

Breadcoin Foundation Annual Report 2021



Breadcoin is a powerful and innovative economic tool

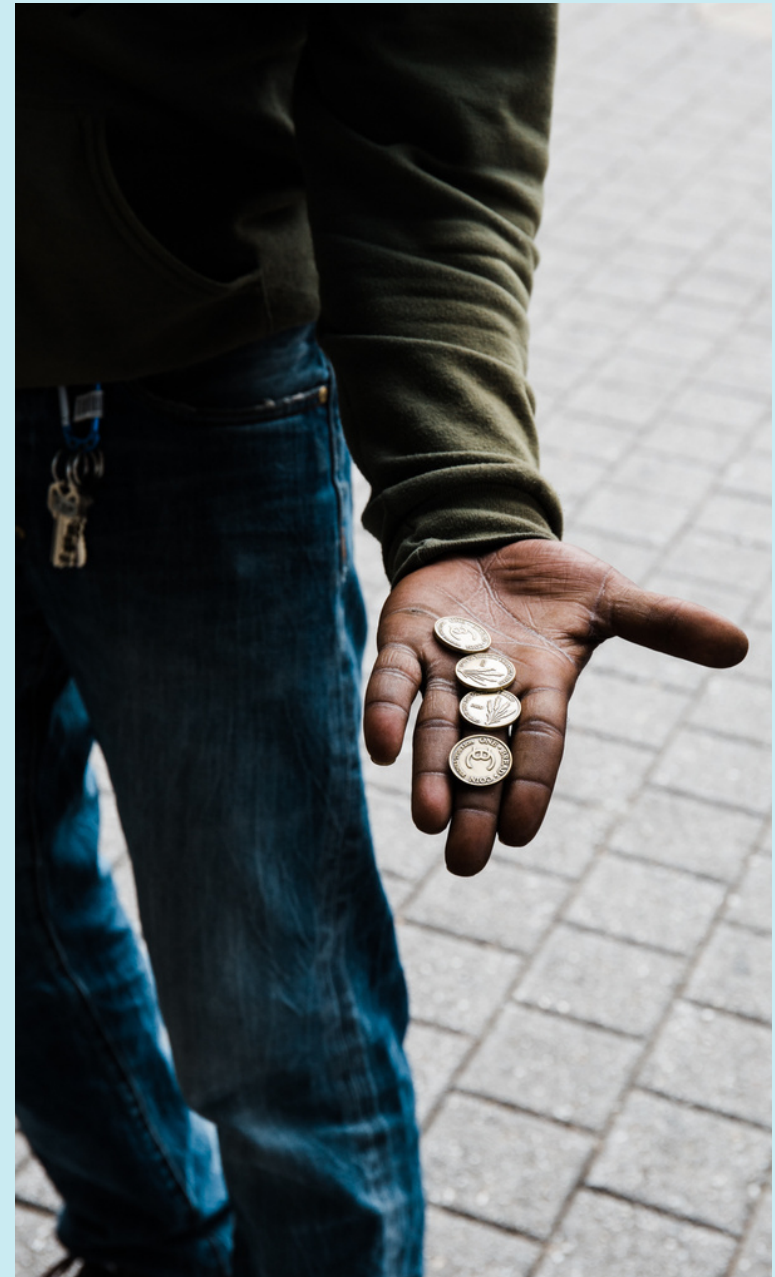


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Message from the President

During the pandemic, we've been reminded how difficult a job it is to prepare our food. Restaurants were among the most impacted. They faced higher food costs, higher wages, and a shortage of workers as their employees sought jobs elsewhere during periods when restaurants were shuttered. I've often been reminded during the last two years of Breadcoin's first value: We laud those who grow and prepare our food for their role in sustaining human life.

I want to express my gratitude to our farmers, our truck drivers, our warehouse and grocery store workers, and especially our local restaurants that feed us. These restaurants provide more than food; they are a point of connection in our community. Isn't everyone excited when a new restaurant opens in our neighborhood? I'm thankful that Breadcoin partners with great local restaurants to feed the community.

Breadcoin had a record-breaking year in 2021 with 35,407 Breadcoins redeemed by our participating vendors. Each redeemed Breadcoin comes with a story, a connection, and a dignified meal. Tens of thousands of these connections were made last year. We expect that to double in 2022. Thank you to those who donated money each month to put Breadcoins into the community.

