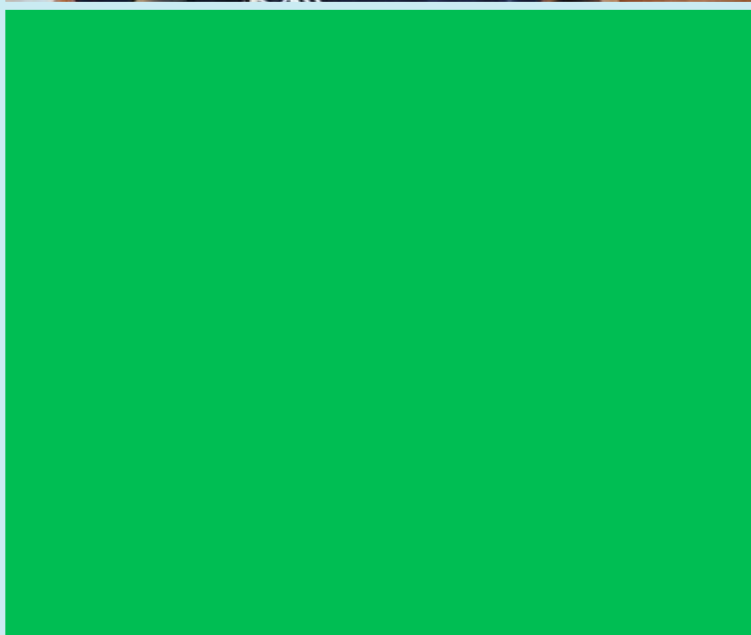


Breadcoin Foundation Annual Report 2020



The Community
Response to
End Hunger



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Message from the President

Breadcoin and our partners have been “silver linings” during this most difficult year. Breadcoin was at the intersection of the needs in our community. Food-insecure households in DC and Baltimore doubled during the year. Many of these food-insecure households are without access to a kitchen. As we confront hunger in the United States, the “kitchen gap” must be addressed.

Breadcoin is a creative solution that is able to fill this gap by partnering with local food vendors in DC and Baltimore. More than 13,000 Breadcoins were distributed in 2020 to provide hot meals to the hungry with the dignity of choice. We began 2020 with 27 members funding 270 Breadcoins each month. During the year, the number of meals we provided increased ten-fold. There are currently 273 members providing 2,730 Breadcoins each month.

Breadcoin began 2020 with six participating locations in DC. By the end of the year that number grew to more than 20 locations in DC and Baltimore, and more vendors are signing up in January.

Breadcoin partnered with local congregations, nonprofits, and community groups to distribute groceries to those in need. Our volunteers participated in more than two dozen food distributions with about 800,000 pounds of meat, fruit, and vegetables distributed to the community, and even more food was distributed directly by our partners during 2020.

Thank you for being part of the community response to hunger. Together, we extended kindness to our neighbors and directly met the challenges in our community during this difficult time.

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 believe a common table, inclusive of the poor and marginalized, strengthens the fabric of our community.
4. We recognize that every person can provide a valuable contribution to the network.

