



homemade in DC

IMPACT REPORT

20

22

Prepared with gratitude

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HOMEMADE IN DC

About us

Homemade in DC is an online marketplace connecting local food entrepreneurs to businesses. We offer corporate catering and custom gift boxes, all sourced locally from women, People of Color and LGBTQIA+ entrepreneurs. Our customers receive an impact report transforming their already allocated food and gift budgets into a DEI initiative. As a social enterprise, we are committed to building a market-based solution that directly tackles the persistent racial and gender wealth gaps in the US.



Mission

Close the racial and gender wealth gap through food entrepreneurship.

Vision

A Homemade hub in every city that encourages thoughtful and local sourcing of food and gifts. Each Homemade hub fosters strong, resilient local supply chains that lift up and strengthen women, People of Color, and LGBTQ entrepreneurs.

LETTER FROM OUR FOUNDER

Hi DC and a grateful hello to the Homemade community that has grown so far beyond our nation's capital!

What began as an idea for a cottage food incubator has grown into a far more scalable and impactful social enterprise. Over the past year we've evolved, but at the heart of our business are the food entrepreneurs that inspired me to begin it.

We seek to build phenomenally delicious and diverse local food systems that are profitable, sustainable, and drivers of generational wealth to close the racial and gender wealth gap. I am so grateful to be on this mission, and the stories that we've highlighted in our first impact report drive home why we are here.

As we look ahead to 2023, we are grateful to reflect on the impact we have had as a social enterprise, and look forward to this year's focus on scaling our work. Thank you to all who have supported Homemade in DC! And thank you for joining us on our mission to close the racial and gender wealth gap through food entrepreneurship.



Mackenzie Loy
Founder & CEO



Has your business grown as a result of working with Homemade in DC?

**"YES! WE BECAME
PROFITABLE."**

**BARBARA, BLUE'S
COFFEE & TEA CO**



KEY METRICS

Time period covered: January 2022 - December 2022

Social enterprises are revenue-generating businesses with a mission (Annie E. Casey Foundation). "There's a competitive advantage to having a social mission in your DNA, and impact-driven businesses represent a powerful opportunity to drive equity and inclusivity in the workplace and society." (Halcyon)

As a social enterprise we measure our traction not just be revenue, but by impact.



27 food entrepreneurs supported

We seek to support the new majority and work exclusively with women, People of Color, and LGBTQ entrepreneurs.

- 25 female entrepreneurs
- 12 Black entrepreneurs
- 4 Asian entrepreneurs
- 2 LatinX entrepreneurs
- 4 LGBTQ+ entrepreneurs
- 16 entrepreneurs based in DC
 - Ward 5 - 7 entrepreneurs
 - Ward 8 - 3 entrepreneurs



\$46,536 net new revenue earned by food entrepreneurs

Our focus is on helping our food entrepreneurs build sustainable businesses by building a pipeline of high volume, high value orders. We define impact as new revenue that would not have been earned had it not been for Homemade in DC.



44 catering orders delivered

Orders sourced from 22 organizations across DC.



415 custom HiDC gift boxes delivered

IMPACT

This year we conducted 2 surveys to assess the impact on our food entrepreneurs of working with Homemade in DC beyond net new revenue created. Survey results indicate 3 main impact areas contributing to building and growing sustainable and profitable businesses.



PROFITABILITY

- At least 1 entrepreneur reported they became profitable as a result of working with HiDC
- 2 survey respondents reported a 21-30% increase in monthly revenues
- Multiple respondents moved closer to profitability



OPERATIONS

- Increased volume of business required entrepreneurs to assess their internal administrative systems and improve processes to meet higher volume



MARKETING

- Expanded social media following through Instagram and LinkedIn posts and tags
- Created new content to build and leverage social media presence

PRIORITY SDGS

There are 17 Sustainable Development Goals and 169 targets established by the United Nations. While they are all important and interrelated, Homemade in DC is focused on 3 in particular. Our mission directly aligns with SDG #10. By tying our impact directly to our bottom line and revenue growth, we ensure that our impact will grow as the business grows. We seek to align incentives across our food entrepreneurs, our customers, our business, and our planet to create win-win-win situations.



