

Homemade in DC **IMPACT REPORT**



Prepared with gratitude

Q3
'23

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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

Welcome to the holiday season and a busy time for most of the HiDC community!

The third quarter of the year was a little slower for catering and gifting, but we continued to drive forward and lay the foundations for one of our busier quarters of the year. In Q3, Homemade in DC surpassed a big impact KPI! **We officially hit \$100K in net new revenue driven towards the food entrepreneurs we work with!**

We invested in our product with the official launch of our platform to our food entrepreneurs. Q3 and part of Q4 has been focused on onboarding current and new food entrepreneurs onto the platform, adding their menu items, and highlighting their photos and stories! We aim to launch this platform to customers in Q1 2024, making it easier for customers to see menu options, place their catering orders, and see the impact of their orders through a real-time impact dashboard.

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 Q3 2023 in this report!



Mackenzie Loy
Founder & CEO



"I feel a sense of community when I attend HiDC events and also through the social media highlights of the various business partners."

-Maggie, District Chop Bar



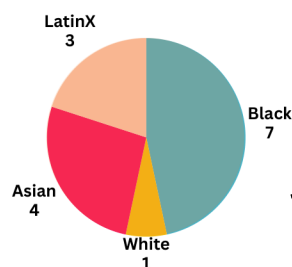
KEY METRICS

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**. Here are some key metrics from Q3.



15 food entrepreneurs supported



12 Women



2 LGBTQ+



12
DC-based
4 in Ward 5
1 in Ward 7
1 in Ward 8

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]

\$11,473 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.



CATERING + GIFTING



HiDC catering orders delivered

Ranging from orientation dinners on the go to team lunches to panels, **we catered 1,225 meals** over the last three months!



We launched our Holiday Gift Boxes!

We launched our Holiday Gift Box campaign. The boxes feature delicious items from 13 of our food entrepreneurs!



STANDARD HOMEMADE IN DC GIFT BOX



\$85 / BOX

STANDARD SOMETHING SWEET GIFT BOX



\$85 / BOX

STANDARD TREAT YOURSELF GIFT BOX



\$85 / BOX

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 impact on the bottom line in addition to 2 main impact areas contributing to building and growing sustainable, wealth-generating businesses.

CONNECTING WITH A BROADER ECOSYSTEM AND EXPANDING OPPORTUNITY

- This September we launched our newsletter for HiDC food entrepreneurs highlighting events in the community, a new grants database, and tools and resources for successful grant applications
- We also launched our new marketplace platform for a portal experience for both customers and food entrepreneurs.

"HiDC has done a good job of providing my business with **consistent orders** and helped us streamline our **processes** for the increased demand."

-Maggie Kamara, District Chop Bar

THIS QUARTER, FOOD ENTREPRENEURS GENERATED AN AVERAGE OF

\$747
IN NET NEW REVENUE

FROM HIDC ORDERS

GENERATING NEW REVENUE

- Average revenue generated for top 3 food entrepreneurs in Q3: **\$2,487.**

EXPOSURE TO B2B CATERING

- Survey participants said that working with HiDC in B2B catering has enhanced their ability to efficiently manage large orders consistently.

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



Ismael
Chocotenango



Ana
Jaddi's

HIDC FOOD ENTREPRENEURS



Gabriela
Arepa Zone



Leah
Right Proper



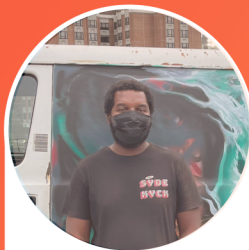
Jenna
Whisked!



Kindra
Fifty Leven



Jacki
Jackican Jams



Antonio
Sydegig



Caroline
Sweets By
Caroline



Chelsea
Chiboo Bakery



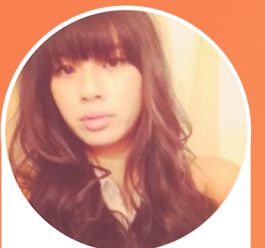
Yuri
SakuSaku Flakerie



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:



Jacki

JackiCan

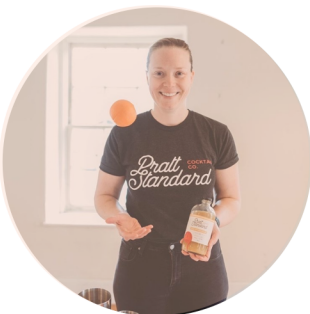
Jacki is the first cottage food certified maker in Ward 7 and her jams bring back sweet childhood memories in Georgia where she first made peach jam with her momma. JackiCan jams are DC state fair winners and come stamped with approval from her fellow church ladies.



Chelsea

Chiboo Bakery

Chelsea cooks both assortment of flavors perfect for dessert table spreads, macaron towers as well as branded favor gift boxes. Her microbakery based in Herndon, VA that specializes in gourmet french macarons made with seasonal, local ingredients incorporating unique and fun flavors from her upbringing and travel in Asia.



Tory

Tory Pratt Standard

In 2014, Tory bought a bottle of craft gin but had no tonic syrup to pair it with. With such a beautiful, complex craft gin, she questioned why she would mix it with tonic water filled with high fructose corn syrup and synthetic chemicals. 47 recipe iterations later and the True Tonic Syrup was born.

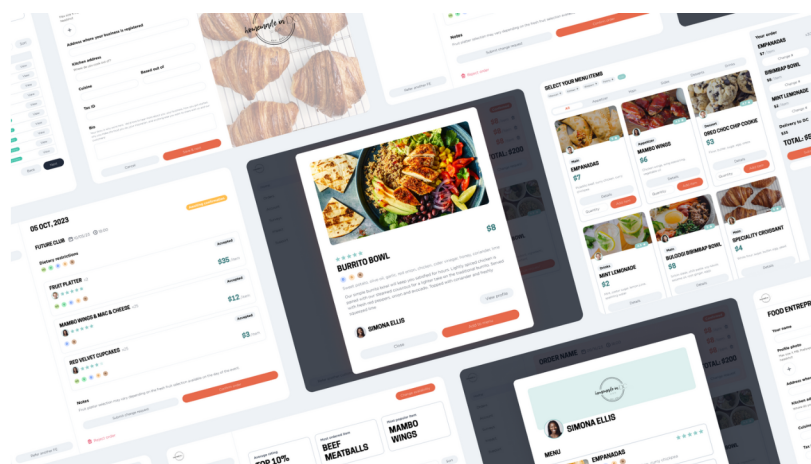
EXPANDING OUR IMPACT

Food Entrepreneur Newsletter

We launched our new Food Entrepreneur bi-monthly newsletter. This newsletter acts as a compass for Food Entrepreneurs navigating the complex world of grant funding. In the newsletter, we share HiDC updates, grant and accelerator opportunities tailored to small businesses, and resources such as grant writing workshops, webinars, and more.

New Platform Experience

We launched our marketplace platform to create a user friendly portal experience for our customers, food entrepreneurs, and the Homemade team. Food entrepreneurs can now upload their menu items directly, set pricing and availability, and track all HiDC orders in one place. Customers will soon be able to see all available menu options based on their catering requirements, place an order, be notified when all food entrepreneurs have confirmed their order, and see the impact of their orders in a real-time impact dashboard



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.

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

Contact

- ✉ hi@homemadeindc.com
- 🌐 www.homemadeindc.com
- 📷 [@homemadeindc](https://www.instagram.com/homemadeindc)
- 📺 [Homemade in DC](https://www.linkedin.com/company/homemade-indc)



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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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