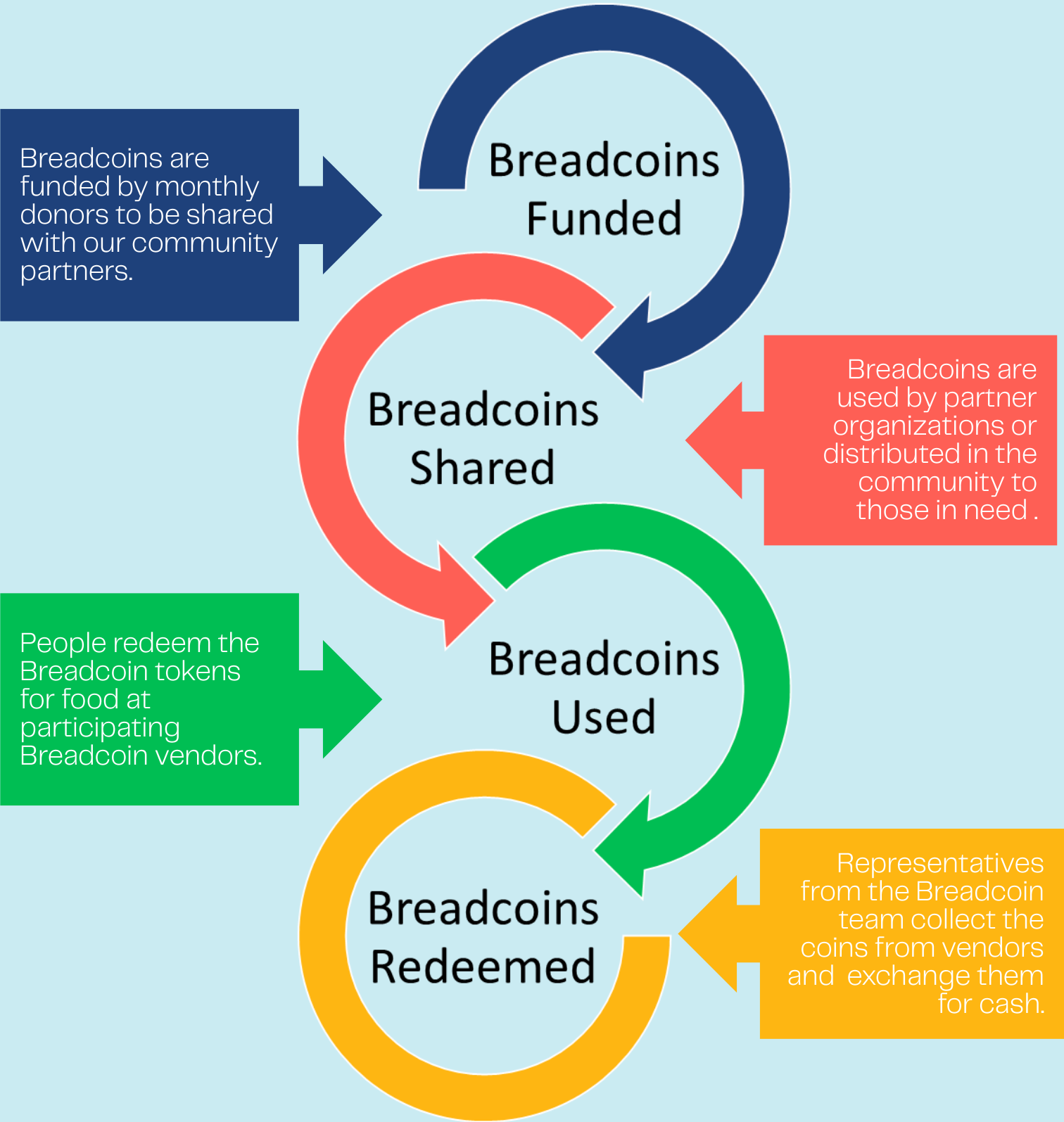
Purpose

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 Work¹

Washington, DC Breadcoin Locations

Northwest DC	Southeast DC	Northeast DC
Mission Muffins 65 Massachusetts Ave., NW	Mama's Pizza Kitchen 2028 MLK Jr. Ave., SE	Texas Chicken & Burgers 1239 Mt. Olivet Rd., NE
Ali's Hot Dog Stand 10 th St. & F St., NW	Open Crumb 1243 Good Hope Rd., SE	Zion Kitchen 1805 Montana Ave., NE
Captain Cookie Bakery 1 2000 Pennsylvania Ave., NW	America's Best Wings 2863 Alabama Ave., SE	Royal Rooster 1822 Benning Rd., NE
BBQ Bus Smokehouse 5830 Georgia Ave., NW	IHOP (3221) 1523 Alabama Ave., SE	Wings N' More Wings 1839 Benning Rd., NE
J&J Mex Taqueria 6231 Georgia Ave., NW	RavenHook Bakehouse Eastern Market Farmers' Market	Langston Grille 1831 Benning Rd., NE
Sandovan Restaurant 4809 Georgia Ave., NW	Captain Cookie Bakery 3 660 Pennsylvania Ave., SE	OMG Latin Flavors 2800 10 th St., NE
IHOP (3332) 3100 14th St., NW		Captain Cookie Bakery 2 2800 10 th St., NE
		JD Chicken & Ribs 2800 10th St., NE
		GreenIsland Bakery Caterer, 202-629-0310

