



homemade in DC

IMPACT REPORT

Q1
'23

Prepared with gratitude

TABLE OF CONTENTS

01

About us

02

Letter from our Founder

03

Key Metrics

04

Impact

05

UN SDGs

06

HiDC Food Entrepreneurs

07

HiDC Customers

08

Key Products

09

Acknowledgements

10

References

HOMEMADE IN DC

About us

Homemade in DC is an online marketplace fostering and creating sustainable, wealth-generating food businesses in the local community. 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 hello to the Homemade community that has grown so far beyond our nation's capital!

This has been a monumental quarter for Homemade, the food entrepreneurs we work with, and the customers we serve. This quarter our focus has been on improving operations while continuing to add customers and food entrepreneurs to the marketplace. **In our first quarter, we did half the total business we did last year, which is especially key for our food entrepreneurs whose business often slows post holidays** in the often days of winter and early spring.

Building a consistent, high-volume pipeline of orders for our food entrepreneurs has always been and is still the primary goal, but this quarter surfaced the added value of working with a mission-oriented partner like Homemade. Our food entrepreneurs continue to inspire and motivate me to keep building the ecosystem that will help delicious and diverse local food systems thrive here in DC and in future Homemade hubs. 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! Became profitable but
also during our slow months
(especially for restaurants) in
December-February, HiDC
helped us continue operating!"

J'Nae, Mola Empanada



KEY METRICS

Time period covered: January 2023 - March 2023

Social enterprises are revenue-generating businesses with a mission (Annie E. Casey Foundation) [1]. "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) [2]

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



17 food entrepreneurs supported

We seek to support the new majority and work exclusively with women, People of Color, LGBTQ entrepreneurs, and entrepreneurs based in food deserts identified by the DC Hunger report.[3]

- 15 female entrepreneurs
- 6 Black entrepreneurs
- 2 Asian entrepreneurs
- 1 LatinX entrepreneurs
- 2 LGBTQ+ entrepreneurs
- 16 entrepreneurs based in DC
 - Ward 5 - 8 entrepreneurs
 - Ward 8 - 2 entrepreneurs



\$20,855 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.



30 catering orders delivered

Orders sourced from 15 organizations across DC.



61 custom HiDC gift boxes delivered

Orders sourced from 3 organizations across DC.

IMPACT

This quarter we conducted a survey 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, wealth-generating businesses.



BOOST IN REVENUE

- Average revenue generated per food entrepreneur - \$1,226
- Generated over **\$3,000 net new revenue per entrepreneur for top 3 food entrepreneurs** sourced from
- 1 survey respondent reported a **40% increase this quarter over the same period last year** as a result of working with Homemade
- 2 survey respondents reported additional customers and sales referred by Homemade

BUSINESS MODEL EXPLORATION

- Multiple survey respondents reported exploring new sales channels and growth paths as a result of working with Homemade

BUSINESS "PARTNER"

- Multiple survey respondents reported benefits from working with Homemade outside of sales as a result of regular communication and discussions with our founder.
- Key areas noted by food entrepreneurs included: improving operations, rapid feedback and iteration, and product development

PRIORITY SDGs

There are 17 Sustainable Development Goals and 169 targets established by the United Nations. [4] 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

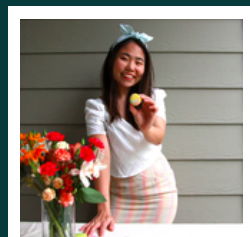
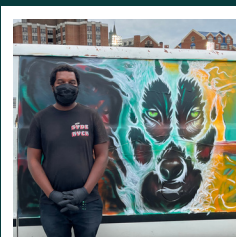
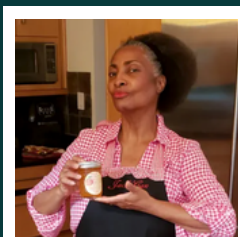
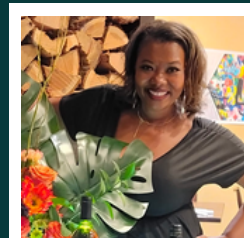
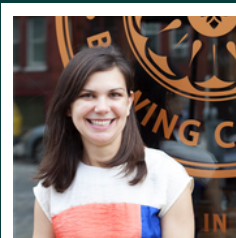
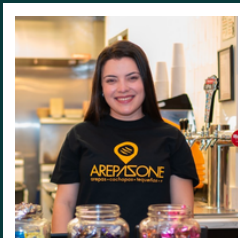
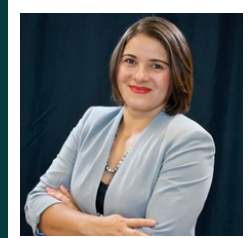
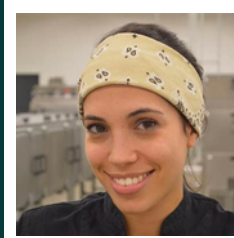
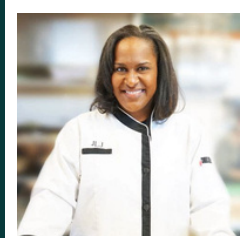
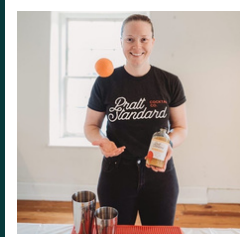
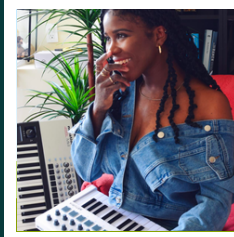
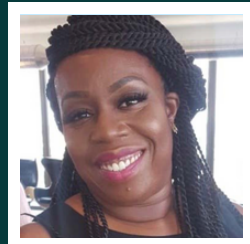
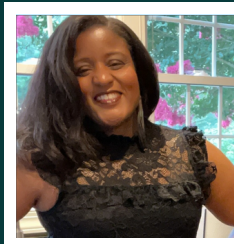
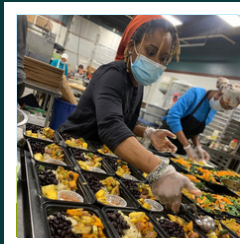
We seek to help food entrepreneurs build sustainable and profitable businesses by creating a more robust and interconnected local economy.



