

Homemade in DC **IMPACT REPORT**

Q2
'23



Prepared with gratitude

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WHAT IS 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 DE&I 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!

The second quarter of the year was our biggest quarter to date, with end of academic festivities at Georgetown University driving large orders and enormous impact for the food entrepreneurs we work with. While orders are growing in consistency, multiple food entrepreneurs are reporting on the beneficial impacts of the boost in revenue, expanded opportunities that come from new customers, and scaling their systems in a manageable way.

Our internal focus last quarter was meeting the increased demand while scaling our own internal systems. We were honored to wrap up our time at the Halcyon House, the premier social enterprise incubator in DC, as part of their Spring 2023 Opportunity Intensive cohort. The power of our community was emphasized while at Halcyon, where we built new connections, were introduced to new food entrepreneurs, and found customers who were looking for ways to spend in line with their values.

Thank you for being on this journey to close the racial and gender wealth gap through food entrepreneurship. We're excited to share the impact from Q2 2023 in this report!



Mackenzie Loy
Founder & CEO



"The opportunity to work with HiDC has allowed us to extend our reach to areas we wouldn't normally have access and increased our production."

-Lisa, Scuttlebutt Bakeshop



KEY METRICS

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.**



23 food entrepreneurs supported



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

\$31,674 net new revenue earned by food entrepreneurs — a 51% increase from Q1!

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.



CATERING + GIFTING



HiDC catering orders delivered

Ranging from graduation celebrations to team lunches to receptions, **we catered 2,615 meals** over the last three months!



Custom HiDC gift boxes delivered

We shared the love by delivering custom boxes across the US. This quarter, **we sent gift boxes to 17 states!**



OUR IMPACT

Each quarter, we conduct a survey of our food entrepreneurs to assess the impact of their working with Homemade in DC. This quarter, survey results showed increasing impact on the bottom line in addition to 2 main impact areas contributing to building and growing sustainable, wealth-generating businesses.

"Working with HiDC has created a **steady catering workflow** and **consistency**."

-Maggie Kamara, District Chop Bar

BOOST IN REVENUE

- Average revenue generated per food entrepreneur: **\$1,377**
- Average revenue generated for top 3 food entrepreneurs in Q2: **\$5,188, a 49% increase from Q1**

SCALING FOR LARGER ORDERS

- Survey respondents share that ordering with HiDC helped them streamline their order processing to **handle bigger orders consistently**
- Survey respondents share that access to a wider base of customers allowed them to **gain better insight into demand** while mitigating rising food costs with a set menu

EXPANDING OPPORTUNITY

- HiDC's new series of profiles **increased food entrepreneurs' visibility** by highlighting the stories behind their food
- Survey respondents **added to their regular customer base** following catering opportunities and gift box orders

THIS QUARTER, WE SAW A

49%

AVERAGE

REVENUE INCREASE

AMONG TOP-EARNING FOOD ENTREPRENEURS

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-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



Maggie
District Chop Bar



Pia & Rachel
Republic
Restoratives



Alicia
Girl Gone
Overboard



Ije
Pies on the Side



Maggie
Maggie Bakes



Jon
Bang'n You



J'Nae
Mola Empanada



Lisa & Michelle
Rāko



Caroline
Greenisland
Bakery



Deborah
Sweetdele's
Sweet Treats



Lisa
Scuttlebutt
Bakeshop



Pauline
Mocktail Club



Tory
Pratt Standard



Barbara
Blue's Coffee &
Tea



Rosie
Rose Ave Bakery



Karis
BangBop



Jackie
Made With Love



Denyse & Victoria
Emeldanorm
Stationery



Sarah
Harper Macaw



Ana
Jaddi's

HIDC FOOD ENTREPRENEURS



Gabriela
Arepa Zone



Leah
Right Proper



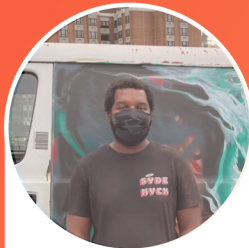
Jenna
Whisked!