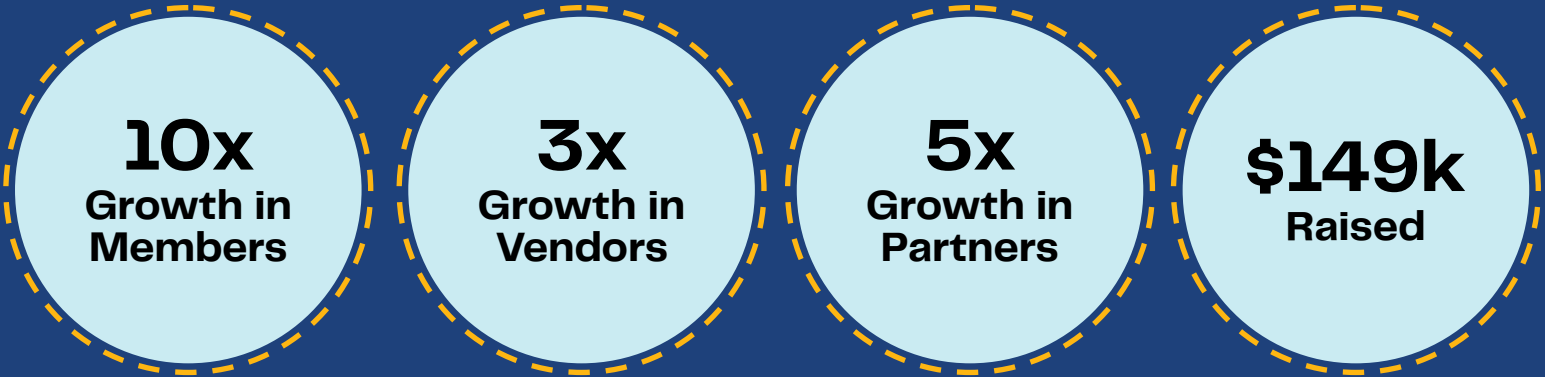
Maryland Breadcoin Locations

Baltimore City	Prince George's County
Zella's Pizzeria 1145 Hollins St.	Healthy Life Gourmet Caterer based in Clinton 410-787-6449
Crazy John's 410 East Baltimore St.	
Natural Choice Deli 413 East Baltimore St.	

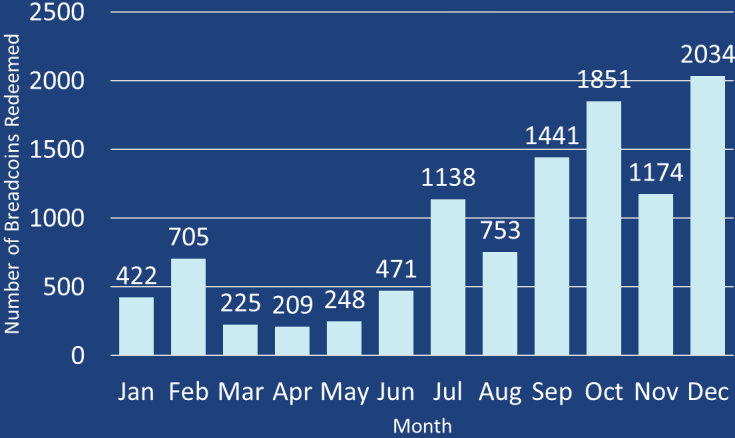
¹ Participating locations as of January 18, 2021. Breadcoins are also accepted at various DC food trucks including BBQ Bus, Captain Cookie, and Royal Rooster. For our most up-to-date locations please visit www.breadcoin.org/vendor-list.



