



2024 Annual Report

Breadcoin is a powerful and innovative economic tool that enables secure food systems and networks.

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A Letter from the CEO

Why does Breadcoin exist? It exists precisely for moments like these. In these challenging times, I am grateful to be partnering with you: the generous Breadcoin community of donors, restaurants, partners, and volunteers who have embraced the economy of dignity in 2024.

Last year, this network innovated new ways that Breadcoins can be used to support our communities. Your donations allowed us to partner with more nonprofits, feed more people, support more vendors, and originate more loans than ever before.

You allowed us to innovate an emergency meal program because you responded to two appeals, demonstrating how a pre-existing network of vendors can provide a mobile response to disasters.

You expanded the purchase program by paying in Breadcoin and using the network of participating vendors to provide meals to the students, caregivers, families, and seniors you work with every week.

Together, our network raised a record \$761K in 2024, with overhead expenses totaling about \$139K, thanks in large part to the incredible dedication of our volunteers nationwide who are committed to addressing hunger in their communities. Your collective efforts are moving us toward the vision that every community member can maintain their dignity during their most vulnerable moments.

In deepest gratitude for you,



Scott Borger, CEO



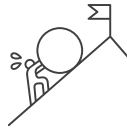
The Challenges

facing our communities today:



Food-insecure individuals don't have dignifying food options.

No parent wants to have to take their child to dinner at a soup kitchen on their child's birthday.



Locally-owned food vendors are struggling to survive.

Due to financial strain and lack of credit access, the odds are stacked against local food entrepreneurs.



Charitable individuals want to help but don't know how.

Without being physically or relationally proximate to hungry individuals, it's hard to know how to help your community.



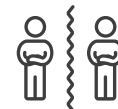
Leaders caring for hungry people lack the resources to feed them.

Teachers, coaches, and social workers don't have the funding or industrial kitchens needed to provide high-quality food to their hungry students.




Grocery programs don't help those without access to a kitchen.

If you can't afford to pay your electricity bill, receiving groceries with no way to adequately store or prepare them is not an ideal solution.



Communities lack spaces to find connection and common ground.

Communities are isolated and disconnected due to high crime rates, technology, inadequate infrastructure, and limited access to green spaces.




“Breadcoins are doing
so much more than
just feeding people...
They are creating
opportunities to
impact people’s lives.”

CHRISTOPHER WADE
1D COMMUNITY OUTREACH SPECIALIST

Breadcoin is...

a community response to hunger.

Breadcoin is a tangible symbol of care, a physical coin currently valued at \$2.50 and redeemable at a growing network of participating food vendors. Yet, it is more than just a token; it's a network that connects communities together.

A close-up photograph of a hand holding two gold-colored coins. The coins are the Breadcoin tokens, featuring a wheat stalk design. The background is a vibrant, colorful mural with large, stylized letters and patterns, suggesting a community or food-related setting.

“It’s a great way to connect the people who want to help in our communities with the people who need help in our communities, and makes it easy for people to come in and have a good meal.”

[Hillary Miko, Director of Catering & Special Events at Founding Farmers](#)