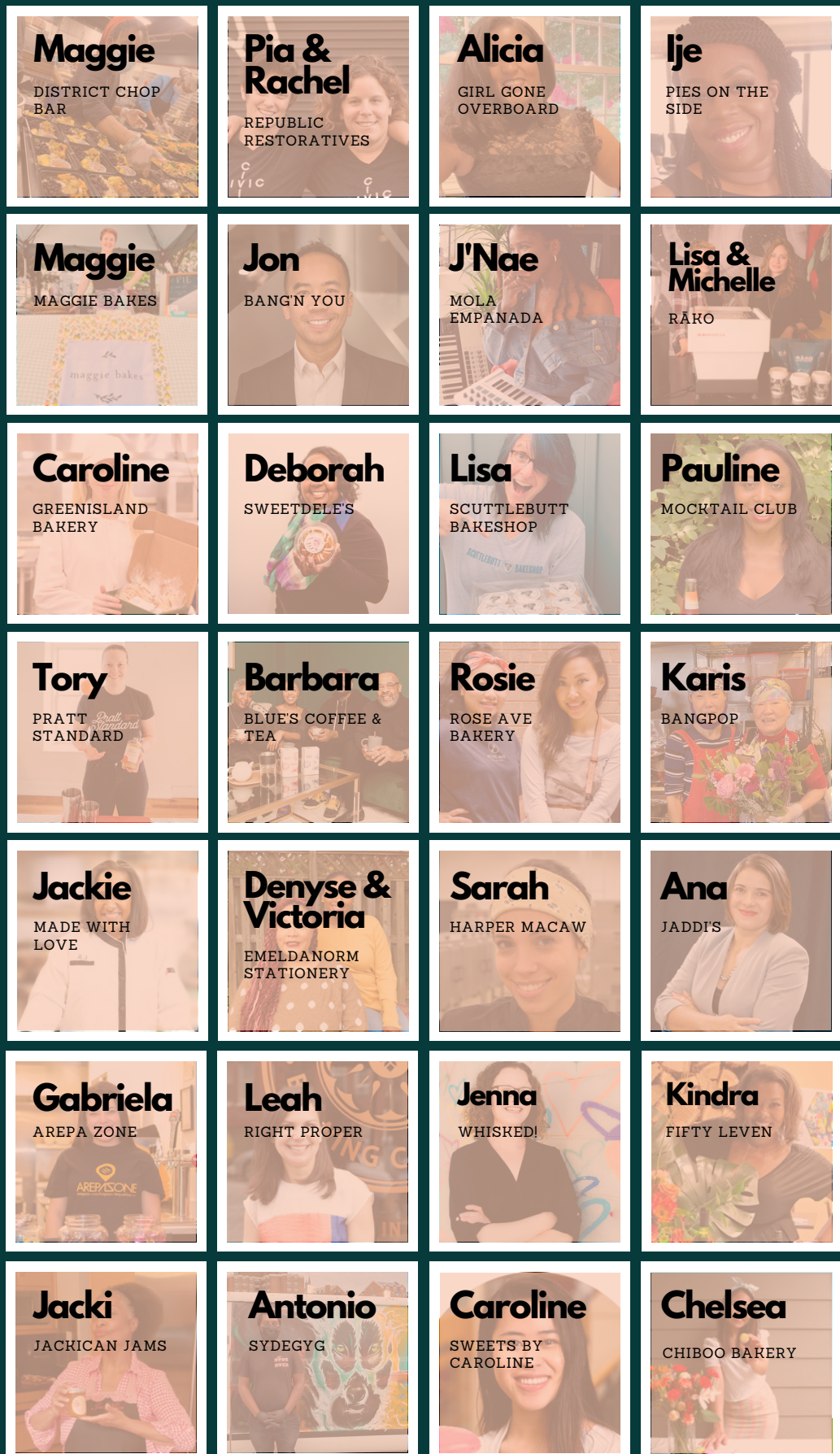
12 — Responsible Production and Consumption

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.