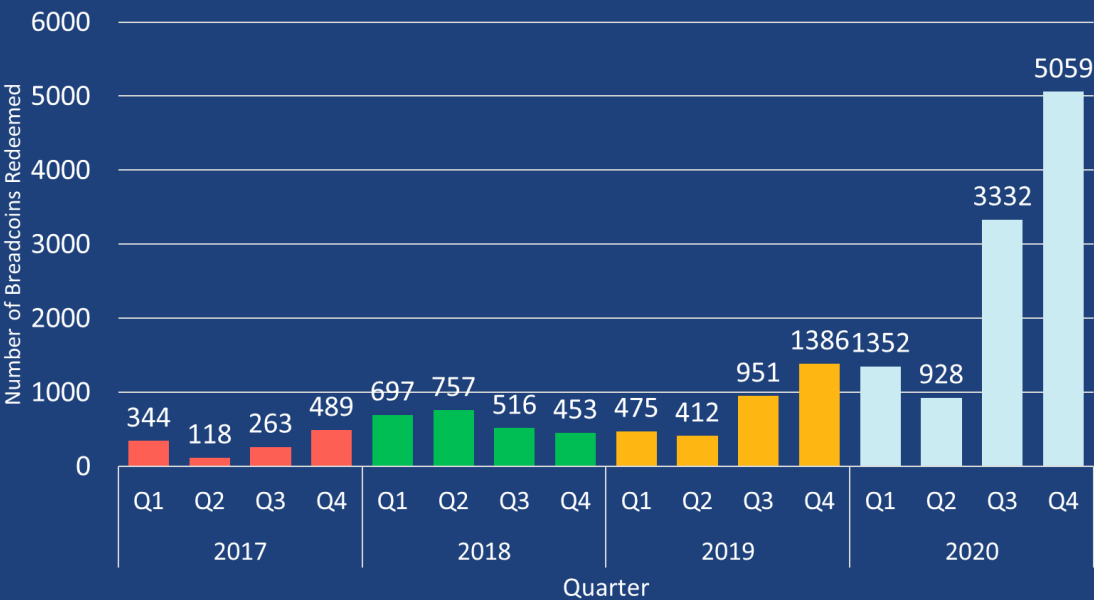
Breadcoin Metrics



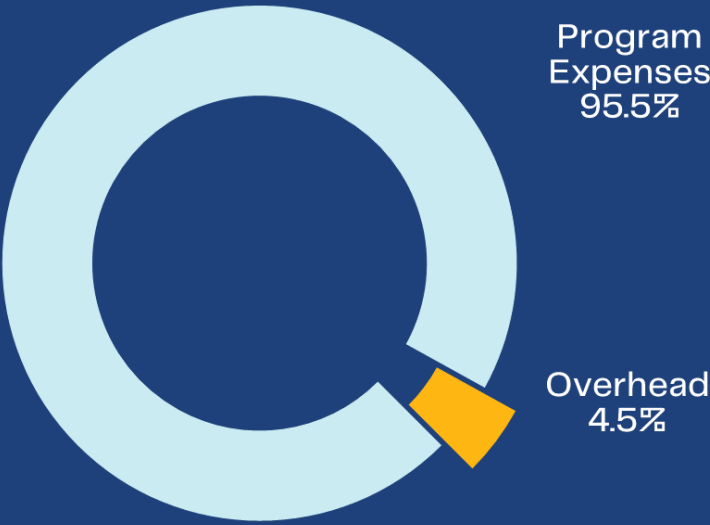
Breadcoins Redeemed 2020



Breadcoin Redemptions 2017-2020



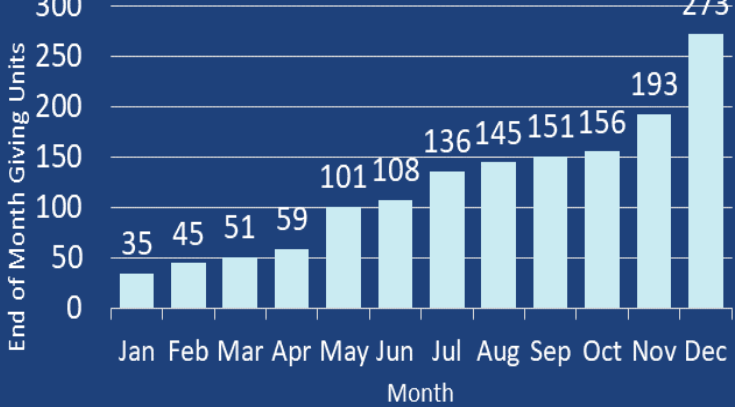
Breadcoin Expenses in 2020



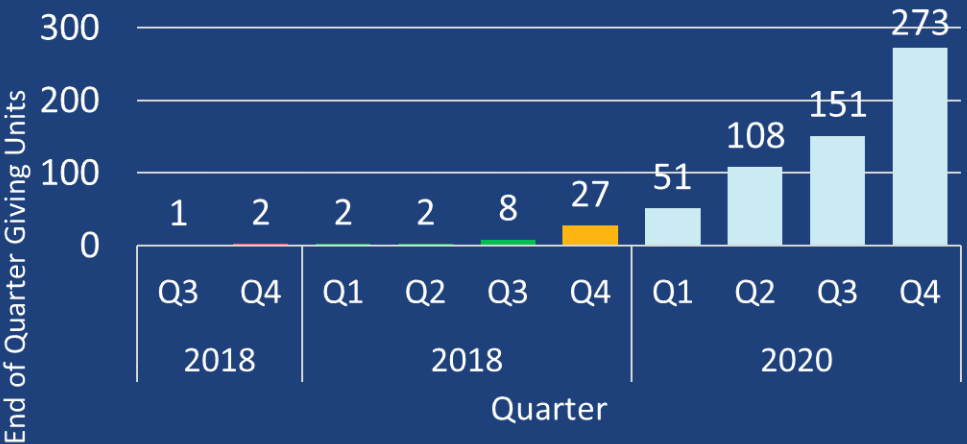
Top Five Vendors in 2020

Texas Chicken & Burgers	2,735
Open Crumb	2,313
Royal Rooster	904
Mission Muffins	832
BBQ Bus DC	822

Breadcoin Members 2020



Breadcoin Members 2018-2020



Top Five Distribution Partners

Neighborhood Captains	3,472
Washington DC Police Foundation	3,200
Food Distributions	1,155
DC Dream Center	930
KIPP DC/ Webb Campus	850

Our Impact Areas



The Unhoused

Breadcoin fills the food gap for those without access to kitchens, whether long-term or circumstantially. The choice of a hot, prepared meal is served with dignity to anybody with a Breadcoin.



Vendors

Our participating vendors care about feeding the community. Breadcoins provide them with an additional source of revenue. For some, Breadcoin represents up to twenty percent of their business.



School Children

Schools use Breadcoins to incentivize attendance and scholastic achievements to meet the needs of food-insecure families and children.



Food Distributions

During COVID-19, Breadcoin adjusted to the needs in our communities by partnering with local congregations to distribute food boxes to those in need.



MEET JEFFREY

Jeffrey Carter is much more than a Breadcoin recipient, always giving more than he gets.

Having experienced homelessness himself, Jeffrey learned about Breadcoin through Scott Borger and Cary Umhau, while working together in the kitchen at the Central Union Mission.