Breadcoins were used more frequently in schools in 2021 to create mobile food events and provide meals for students during school breaks. Center City Public Charter Schools exemplified this with the purchase of Breadcoins to ensure the students and their families could purchase a substantial meal during the holiday break when schools weren't open. Last year, students and their families ate at local restaurants, and the meals supported food businesses in underserved communities.

In addition to the more than 10,000 meals provided, the community used Breadcoin at 17 pop-up meals and mobile food events in 2021. These events extend kindness to our neighbors. I want to thank all those in the Breadcoin network that were part of the community response to hunger.

Scott Borger, Ph.D.
President and Chairman of the Board of Directors
Washington, DC

Our Vision, Values, and Purpose

Vision

A network of people meeting each other's needs through the use of a community food token.

Values

1. We laud those who grow and prepare our food for their role in sustaining human life.
2. We desire that all are fed and provided with the dignity of choice.
3. We often fail to recognize those most in need in our community, and an act of giving can begin to restore our hardened hearts.
4. We believe a common table, inclusive of the poor and marginalized, strengthens the fabric of our community.
5. We recognize the poor and those experiencing homelessness provide a valuable contribution to the network.

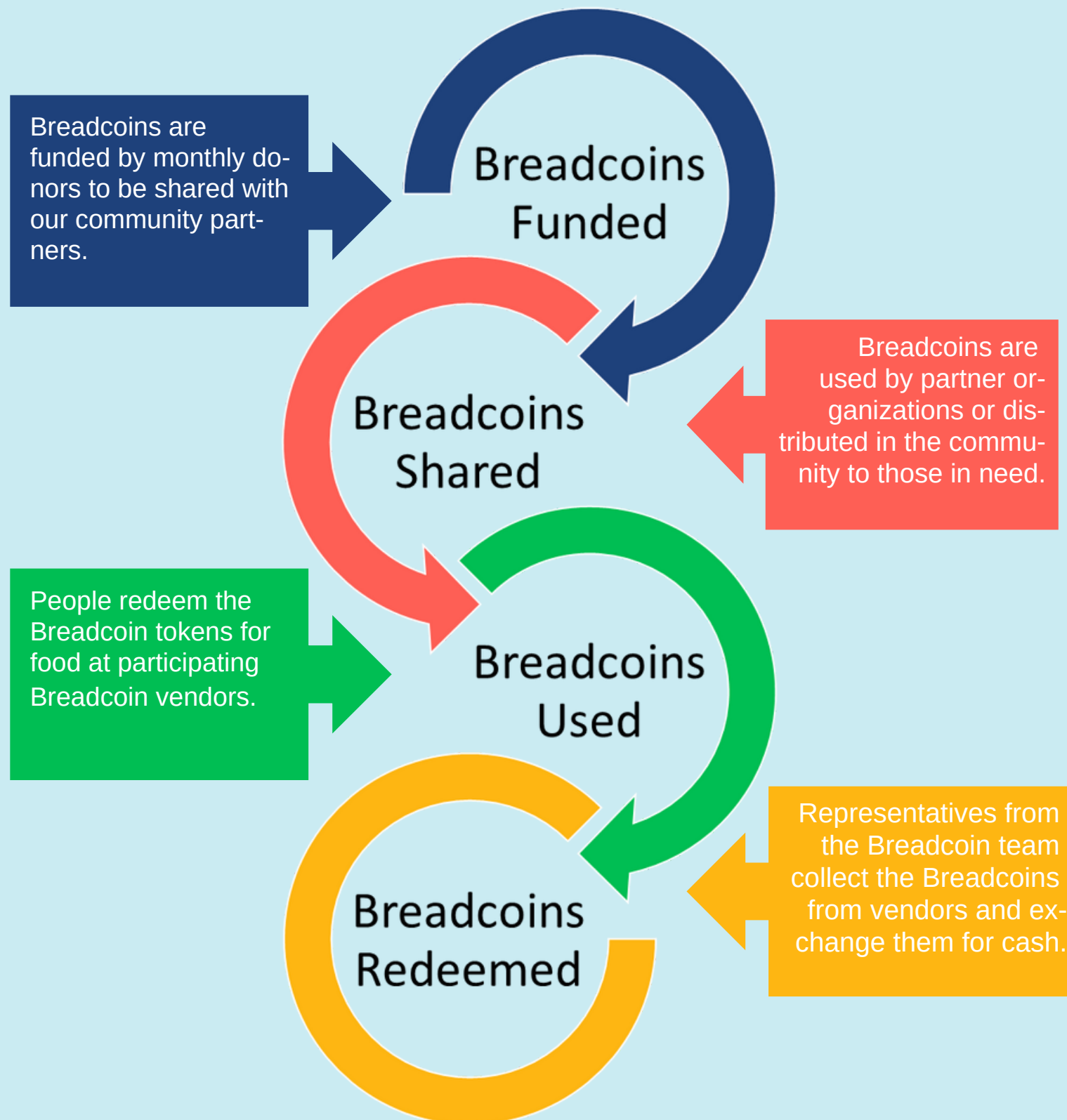
Purpose

To provide the community with a new way to:

