

**Worthy Cause**

**Annual Report**

**2021-2022**

# Chairperson's Report

I am very pleased to present our first Annual Report. 2021-22 saw the birth of an idea years in the making. My passions for food and helping people have come together to create a charity that can provide so much to those we assist while creating industry-leading cookies at competitive market-rate pricing. This report presents me with the opportunity to review our year, appreciate our achievements, consider our mistakes and to grow, looking forward to our future ambitions.

Much of this year was an exercise in trial-and-error. Before beginning operations, I started with the choc chip cookie recipe. 19 changes later I was finally content with our recipe and then required a few more tweaks to accommodate the scale and industrial nature of our kitchen and ovens. This would become the foundation to all 9 flavours we now have on hand.

We began taking orders in September of 2021 with excellent reception from my immediate friends and family. I am truly thankful to those around Worthy Cause in our founding moments who supported us.

In December we announced a partnership with 300 Blankets and Melbourne Ice. We were selling a lasagne bundle with proceeds going to the Iceolation Program run by 300 Blankets to provide food staples to those at risk of or experiencing homelessness. This concluded by mutual consent later in the year.

In January of 2022, we migrated from lasagne to the deli sandwiches menu. With limited capacity, sporadic shortages from suppliers and rising ingredient prices brought on by the pandemic and Suez canal issues (yes really, that's how prosciutto gets to Australia), we discontinued the sandwiches after a few months.

Dipping our toes into the world of cook-to-order meals, we realised the challenges, food wastage and delivery logistic issues were not an optimal use of our resources. Moving forward, Worthy Cause will be focusing on what works, cookies. We will be spending the next financial year developing new retail packaging, connecting with local grocers and retailers to stock the cookies in stores as well as through online channels.

In March we had grown to the point that an employee was finally justifiable as a result of Lamanna&Sons becoming our first stockist. This had always been planned as a crucial aspect of our charitable purpose and continued to be a pain point that we hadn't yet employed someone in need. I had received excellent advice and guidance from experts that to employ someone before it was financially viable was the safest option. The risk of employing someone to then be forced let them go due to financial reasons would have been an unforgivable mistake. Alysha joined the team in the last week of March and has continued to grow into a skilled, passionate and hardworking colleague. Though I'm sure I've taught her much about how to work in a kitchen, she may not realise how much she has taught me about life and perspective.

Scattered throughout the year we have been apart of market days and community events, selling cookies as a stallholder. With one exception these have always been a sell-out (that exception deriving from a miscommunication). But we have always been met with kindness and intrigue about our mission and what we do. As a bonus, it's always encouraging to be told they're the best cookies that person has ever tasted!

We will finish the year with a small loss [see Appendix 1], but an incalculable number of lessons learned, experienced gained and a lot of memories. This year has been one big experiment and proof of concept and I consider it a success in both regards. It is a true pleasure to have the opportunity and privilege to aid and serve the vulnerable people of our community. I will always be the greatest beneficiary of Worthy Cause's mission.

Thank you to everyone who has volunteered, worked for, bought from, sold to, connected with, and joined Worthy Cause's journey for the 2021-22 financial year, this is only the beginning.

With love,

A handwritten signature in black ink, appearing to read 'Rick Cohen', written in a cursive style.