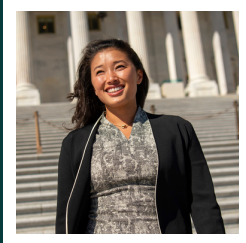
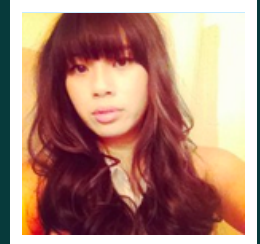
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HIDC FOOD ENTREPRENEURS



HIDC FOOD ENTREPRENEURS



HIDC FOOD ENTREPRENEURS

Yuri

SAKUSAKU
FLAKERIE



Stephanie

OHMAZING FOOD



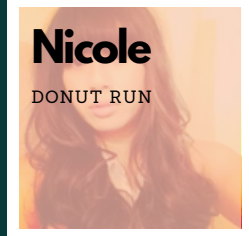
Christine

DISTRICT
DOUGHNUT



Nicole

DONUT RUN



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 quarter.



Ije

Pies on the Side

Top selling item: Oreo Chocolate Chip Cookies

Ije started Pies on the Side after one too many friends asked her to bake her divine rum cake. Her oreo chocolate chip cookies and biscoff cookies carry a sweet nostalgia while melting in the mouth.



J'Nae

Mola Empanada

Top selling item: Picadillo Beef Empanadas

J'Nae started Mola Empanada to bring her grandma's special occasion treats to her customers. What started as a side hustle while J'Nae paid the bills with music lessons has turned into a full-time job with a new storefront in Adams Morgan.



Karis, Jenny & Jackie

BangBop

Top selling item: Beef Bulgogi Bibimbap Bowls

Jackie is the matriarch and kimchi guru churning out Korean favorites with a fresh twist. Their bibimbap bowls combine the love and culinary expertise of all three generations. Karis and her sister are the next generation making sure all menu items are sustainably sourced and presented.

WHAT OUR CUSTOMERS SAY

We are grateful for customers who are eager to support our mission. Here is what they have to say about our services.



Sara Zulkosky

**Co-Founder and Managing Partner
Recast Capital**

"As a firm that values diversity and focuses on opening doors for underrepresented funds and founders, selecting Homemade in DC to help express gratitude to some of our partners felt like the perfect fit. We knew Mackenzie and her stellar professionalism from the DC ecosystem, which is why we didn't hesitate when we heard about HiDC's Holiday Box. Communication and ordering was easy and smooth, and attention to detail was fantastic – Homemade in DC will remain top of our list for quality gifts and catering!"



Annalise Burke

**Program Administrator
Georgetown Asian Studies Program**

"Our guests not only love the catering provided by Homemade in DC, but we also cherish the opportunity to be introduced to new food options from the diverse small businesses in our city. The excellent food and service support a mission that our students and community members are excited to participate in thanks to Homemade in DC."



Grace Lee

**Program and Events Manager
Global Human Development Program**

"As a program with a global focus, we continually seek to be more inclusive of the multifaceted backgrounds and identities that our students, faculty, and staff represent. Therefore, we want to support women and/or minority owned businesses through our catering practices. We choose Homemade in DC because their menu options are a great opportunity for students to engage with the greater DC community through food, but also, because of the global nature of our program, it allows our students to eat food that can remind them of home. We recommend HiDC to everyone!"

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. We catered a fundraiser, provided the apps and desserts for several happy hours, and delivered the lunches that powered multiple conferences, thoughtful discussions, and team meetings. Customers love to have one vendor for monthly dinners and regular meetings knowing they'll have something new to look forward to each month.



Custom Gift Boxes

Homemade make it easy to say thank you to your valued partners, employees, and stakeholders with an impactful gift that highlights your company's values. Gift boxes range from 3 to 10 items and have been shipped nationwide in boxes and locally delivered in baskets and HiDC tote bags. Within each gift, we provide space on the card inserts for customers to craft their personalized notes while sharing the faces and stories behind each product.



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.

- Halcyon Incubator - the premier social enterprise incubator amplifying our voice and impact
- The City of DC & 1863 Ventures - our first investors and advisors
- Our interns - Arushi Saxena, Shewina Hassani

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

Contact

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homemade in DC

THANK YOU

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