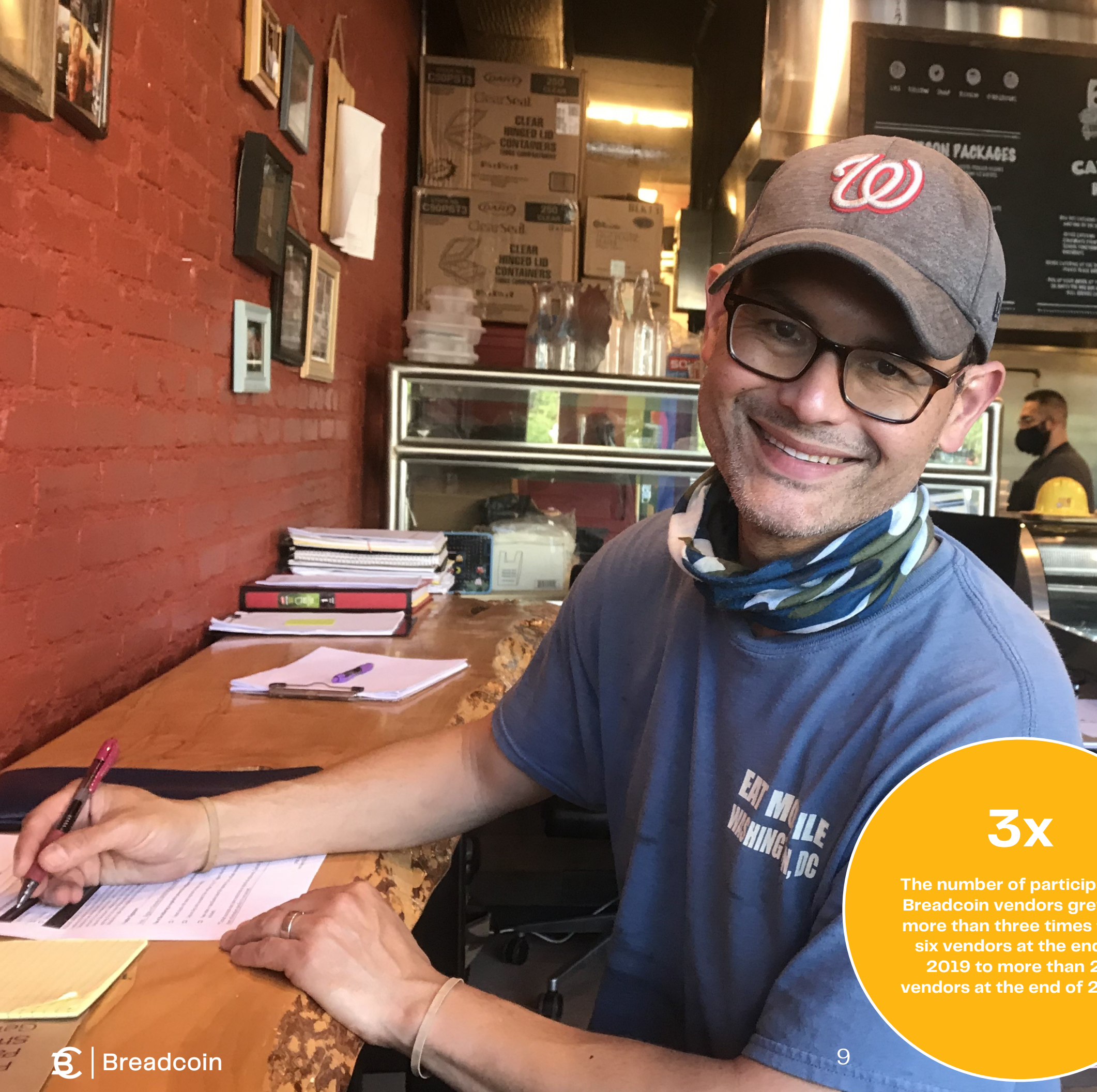
Immediately a big fan of Breadcoin, Jeffrey brainstormed how to effectively get them to those in need. He helped in packaging coins for distribution.

Jeffrey recruited one of our major vendors, Texas Chicken & Burgers, and continues to advocate for Breadcoin around town.

Jeffrey became a monthly member, putting his limited income towards coins for others. He is a regular distributor of Breadcoins to those in need in the Ivy City area and beyond.

10x

The number of meals provided grew ten times during the year as the number of Breadcoins being distributed increased from 270 coins per month in January 2020 to 2730 coins per month in December 2020.



MEET CHÉ

Ché Rudell-Tabisola co-owns BBQ Bus DC, a Brightwood business with a food truck and catering.

Hit hard during the Covid-19 pandemic, they pivoted to catering, and the generosity of this business increased in lean times, not decreased.

At our Faith & Blue “Flash Table” for MPD officers and those we met on the streets, Ché not only showed up with the catering order but loaned us warming trays and stuck around on a frigid day to help us set up tables and tents.

As past Chair of Think Local First DC and former Executive Director of DMV Food Truck Association, Ché is always serving the community.

3x

The number of participating Breadcoin vendors grew by more than three times from six vendors at the end of 2019 to more than 20 vendors at the end of 2020.

SCHOOL CHILDREN

Children learn better when their stomachs are full.

