

Homemade in DC **IMPACT REPORT**



Prepared with gratitude

Q4
'23

TABLE OF CONTENTS

About Us	3
Letter from our Founder	4
Key Metrics	5
Catering and Gifting	6
Our Impact	7
Key Highlights	8
Priority SDGs	9
Faces Behind the Food	10
Stories Behind the Food	13
Two Products	14
Gifting in Q4	15
Thank you and Acknowledgements	16

WHAT IS HOMEMADE IN DC?

MISSION

Close the racial and gender wealth gap through food entrepreneurship.



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.



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

Together we celebrate the end of 2023 and the start of 2024! In Q4, we surpassed our goal of doubling revenue and I am so proud to highlight that **we've driven over \$92K in net new revenue to the HiDC Entrepreneur Community in 2023** alone and over \$135K in net new revenue in our short 2 years of existence.

While we focus on driving new revenue from new customers to our HiDC Entrepreneur Community, we've continued to source and find more ways to bolster our community and support our mission. I am proud to share this growth on page 8, Key Highlights. Let's celebrate our impact in Q4!

As we head into year 3 of HiDC - I'm both energized and daunted by the scale of our mission and honored to be on the journey. Thank you for joining me and the HiDC Entrepreneur Community on our mission to close the racial and gender wealth gap through food entrepreneurship.



Mackenzie Loy
Founder & CEO



"Participating in the HiDC gift box program for the past two years has helped promote our brand in our community as well as around the country. We are thrilled to be a featured vendor with other impressive local brands."
-Barbara, Blue's Coffee and Tea



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 Q4 2023.

\$28,059

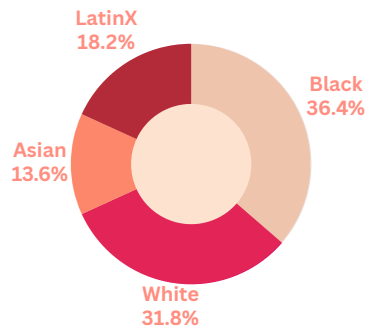
NET NEW REVENUE
EARNED BY FOOD
ENTREPRENEURS.
**A 150% INCREASE
FROM Q3 2023.**

\$92K+

GENERATED IN 2023

26

**FOOD
ENTREPRENEURS
SUPPORTED**



22 Women



2 LGBTQ+



18 DC-based*

**Including food entrepreneurs in D.C. wards 5, 7 and 8, noted food deserts*

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]

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

26

HiDC Catering Orders Delivered

Ranging from DC Startup
Week's happy hours to
conference breakfasts to team
holiday parties, **we catered
2,667 meals** over the last
three months!



345

HiDC Gift Boxes Delivered

We delivered our gift boxes
to VC firms, non-profits,
government offices, family,
friends, and more!

THE HiDC 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 3 main impact areas:

EXPANDING CUSTOMER NETWORKS & INCREASED BRAND VISIBILITY

About **half of the food entrepreneurs highlighted the connections, local and nationwide brand awareness, and new customers beyond their typical rotation as a result of working with Homemade in DC.** HiDC catered 2 events at DC Startup Week and facilitated 2 panels on food entrepreneurship featuring 5 HiDC food entrepreneurs, enhancing food entrepreneur's brand visibility locally. The nationwide holiday gifting campaign boosted 12 more food entrepreneurs nationwide brand visibility.

THIS QUARTER, WE SAW A
25%
AVERAGE REVENUE INCREASE
AMONG TOP EARNING
FOOD ENTREPRENEURS

THIS QUARTER, HOMEMADE IN
DC GENERATED AN AVERAGE OF
\$1,040
**IN NET NEW
REVENUE**
TO FOOD
ENTREPRENEURS WITHIN
THE HiDC COMMUNITY

INCREASED REVENUE

Average revenue generated for the top 3 food entrepreneurs in Q4 was **\$3,332.**

CUSTOMER-DRIVEN PRODUCT INNOVATION

HiDC customer requests drove new product experimentation with multiple food entrepreneurs adding to their portfolio of goods. This experimentation included engraving new products and different-sized sustainable packaging.

2023 KEY HIGHLIGHTS

In 2023, Homemade in DC grew as a business, continuously evolving to better serve our customers and our growing food entrepreneur community. Here are a few key highlights and updates from 2023:

FOOD ENTREPRENEURS

In 2023, we grew the community of women, BIPOC, and LGBTQ+ entrepreneurs we work with.

41

FOOD ENTREPRENEURS

TOTAL REVENUE

In 2023, we generated:

\$92,061

NET NEW REVENUE TO
HIDC ENTREPRENEURS

PLATFORM LAUNCH

HiDC launched our new marketplace platform with a portal experience that enhances the ordering experience for our customers, food entrepreneurs, and internal team. Continuing to improve our systems enables us to provide a growing number of diverse options to our customers and work with more entrepreneurs across the DC area and in the future, nationwide.

