, like serving baked goods and selling our products.

Operational Activities

Going to the bank, post office or local store for milk and ice. Also helping with planting at a local farm, volunteering at the local library or taking gifts to a nursing home residents.

Baking & Blending

Baking gluten-free, tea-infused treats as well as blending our signature loose teas; learning to follow the Health Dept guidelines, following recipes, measuring ingredients, using kitchen utensils and appliances, cleaning duties, plus producing and packaging our tea infused 'Tea Bones' dog treats.

Community Engagement

Planning and prepping customized catering for community lunches, plus we volunteer at local events, including food prep, tea brewing and serving.

Art Therapy/ Product Creation

Experiencing the delight of original creation through multimedia plus making/packaging our tea infused products like Tea-Lite Candles, Soaps, and Bath Brews. Assembling our custom jewelry products. Creating art for our inspirational cards, bookmarks, more.

Gardening

Working outside in our garden which includes setting up our seating and keeping up with the weeds, feeding the birds, watering the plants and keeping an eye on our resident fairy!

Pack & Ship

Learning how to efficiently fulfill orders based on our Shopify e-commerce platform, including data entry, inventory coordination, and assembly, tagging and packaging products, as well as labeling and tracking.

Events

Plus we offer a regular weekly music and storytelling hour featuring local musicians, authors and entertainers.



our structure

Progress Reports are reviewed with each participant at our monthly staff meetings, to assure their support needs, along with the personal/professional goals they've set, are being adequately fostered --while every 6 mons we also review these reports with our State Dept of Developmental Services.

Below are a few examples of typical skills we encourage on a regularly:



up **14%**

Reporting for work on time

up **14%**

Being prepared for work

[clean, presentable with packed lunch]

up **20%**

Job duty self-initiation

[knowing schedule & duties without staff prompt]

up **12%**

Trying new job duties

[not their typical job or a little outside of their comfort zone]

up **7%**

Socialization with co-workers

[those participants that tend to only socialize with staff]

up **53%**

Money handling

[specifically giving correct change]

our alliance

**DDS
CHIEF OF STAFF**
Steve Tringale

**DDS Berkshire Area
Assistant Director**
Keri Purcell

**EST Co-Founder &
Executive Director**
Cherri Sanes

**DDS Regional
Director**
Dan Lunden

**DDS
Commissioner**
Jane Ryder

**EST Co-Founder &
Board Chairman**
Scott Sanes

**DDS Berkshire Area
Director,
Melissa Guyer**

MA STATE DEPT OF DEVELOPMENTAL SERVICES





JENNIFER ABBOTT
Transition Services

Jennifer has 34yrs of experience with the Connecticut State Department of Developmental Services working as a special education teaching assistant & supervisor of adult day care programs & transition advisor. She works closely with the State toward identifying potential Participants, as well as monitoring their progress & supporting their specific needs on an on-going basis.



ALICIA OGAZ
Community Based Day Program

Ms. Ogaz has 25yrs experience working with special needs children & adults in the public school system & for the past 7yrs at EST. She develops & schedules many fun, engaging & stimulating projects throughout the day that engage & stretch Participants, as well as integrate with & support the goals of the retail format.



CHERRI SANES
Executive Director

Co-founder and Executive Director, Mrs. Sanes has depth of experience with special needs children from raising her own son, Jache, now 30yo, who is on the autism spectrum. She has volunteered her time to run EST for the past 7yrs and believes strongly that people with disabilities can and should be taught some type of vocational skill to help integrate them into their community.



KRISTEN VORISEK
Vocational Training Program

With her masters in Expressive Therapies/Counseling from Leslie University & her BA in English from Mary Washington College, Kristen has over 15yrs experience in human services, particularly with the special needs population. She creates & directs the EST Art Therapy & Branded Baked Goods Programs, as well as serving in many other capacities.



tiesta tea

TiestaTea has been our for-profit partner since before we even opened doors providing invaluable counsel as well as discounting their teas toward our sales, and have identified EST as their national level charity via their Loose Change program plus have held annual fundraisers held specifically for us.

TiestaTea is sold in nearly 50 states, plus Canada, Mexico and the Middle East, in Costco, Target, Jewel and Walmart.