10 — Reduced Inequalities

Our mission is to close the racial and gender wealth gap through food entrepreneurship. By providing impact reports to our customers we transform their existing food and gift budgets into a DE&I initiative.



08 — Decent Work and Economic Growth

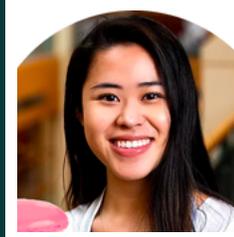
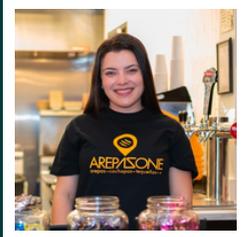
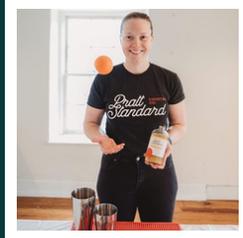
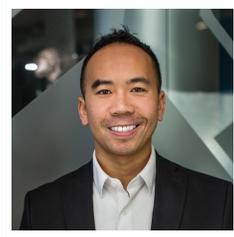
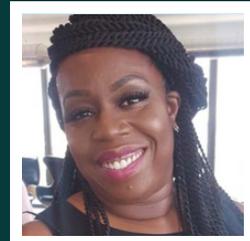
We seek to help food entrepreneurs build sustainable and profitable businesses by creating a more robust and interconnected local economy.



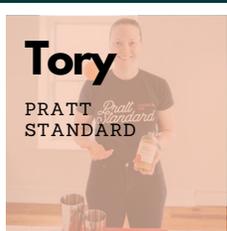
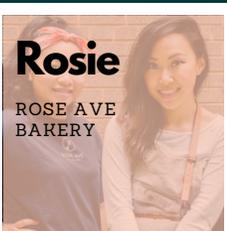
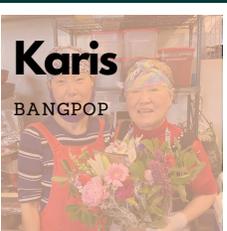
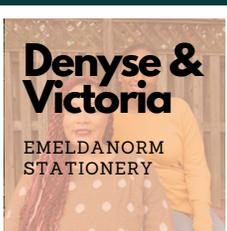
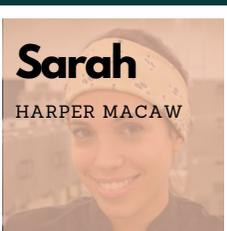
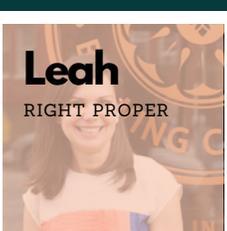
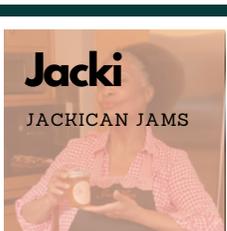
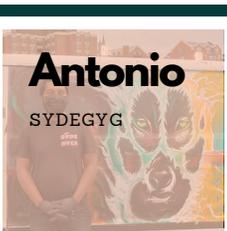
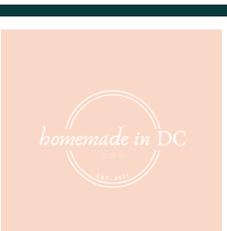
12 — Responsible Production and Consumption

With our focus on sourcing locally and thoughtfully, we are making it easy for our customers to provide transparency into their vendors and focus on sustainable consumption.