HIDC ENTREPRENEUR COMMUNITY BENEFITS LAUNCH

To continue to support our mission to create sustainable and scalable food companies to close the racial and gender wealth gap, we published our first monthly food entrepreneur newsletters featuring grant opportunities, community events, and key updates. In our last editions, we included our first **HiDC Community Benefits featuring DC Startup Week speaking opportunities, discounted tickets, and exclusive discounts for beneficial services.**

DC STARTUP WEEK

HiDC made another appearance at DC Startup Week! The multi-day event included 250+ speakers, 150+ events, 10 sub-tracks including the first food / CPG sub-track co-led by HiDC Founder, Mackenzie Loy. Mackenzie organized and moderated 2 panels featuring 5 HiDC food entrepreneurs.

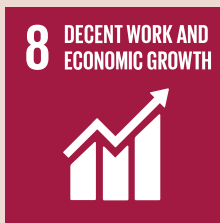
PRIORITY SDGs

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



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



Mu
Lil Fishy



Patrick
Et Oliva

HIDC FOOD ENTREPRENEURS



Natalia & Iban
Terracosta



Sam
Right Place
Studio



Chrissy
The Exotic Chef



Juan
La Coop



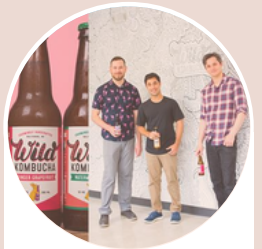
Candy
Southeastern
Roastery



Doron
Sticky Fingers



Ariane & Turner
Vegetable and
Butcher



**Sid, Adam &
Sergio**
Wild Bay



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 & delighted our customers:



Natalia & Iban | TerraCosta

TerraCosta is on a mission to elevate American snacks with real and good-for-you Mediterranean ingredients! Natalia and Iban have a shared passion for Mediterranean cuisine and nutritious goodness. This connection led them to create TerraCosta, where they infuse the finest Mediterranean flavors into every bite. Their granola and nut butters are grain-free with gut healthy probiotics.



Mu | Lil' Fishy

Viboonrattana "Mu" Honey launched Lil' Fishy, a line of fun, colorful and stylish onesies that has since grown to include dresses for women, scarves for kids and adults, and tote bags. Her own "little fishy" has outgrown the onesies, but still inspires her mom to keep innovating creative new designs.



Ismael | Chocotenango

Ismael founded Chocotenango in Antigua, Guatemala in 2005, developing relationships with local cacao bean farmers that continue today. Operations moved to DC when his wife accepted a new job. His bean-to-bar works of edible art have won international awards. As he's grown, he has maintained his dedication to sourcing organically grown cocoa beans from small, farmer-owned cooperatives.

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.



GIFTING IN Q4

Holiday Gift Boxes

We hand packed over 225 holiday gift boxes in Q4, loaded up with sweet and salty treats, assorted coffees and teas, mocktails, and cold brew, all made by women, LGBTQ+, and entrepreneurs of Color in the DC area. Each box contained a customized card insert telling the story of entrepreneurs we work with. We shipped as far as Puerto Rico and as close as down the street.



WDCEP Boxes

The Washington DC Economic Partnership (WDCEP) is a nonprofit, public-private partnership driving economic development in the heart of Washington, DC. WDCEP champions sustainable and inclusive economic progress. Homemade in DC worked with WDCEP to curate 100 gift boxes and a selection of items that could be picked by individual recipients - all sourced from DC makers identifying as BIPOC and women. These hand packed gift boxes were thoughtfully assembled to be presented to business leaders and VIPs visiting the District. Everyone was absolutely thrilled to receive these items. We are so excited that members of the HiDC Entrepreneur community are being recognized as the face of entrepreneurship in DC.







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.

Thank you to our Chief of Staff, Colleen, and our Intern, Amy for your contributions to newsletters and our Q4 Impact Report. 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.

**HOMEMADE IN DC THANKS YOU FOR YOUR
CONTINUED SUPPORT!**

CONTACT

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



REFERENCES

1. **What Is a Social Enterprise?, The Annie E. Casey Foundation,**
<https://www.aecf.org/blog/what-is-a-social-enterprise>
2. **A haven for big risks and bold ideas, Halcyon,**
<https://www.halcyonhouse.org/>
3. **Grocery Store Gap Persists in Washington, D.C., D.C. Hunger Solutions Finds,** <https://www.dchunger.org/news-releases/new-report-reveals-grocery-store-gap-persists-in-washington-d-c-report-by-d-c-hunger-solutions-finds/>
4. **The 17 Sustainable Development Goals, United Nations Department of Economic and Social Affairs,** <https://sdgs.un.org/goals>

THANK YOU

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



Q4
'23