1. Give to those in need
2. Improve access to locally prepared food
3. Invest in food businesses serving low-income communities
4. Resource local nonprofits and congregations to ensure that all are fed
5. Own the assets used to grow, process, and prepare food



What We Do



Where We Work

Washington, DC Locations

Amen Cafe	IHOP (Alabama Ave.)
America's Best Wings (Alabama Ave.)	*J&J Mex-Taqueria
Armah Enterprises (Watermelon Man)	Keri's Kakes
*BBQ Bus DC	Ledo Pizza (Georgia Ave)
Blossom Bakery	*Lula Mae's Gardin
Cakelady Desserts	Mama's Pizza Kitchen
*Captain Cookie	Mama Ross
Charlie's Empanadas	Mission Muffins
Coleman's Kitchen	MLK Deli
D.E.M. Pies	Morrisons
District Krunchy	Number 1 Sons
Eclectic Cafe	Open Crumb
*Family and Food Over Everything	OMG Latin Flavors
Farmer's and Distillers	RavenHook
Glizzys Vegan Food Company	*Royal Rooster
*Granny's Kitchen	Sandovan
Green Island Bakery	Soup Up
Healthy Life Gourmet	Texas Chicken and Burgers
Iacovelli Café	Trini Vybez Food Truck
IHOP (Columbia Heights)	Wings N More Wings