It was pretty much 'connection' at first sight given their foundational view:

The Tiesta Tea brand embodies the spirit of originality by offering a wide array of incredibly tasting, wow inspiring loose leaf teas for all the world to experience.

our partner

WE'RE
CHAMOMILE
LAVENDER
INFUSED



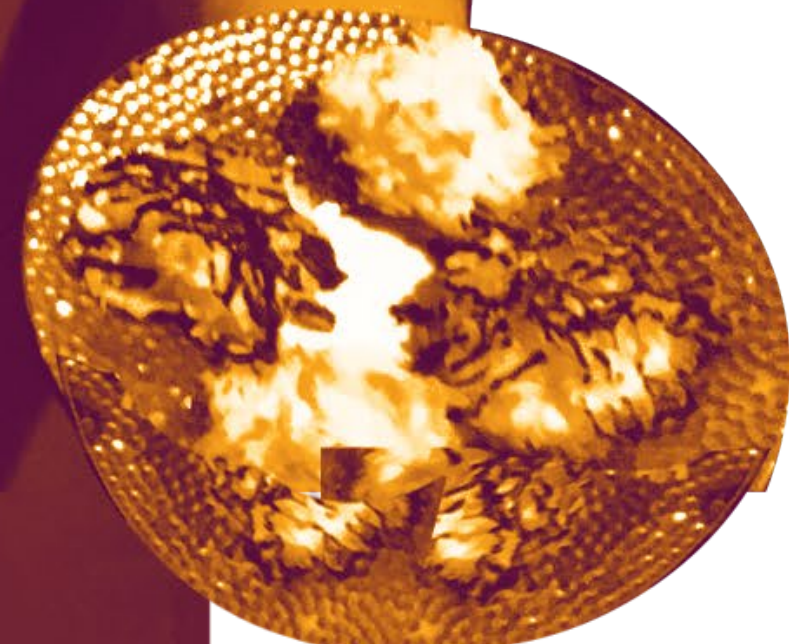
MOR
TEA BONES
PLEEZ



It's wonderful
to witness the sense of
pride our participants get when
we share their progress
with them.

And knowing we've helped
them achieve their goals.

-Jennifer Abbot, EST Director
of Transition Services



our in-store sales

54% profit margin for 2019 on in-store sales.

We offer 50 different loose leaf teas sourced both locally and globally, hot or iced, most organic, as well as 15 bubble tea flavors. We also blend our own signature tea line, and with our commercial grade kitchen, our participants prepare our signature savory and sweet light faire accompaniments, all using gluten-free, EST original recipes and many that are tea-infused. Did we mention our super popular dog treats?



our e-commerce sales

Our e-commerce platform has launched!

We currently offer 60+ SKUs until we feel comfortable to ramp up to 100 SKUs. Our in-store retail operations plus ecommerce fulfillment is yet another activity offered in our day program. Participants not only handcraft most of our items they also learn to fill web orders, plus sort, wrap, pack and travel to the post office to ship.





2022

The 7 Best Spots for Bubble Tea in Massachusetts!

By Kimberly Ripley

Like 73 Share



our awards, pr & channels



2015
Radio Interview



2016
The Berkshire Eagle

The Berkshire Eagle

News Sports Landscapes Entertainment Life Opinion Podcasts Obituaries
Publications Marketplace Subscriber Services Newsletters

ExtraSpecialTeas serves up tea and opportunities

Cherri and Scott Sanes are the owners of Great Barrington's new tea shop, ExtraSpecialTeas.

Posted Wednesday, May 4, 2016 9:42 am

By Jenn Smith
jsmith@berkshireeagle.com @JennSmith_link on Twitter

Photo Gallery | ExtraSpecialTeas in Great Barrington

GREAT BARRINGTON — Change is brewing at ExtraSpecialTeas.

The two-story tea house and gift shop officially opened last week in downtown Great Barrington. It brings to the space bright splashes of color while maintaining the serenity of the former spa and offices, located in a commercially zoned Victorian located at 2 Elm St. Just look for the ochre-hued sign with the white "EST" tea cup logo out front and marquee-style light bulb letters mounted above the entrance.