Kindra
Fifty Leven



Jacki
Jackican Jams



Antonio
Sydegig



Caroline
Sweets By
Caroline



Chelsea
Chiboo Bakery



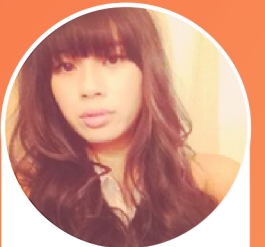
Yuri
SakuSaku Flakerie



Stephanie
OhMazing Food



Christine
District Doughnut



Nicole
Donut Run



Lauren
Witchie Wicks



Arianna
A.M. Kettle



Mackenzie
Homemade in DC

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:



AREPA ZONE
arepas • cachapas • lequeños • +

Gabriela

Arepa Zone

Top selling item: Pabellón Bowls

Gabriela started Arepa Zone to bring together a community of arepa-lovers and newcomers alike, with the goal of making arepas a household favorite. They've recently expanded to Virginia and serve the Audi Field and Nationals' Stadium.



girl gone
OVERBOARD

Alicia

Girl Gone Overboard

Top selling item: Showstopper Charcuterie

Alicia has always loved charcuterie. During the pandemic she began going overboard with her cheese boards to bring people joy. She's constantly experimenting to continue to elevate her customers' experiences and Instagram stories.



JADDI'S
Salvadorian & Latin-American Cuisine

Ana

Jaddi's Catering

Top selling item: Burrito Bowls

Ana and her husband moved to DC from El Salvador 20 years ago. After honing their craft in other restaurants, they started Jaddi's to share Salvadorean and Latin American flavors with DC. Today their daughter has joined the team, making this a family business.

TESTIMONIALS: FOOD ENTREPRENEURS

Here are some things our food entrepreneur partners said about working with Homemade in DC:



bang'n
餅友
you

Jon Chung - Bang'n You

"Working with Mackenzie, it's been great. She's fantastic. She is always super responsive, always super thoughtful in reaching out to help her customer base. ... She puts a lot of thought [into] which of us food providers to bring to the forefront for a particular client and what impact that might have, and I think that's incredibly thoughtful — incredibly time consuming, of course — but I think it's very rewarding as well for all sides. To be able to, **for the food businesses, to garner awareness of their products, and at the same time to introduce us to potential future customers, is incredibly kind** of her and I think it shows a lot of foresight."



DISTRICT
Chop Bar
YOUR PASSPORT TO AFRICAN DIASPORA

Maggie Kamara - District Chop Bar

"The partnership with HiDC has been a really great one. From food entrepreneur to food entrepreneur, it's important because the relationship we have is a business-to-business one. Not only am I a vendor for HiDC, but we really like to do check-ins just to make sure that **we're a support system. When we do business together, it really makes a difference — not just in word in mouth, but in dollar amount.** We've given each other business, and our businesses are successful because of each other. So I think HiDC is also a great partner, they're here to stay, and I just hope that even in the long future, that relationship I've built with this organization continues to show and that it continues to strengthen."

TWO 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 makes it easy for them to meet these needs. We cater team happy hours, fundraisers, and delivered the lunches that powered multiple conferences, thoughtful discussions, and team meetings. Customers love to have one vendor for weekly lunches and regular meetings knowing they'll have something new to look forward to each week.



Custom Gift Boxes

Homemade makes it easy to say thank you to your valued partners, employees, and stakeholders with an impactful gift that highlights your company's values. Minimum order of 25 boxes. 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
- Marcum LLP - Tom Raffa & Haben Ghebremeschel for their pro bono accounting services
- Tisch College and our Tisch Summer Fellow, Aaron Gruen, for their phenomenal support and work in putting together this report

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

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 [Homemade in DC](https://www.linkedin.com/company/homemadeindc)



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THANK YOU

for joining us in our mission to
**close the racial and gender wealth
gap through food entrepreneurship.**



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