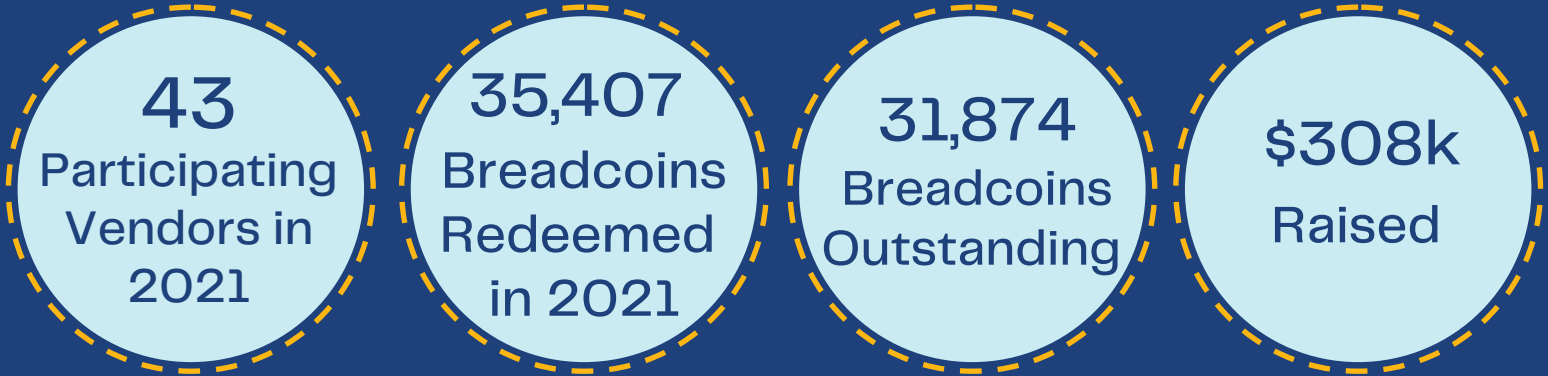
Baltimore, MD Locations

New Terra Cafe
 Vikki's Fells Point Deli
 Zella's Pizza

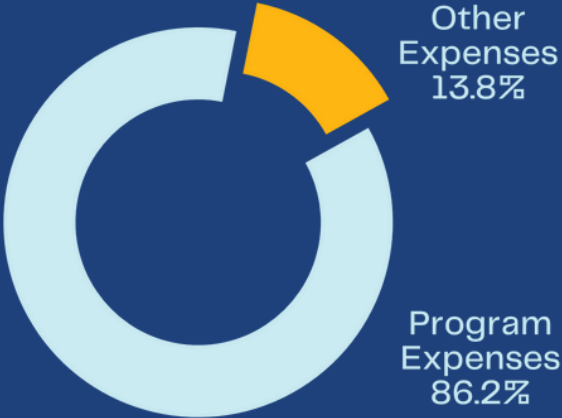
*Food trucks also available



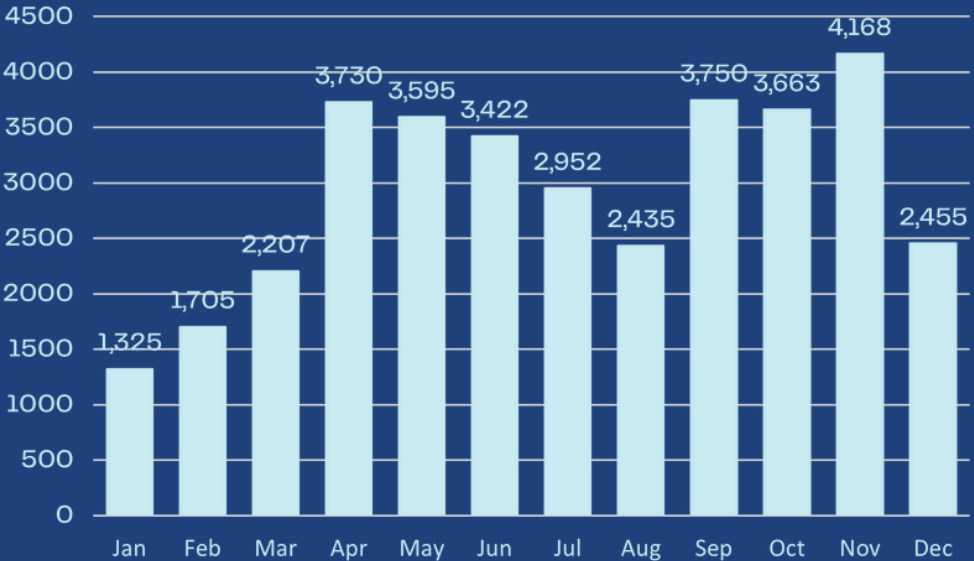
Breadcoin Metrics



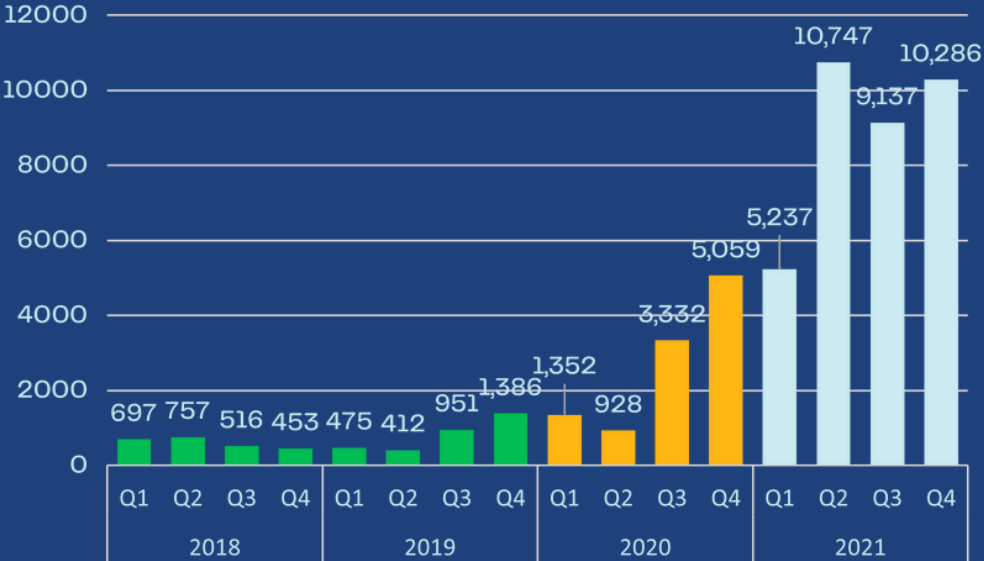
Breadcoin Expenses in 2021



Breadcoins Redeemed 2021



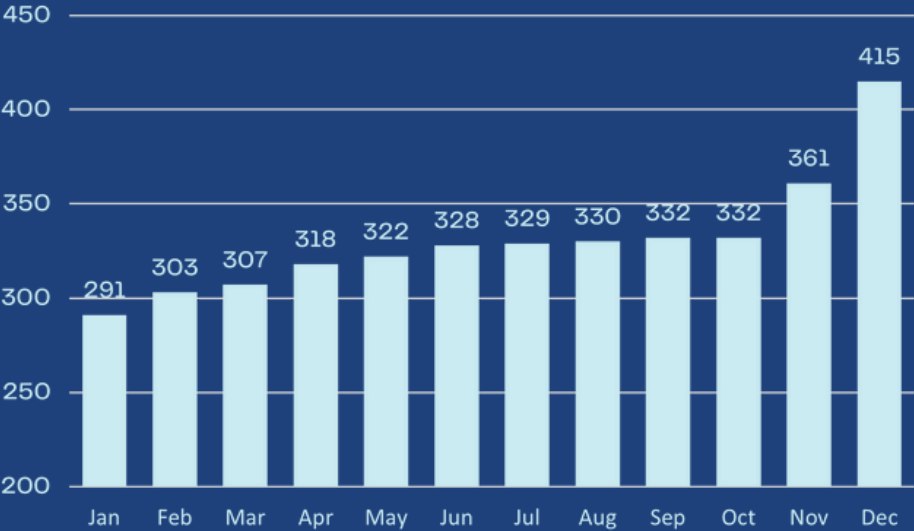
Breadcoins Redeemed 2018-2021



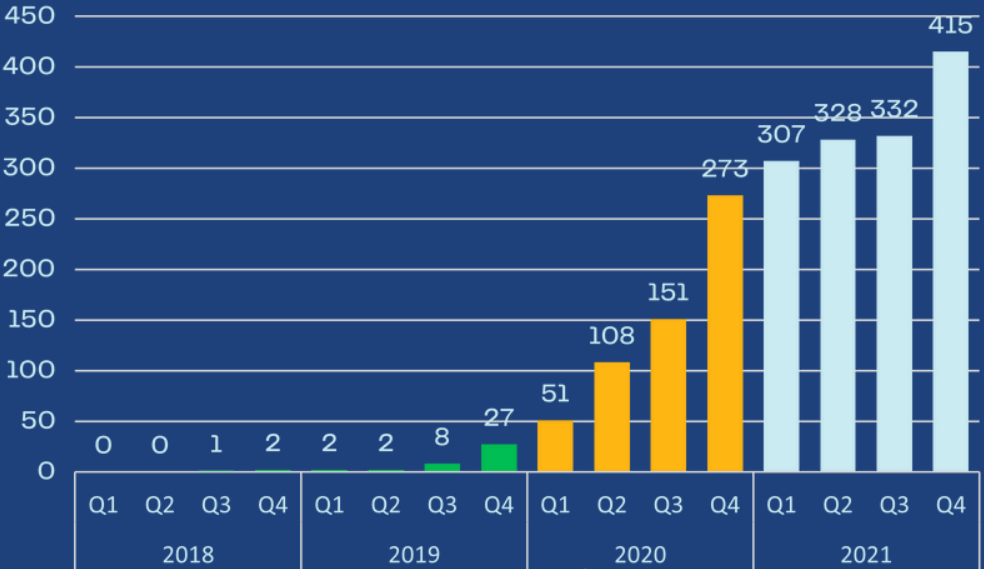
Top Five Vendors in 2021

Open Crumb	3,449
Mama's Pizza Kitchen	3,087
Texas Chicken & Burgers	2,990
J&J Mex-Taqueria	2,813
Food and Family over Everything	1,703

Breadcoins Members 2021



Breadcoins Members 2018-2021



Top Five Distributors/Purchasers in 2021

Center City Public Charter Schools	7,100
DC Police Foundation	6,700
Neighborhood Captains	3,871
DC Dream Center	2,520
Exodus Treatment Center	2,400

Our Impact Areas



Daily Bread

Anybody can use Breadcoins to get a meal of their choice, with dignity, while participating in a community-wide effort to include everyone. Those who can afford to help others supply the coins so all can receive and eat.

Purchases



Schools, agencies, and other entities purchase Breadcoins in large or small quantities. They use them in myriad ways – perhaps as incentives, for families in need, or to create a student-lunch program.



Mobile Events

When a community gathers, food makes it special. When everybody can participate, it's a true celebration of each person who contributes to the richness of the neighborhood, with none left out.



Flash Tables

Imagine coming upon a beautifully set table and realizing that there's a seat at the table for you. Breadcoin not only works metaphorically to include all; we also set those inclusive tables week to week.