Rick Cohen

Chairperson, Worthy Cause

# Our Year in Numbers

## Cookies Sold:

- Markets and Stalls: 839
- Online: 736
- Retailers: 412
- Total: 1,987

## Employees:

- Vulnerable: 1
- Essential: 1
- Volunteers: 10

## Appendix 1: Profit and Loss for Financial Year 2021-22

### Profit and Loss

Worthy Cause

For the year ended 30 June 2022

|                                 | JUL 2021 | AUG 2021       | SEP 2021          | OCT 2021          | NOV 2021        | DEC 2021        | JAN 2022        | FEB 2022        | MAR 2022        | APR 2022          | MAY 2022        | JUN 2022          | YEAR TO DATE      |
|---------------------------------|----------|----------------|-------------------|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-------------------|-----------------|-------------------|-------------------|
| <b>Trading Income</b>           |          |                |                   |                   |                 |                 |                 |                 |                 |                   |                 |                   |                   |
| Other Revenue                   | -        | -              | -                 | -                 | 5,454.55        | -               | 374.55          | -               | 1,678.59        | 5.48              | 195.30          | 397.27            | 8,105.74          |
| Sales                           | -        | -              | -                 | -                 | 593.38          | 632.25          | 714.61          | 1,295.70        | 2,017.86        | 1,799.45          | 4,665.27        | 2,162.85          | 13,881.37         |
| <b>Total Trading Income</b>     | -        | -              | -                 | -                 | <b>6,047.93</b> | <b>632.25</b>   | <b>1,089.16</b> | <b>1,295.70</b> | <b>3,696.45</b> | <b>1,804.93</b>   | <b>4,860.57</b> | <b>2,560.12</b>   | <b>21,987.11</b>  |
| <b>Cost of Sales</b>            |          |                |                   |                   |                 |                 |                 |                 |                 |                   |                 |                   |                   |
| Cost of Goods Sold              | -        | -              | -                 | -                 | 230.11          | 774.10          | 245.53          | 570.34          | 1,949.97        | 1,127.83          | 804.76          | 1,050.90          | 6,753.54          |
| <b>Total Cost of Sales</b>      | -        | -              | -                 | -                 | <b>230.11</b>   | <b>774.10</b>   | <b>245.53</b>   | <b>570.34</b>   | <b>1,949.97</b> | <b>1,127.83</b>   | <b>804.76</b>   | <b>1,050.90</b>   | <b>6,753.54</b>   |
| <b>Gross Profit</b>             | -        | -              | -                 | -                 | <b>5,817.82</b> | <b>(141.85)</b> | <b>843.63</b>   | <b>725.36</b>   | <b>1,746.48</b> | <b>677.10</b>     | <b>4,055.81</b> | <b>1,509.22</b>   | <b>15,233.57</b>  |
| <b>Operating Expenses</b>       |          |                |                   |                   |                 |                 |                 |                 |                 |                   |                 |                   |                   |
| Advertising                     | -        | -              | -                 | -                 | -               | -               | -               | -               | -               | -                 | -               | 99.00             | 99.00             |
| Bank Fees                       | -        | -              | -                 | 4.00              | 4.00            | -               | 4.00            | 4.00            | 4.00            | -                 | 4.00            | -                 | 24.00             |
| Consulting & Accounting         | -        | -              | -                 | -                 | -               | -               | -               | -               | -               | -                 | 47.73           | 47.73             | 95.46             |
| General Expenses                | -        | -              | 102.90            | 439.71            | 319.56          | 80.00           | 14.24           | 15.25           | 0.25            | 287.27            | -               | 318.00            | 1,577.18          |
| Insurance                       | -        | -              | -                 | -                 | -               | -               | -               | -               | 954.33          | -                 | -               | -                 | 954.33            |
| Office Expenses                 | -        | -              | -                 | 758.65            | 2.70            | -               | -               | -               | -               | -                 | -               | -                 | 761.35            |
| Printing & Stationery           | -        | 67.82          | 194.55            | -                 | 620.78          | 38.77           | 172.08          | 321.21          | 53.64           | -                 | 451.44          | 94.13             | 2,014.42          |
| Rent                            | -        | -              | 1,917.09          | -                 | 854.70          | 256.41          | 865.38          | 1,025.64        | 1,250.00        | 1,460.11          | 1,282.05        | 1,353.27          | 10,264.65         |
| Superannuation                  | -        | -              | -                 | -                 | -               | -               | -               | -               | -               | 88.91             | 143.82          | -                 | 232.73            |
| Wages and Salaries              | -        | -              | -                 | -                 | -               | -               | -               | -               | -               | 1,098.30          | 2,356.12        | 836.60            | 4,291.22          |
| <b>Total Operating Expenses</b> | -        | <b>67.82</b>   | <b>2,214.54</b>   | <b>1,202.36</b>   | <b>1,801.74</b> | <b>375.18</b>   | <b>1,055.70</b> | <b>1,366.10</b> | <b>2,262.22</b> | <b>2,934.59</b>   | <b>4,285.16</b> | <b>2,748.93</b>   | <b>20,314.34</b>  |
| <b>Net Profit</b>               | -        | <b>(67.82)</b> | <b>(2,214.54)</b> | <b>(1,202.36)</b> | <b>4,016.08</b> | <b>(517.03)</b> | <b>(212.07)</b> | <b>(640.74)</b> | <b>(515.74)</b> | <b>(2,257.49)</b> | <b>(229.35)</b> | <b>(1,239.71)</b> | <b>(5,080.77)</b> |