Breadcoin began a partnership with KIPP DC/Webb Campus in 2019 to provide for the needs of children and families struggling with food-insecurity and hunger. This continued into 2020 alongside food pick-ups once school went virtual in response to the pandemic.

With three schools on one campus near our Texas Chicken & Burgers vendor, leaders of each school chose how to use Breadcoins to meet the needs of their Pre-K3 to 8th grade population holistically.

Each reserved some Breadcoins to give to families that simply needed to stretch a dwindling food budget.

Additionally KIPP used Breadcoins to incentivize attendance and academic achievements, which also decreased the stigma of having a Breadcoin. They are for everybody, a community token.

1 in 2

One in two food insecure households in the District were households with children. Some of these households are temporarily or permanently without access to a kitchen to cook food.



FOOD DISTRIBUTIONS

When the Covid-19 pandemic hit, people lost jobs, homes and the security of knowing when and where they would eat. Breadcoin pivoted operations to work with congregations and nonprofits to distribute boxed food as extra sustenance.

Working with Blessings of Hope in Lancaster, Pennsylvania, through the leadership of Jay Baylor, Breadcoin provided a coordinating role for many generous entities seeking to feed the community.

Many who had never found themselves in need of outside help came to get groceries to feed their families. As lines increased so did our partners' capacity to marshal volunteers and hand out food.

Watching congregations and people move beyond silos and jump into action serving the community was a highlight of the year and proof of how much better we all are together.

792,000

Breadcoin partners distributed that many pounds of food throughout the year.

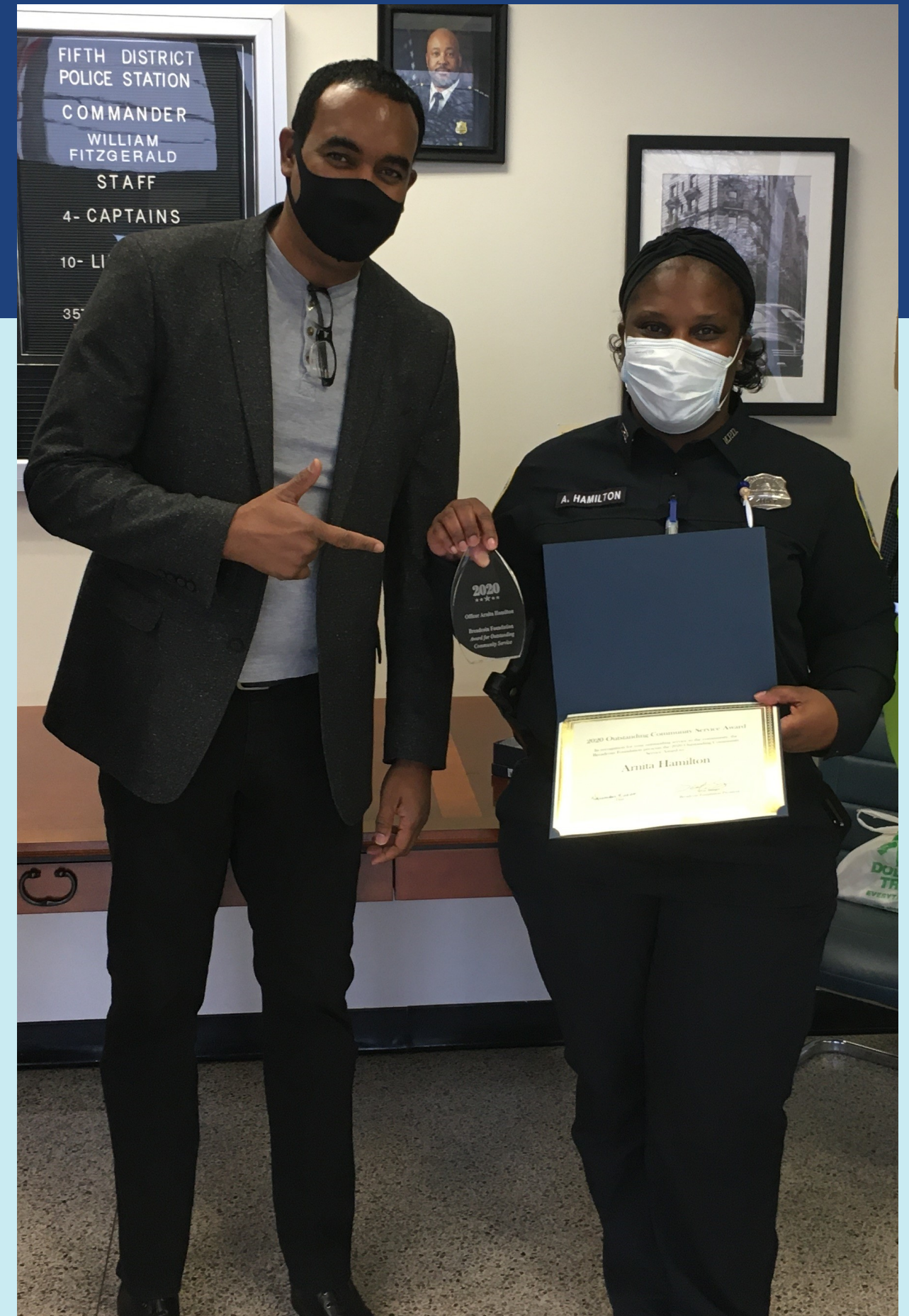
2020 Outstanding Community Service Award