A Hospital "Ecosystem"

Children's National Hospital is world-renowned. They are also innovating in using Breadcoins internally to reduce burdens on already-stressed parents trying to feed their family while confined in the hospital.

The hospital social workers have discretion to give coins out to families who need them during their stay.

The hospital cafeteria accepts Breadcoin as a form of payment. Families can also use the coins, once they are discharged, at restaurants in their own neighborhoods.

We cash out monthly with Morrison Healthcare, the food service behind the cafeteria, as we do with all of our vendors. And, the coins go back into circulation at Children's.





Food Festivals

Imagine an event that includes the whole community and celebrates the richness and creativity of DC's community east of the river. The Poet Life Festival was an extravaganza of poetry, movement, dance, games, community and – of course – food.

Most food trucks that were participating in the event signed up to become Breadcoin vendors, and we were on site to offer Breadcoins to those who needed them so they could participate fully in this community gathering.

Seeing how effective this model was at integrating our food vendors and method of payment into an already-planned event helped us realize that Breadcoins can be a critical tool at mobile events and community gatherings.

We love the idea that anyone who formerly would have stayed away from an event out of shame for not being able to let their children get something to eat would now participate without stigma. We predict that Breadcoin usage at such events will skyrocket.

Baltimore is our Second City

Baltimore, Maryland became our second city in which the Breadcoin food token is accepted for payment. Beginning with two vendors downtown on “the block,” we were able to start building a network of people who are participating in spreading the word, exploring coin usage, distributing and redeeming coins.

Through the magic of Zoom during a pandemic, we began introducing Breadcoin to various constituents in the city, growing our name recognition and learning from city leaders how they might imagine using Breadcoin. Ending the year with three more vendors, we saw growth in Baltimore and appreciated the work of Jay Baylor in leading community efforts.

Baltimore is a place of great innovation, with many good people working together to meet needs, and we look forward to Breadcoin growing and flourishing there into the future.





Farmers & Distillers Accepts Breadcoin

The Farmers Restaurant Group is beloved in DC with multiple restaurants to choose from. Farmers & Distillers, in the Chinatown area of DC, is the first to accept Breadcoins and is as suitable for a date night or special occasion as it is for a quick coffee at their breakfast bar.

With the inclusion of Farmers & Distillers in our vendor portfolio, we began seeing the benefit of encouraging everyone in the community to use Breadcoins to pay for their meals. This will further destigmatize the use of the coins and support the network.

This particular restaurant group does much good in the city and is, incidentally, farmer-owned, making Farmers & Distillers an ideal vendor for Breadcoin.

2021 Board of Directors

Scott Borger, Chair	Cary Umhau, Vice Chair
Ernest Clover	William Spence
Greg Ewing, Secretary	Kevin Wrege
Julia Irving	Jason Kuck, Treasurer



From Left to Right: Julia Irving, Scott Borger, Cary Umhau, William Spence, Ernest Clover, Kevin Wrege
Not Pictured: Greg Ewing, Jason Kuck

2021 Community Team

Jay Baylor	Marcus Rucker
Sarah Borger	Danita Smith
Scott Borger	William Spence
Jeffrey Carter	Cary Umhau
Madeleine Ewing	Robaer Washington
Matt Gladney	



Breadcoin

THANK YOU

Members and Donors

Monthly members and donors are at the heart of what we do. We literally couldn't do it without you. We are heartened to receive gifts from five dollars to tens of thousands of dollars, and we appreciate the gifts that are significant in impact and those that are significant in sacrifice. This network is effective and has the impact it has because we are all in it together.

2021 Breadcoin Token Distribution Partners

Albert Miller	Faunteroy Center
ANC 5D	Food Project DC
Back on My Feet	Gatepost
Black Wall Street Event	Grace Capital City Church
"Bryan's Sports Teams"	Jeffrey Carter
Calvary Women's Services	Mable's Corner
Center City Charter School	Marcus Rucker
Capitol Hill UMC Breakfast Program	Minister Chi
Central Union Mission	MPD 4th District
Children's National Hospital	MPD 5th District
Church without Walls	MPD 7th District
Community UMC	Office of Neighborhood Safety & Engagement
DC Dream Center	Poet Life Festival
DC MOCRS	Powerfest Baltimore
DC Police Foundation	Smart from the Start
East River Family Strengthening Collaborative	University Legal Services
Everyone Home	US Attorney's Office
Exodus Treatment Center	Wounded No More



Photography by [Geraldine Weld](#) and [Felipe Zuñiga](#)