A three-year project in the making, ExtraSpecialTeas is a community-building venture handcrafted by the Sanes family, which includes co-founder and chairman, Scott Sanes; his wife, co-founder and director, Cherri Sanes, and their almost 24-year-old son, Jache, who designs crafts, makes deliveries and serves tea and inspiration there.

2017
Unsung Heroine Award: Cherri Sanes

theBerkshireedge

State honors Cherri Sanes of ExtraSpecialTeas as 'unsung heroine'

By Hannah Van Sickle Wednesday, Sep 20 Life In the Berkshires 1 Comment

Great Barrington — "I just sort of dreamed it up, and it's a dream come true," says Cherri Sanes, founder of ExtraSpecialTeas, who — nearly 18 months after opening the doors to her vibrant, eclectic, community-inspired teahouse in the Berkshires — has received a citation from Gov. Charlie Baker as one of 2017's Unsung Heroines of Massachusetts. Sanes traveled to the Statehouse in Boston on June 21 to receive her award, after being nominated by Sen. Adam Hinds as a means of recognizing her for her previously unnoted yet invaluable community contributions.

Sanes has created a sanctuary of sorts. The light-filled space, somewhat off the proverbial beaten path on Elm Street behind Berkshire Bank and adjacent to Carr Hardware, exudes a soothing albeit positive energy. Upbeat instrumentals float from obscured speakers and match the golden, sunny walls and, if one slows down enough to feel it, the space is welcoming — as if beckoning visitors to sit and stay awhile. In short, it is a veritable model for community integration: trendy teens flock there for bubble tea, mothers with small children sense comfort in the couches, and individuals with special needs are not only welcomed but also employed in a place where they feel safe and not judged.

The grand opening of EST on April 2, 2016 — World Autism Awareness Day — was no coincidence: Sanes and her husband, Scott, are the parents to Jache, age 25, who was born with autism. Their experience parenting

2021
Susie Moore IG Interview



2016, 2018, 2021, 2022
Grant Winner



A photograph of a man with a mustache and glasses, wearing a brown baseball cap and a brown apron over a brown t-shirt. He is smiling and standing in a kitchen. In the background, there is a large circular window and a sign that says "EST". The apron has a circular logo with a coffee cup and the letters "EST". The t-shirt has the word "POSSIBLE" on it. The kitchen counter in front of him has several baked goods, including cookies and a pie. The entire image has a warm, orange-toned filter. On the left side, there is a large, semi-transparent orange circle containing a quote in white text. There are also some smaller orange circles and lines on the left and right sides of the image.

“

At home I feel like
Clark Kent,

but at work I feel like
Superman!

–Tristan, EST Participant

ExtraSpecialTeas.org

**#BREW
BELONGING**

taglines / hashtags

**We savor, serve, & sell community.
Creating a future where everyone belongs.
Where everything is good for everyone.**

#AbilitiesnotDisabilities #Community #Purpose

We're a unique, social franchising, retail teahouse concept, currently with two locations in Massachussetts, that empowers & employs young adults with special needs to engage with & serve their local community through a high quality offering they produce.

line description

logo



ExtraSpecialTeas
BREW BELONGING

paragraph description

ExtraSpecialTeas is dedicated to creating a welcoming 'mainstreet' teahouse experience that sparks new community connection for everyone that walks through our door --one inspiring Purpose, Possibility & Belonging.

Our Mission is to provide employment opportunities to young adults with intellectual and developmental differences who would otherwise not be employed. We empower them with social and professional skill competencies, pay them at least minimum wage, and work with our state dept of developmental services to continuously evaluate their progress and improve upon our programming -plus we add value to the communities we're in as a local events and volunteer hub.

Our Vision is to transform the world's perception of people with differences, and we're committed to achieving that vision one neighborhood at a time, through a social franchise business model that will serve the growing number of those who will benefit by such enterprise.

Contact us to find out how -we're here to support you!

our pitch

We are
ExtraSpecialTeas.org
a 501[c]3 non profit.

Teahouse Location
2 Elm Street
Great Barrington, MA
01238

Production & Teahouse Location
226 Pleasant Street
Housatonic, MA
01236

EST Contact
Cherri Sanes
Founder + Director
info@extraspecialteas.org
413 429 6500

our contact



ExtraSpecialTeas