HIDC FOOD ENTREPRENEURS



HIDC FOOD ENTREPRENEURS

 <p>Maggie DISTRICT CHOP BAR</p>	 <p>Pia & Rachel REPUBLIC RESTORATIVES</p>	 <p>Alicia GIRL GONE OVERBOARD</p>	 <p>Ije PIES ON THE SIDE</p>
 <p>Maggie MAGGIE BAKES</p>	 <p>Jon BANG'N YOU</p>	 <p>J'Nae MOLA EMPANADA</p>	 <p>Lisa & Michelle RÄKO</p>
 <p>Caroline GREENISLAND BAKERY</p>	 <p>Deborah SWEETDELE'S</p>	 <p>Lisa SCUTTLEBUTT BAKESHOP</p>	 <p>Pauline MOCKTAIL CLUB</p>
 <p>Tory PRATT STANDARD</p>	 <p>Barbara BLUE'S COFFEE & TEA</p>	 <p>Rosie ROSE AVE BAKERY</p>	 <p>Karis BANGPOP</p>
 <p>Jackie MADE WITH LOVE</p>	 <p>Denyse & Victoria EMELDANORM STATIONERY</p>	 <p>Sarah HARPER MACAW</p>	 <p>Ana JADDI'S</p>
 <p>Gabriela AREPA ZONE</p>	 <p>Leah RIGHT PROPER</p>	 <p>Jenna WHISKED!</p>	 <p>Kindra FIFTY LEVEN</p>
 <p>Jacki JACKICAN JAMS</p>	 <p>Antonio SYDEGYG</p>	 <p>Caroline SWEETS BY CAROLINE</p>	 <p>homemade in DC EST. 2012</p>

FACES & STORIES BEHIND THE FOOD

We believe the faces and stories behind the food help you appreciate the food on the table. Here are a few of the faces that fed our customers this year.



Caroline
Greensland Bakery
Top selling item: Chocolate shortbread

Caroline built Greensland Bakery with family recipes for the signature shortbread handed down through generations. She is a recent Halcyon fellow and current Union Kitchen member. In addition to a melt in your mouth cookie, she partners with organizations to support women recovering from traumatic experiences. @greenislandbakery



Maggie
District Chop Bar
Top selling item: Impossible beef jerk meatballs

Maggie founded District Chop Bar to bring the Afro-Caribbean flavors to DC starting with her secret bissap recipe. She perfected her flavors by sharing with friends and family before launching her business out of the Tastemakers commercial kitchen. She is building her business while also working full-time in the legal industry, and recently brought on a part-time chef. @districtchopbar



Barbara
Blues's Coffee & Tea Co.
Top selling item: Blue's blend

Blue's Coffee & Tea Co. is a family affair paying homage to their grandfather, a plaintiff in the employment discrimination Supreme Court case *Griggs v. Duke Power Co.*, with a thoughtfully crafted cup of coffee or tea. Barbara and her family make it personal with deep relationships from their farmers to their roasters in Baltimore. @bluescoffeeteaco

KEY PRODUCTS

At Homemade in DC, we are committed to transforming our customers' existing food and gift budget into a DE&I initiative. We offer corporate catering and custom gift boxes, all sourced locally from women, People of Color, and LGBTQ+ entrepreneurs.



Corporate Catering

As employers look for ways to encourage employees to return to offices and organizations look for ways to buy local from underrepresented communities, Homemade in DC made it easy for them to meet these needs. This past year we catered a fundraiser, provided the cookies for several holiday parties, and delivered the lunches that powered multiple conferences, thoughtful discussions, and team meetings. Two customers sourced their monthly dinners from Homemade in DC, receiving a new menu each month that honored Women's History Month, LGBTQ History Month, and Hispanic Heritage Month.



Custom Gift Boxes

This year we launched the business with our HiLOVE boxes, featuring 8 different entrepreneurs. We hand-delivered each box, driving over 18 hours to bring an impactful sweetness to each recipient's day. We closed out the year with our HiDC Holiday Gift Box, and were proud to ship nationwide to folks in Puerto Rico, Washington, Wyoming, and beyond. In between, we created custom gift boxes for a bachelorette party, a Women in Business conference, and a running event celebrating Women's History Month.



ACKNOWLEDGEMENTS

Thank you first and foremost to our food entrepreneurs whose passion, stories, and truly amazing food are the reason why we are here. We also thank the customers who believe in our mission and consciously choose to support local businesses founded and run by women, People of Color, and LGBTQ entrepreneurs.

To our deep and growing support system and the mission-driven entrepreneurial ecosystem we are a part of, we say thank you for your invaluable contributions to Homemade in DC.

- The City of DC & 1863 Ventures - our first investors and advisors
- Business for Impact & Georgetown University - our first incubator
- Georgetown Entrepreneurship & the Leonsis Family
- Clara Kang & Taylor Schwartz - the best assembly line packers

**Thank you for your belief in and support
of Homemade in DC and our mission.**

Contact

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- 📌 Homemade in DC





homemade in DC

THANK YOU

for joining us in our mission to
close the racial and gender wealth
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