In December, Breadcoin DC Council Chairman William Spence (pictured right) presented the 2020 Breadcoin Foundation Award for Outstanding Community Service to Officer Arnita Hamilton of the Metropolitan Police Department 5th District. We at Breadcoin are proud of the work that she does in the community as a consummate professional with great warmth and dedication to her job and the people she serves.

Officer Hamilton and her outreach team did so much in 2020:

- A Mother's Day outreach to seniors shut in during the pandemic, delivering flowers and Mission Muffin baked goods
- An event with Captain Merrill to address Coronavirus concerns, hand out toiletries and food, and educate more than 50 residents about how to stay healthy
- A Carver-Langston food-insecurity event at which residents were given a meal from Royal Rooster as Officer Hamilton and her team engaged concerns
- A festive "school's out" event at Rosedale Community Center for children and youth who were treated to music and cookies and ice cream from Captain Cookie on a hot day
- Providing a convivial atmosphere of music and food as part of the national Faith & Blue weekend events
- An election week event where 75 young people on a school holiday got lunch from BBQ Bus DC while visiting with the outreach team

Arnita Hamilton is creative, community-oriented, organized, proactive, and dedicated, and we salute her and all she does for the people in the 5th District.



2020 Board of Directors

Scott Borger, Chairman
Cary Umhau, Vice Chairman
Greg Ewing, Secretary
William Spence, Board Member
Kevin Wrege, Board Member
Jason Kuck, Treasurer



From Left to Right: Greg Ewing, Scott Borger, Cary Umhau, Kevin Wrege, and William Spence.
Jason Kuck not pictured.

2020 Community Teams

Breadcoin Team

Scott Borger
Cary Umhau
William Spence
Jay Baylor
Jason Kuck
Sarah Borger
Matt Gladney
Madeleine Ewing

Breadcoin Neighborhood Teams

Scott Borger
Cary Umhau
William Spence
Jay Baylor
Danita Smith
Marie Cohen
Malcolm Roberts
Jeffrey Carter
Marcus Rucker

THANK YOU

The Community Responded to Hunger

2020 Breadcoin Token Distribution Partners

DC Dream Center
Washington DC Police Foundation
KIPP DC/Webb Campus
Community United Methodist Church
Church Without Walls
Be More Caring
Wounded No More
Everyone Home DC
DC Office of Neighborhood Safety and Engagement

2020 Breadcoin Food Distribution Partners

DC Dream Center
Pennsylvania Avenue Baptist Church
New Home Baptist Church
Old Town Community Church
Harvest Life Fellowship
Judah Family Christian Center
The Emory Fellowship
Washington Football Team Charitable Foundation
100 Black Men of Greater Washington, DC
Nativity Catholic Church
Petworth United Methodist Church
Har Sinai—Oheb Shalom Congregation
Life Builders Church
Hindu American Community Services, Inc.
Agape Deliverance Ministries
Washington DC Police Foundation
Community United Methodist Church