Vision, Purpose, & Mission

Vision

Creating an economy of dignity where everyone has a seat at the table

Purpose

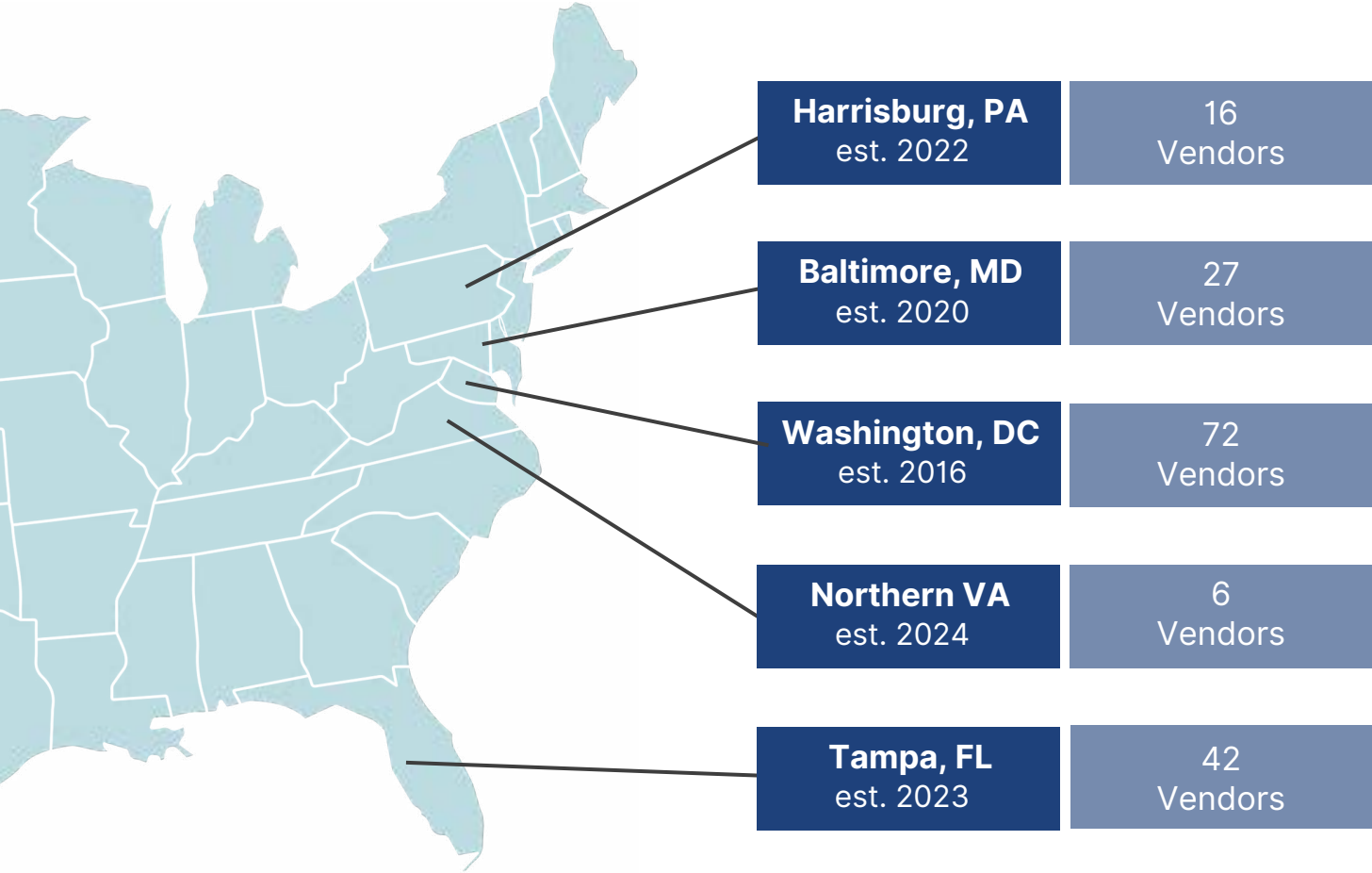
Breadcoin is a nonprofit organization building resilient food systems and connected communities through neighbor-funded tokens and welcoming tables.

Mission

By using a neighbor-funded token that enables individuals to access nutritious meals and support local businesses we:

- Alleviate food insecurity
- Promote economic stability
- Build strong, resilient, and interconnected communities





Breadcoin Locations

What does it take to expand to a new region?

- Seed funding to provide the initial infrastructure and coins to be distributed in the first year
- Identified group of volunteers to provide local leadership
- Contacts of local, community-oriented restaurant owners

If you're interested in bringing Breadcoin to your region, we would love to hear from you!

Local food vendors

partner with Breadcoin to feed the community.

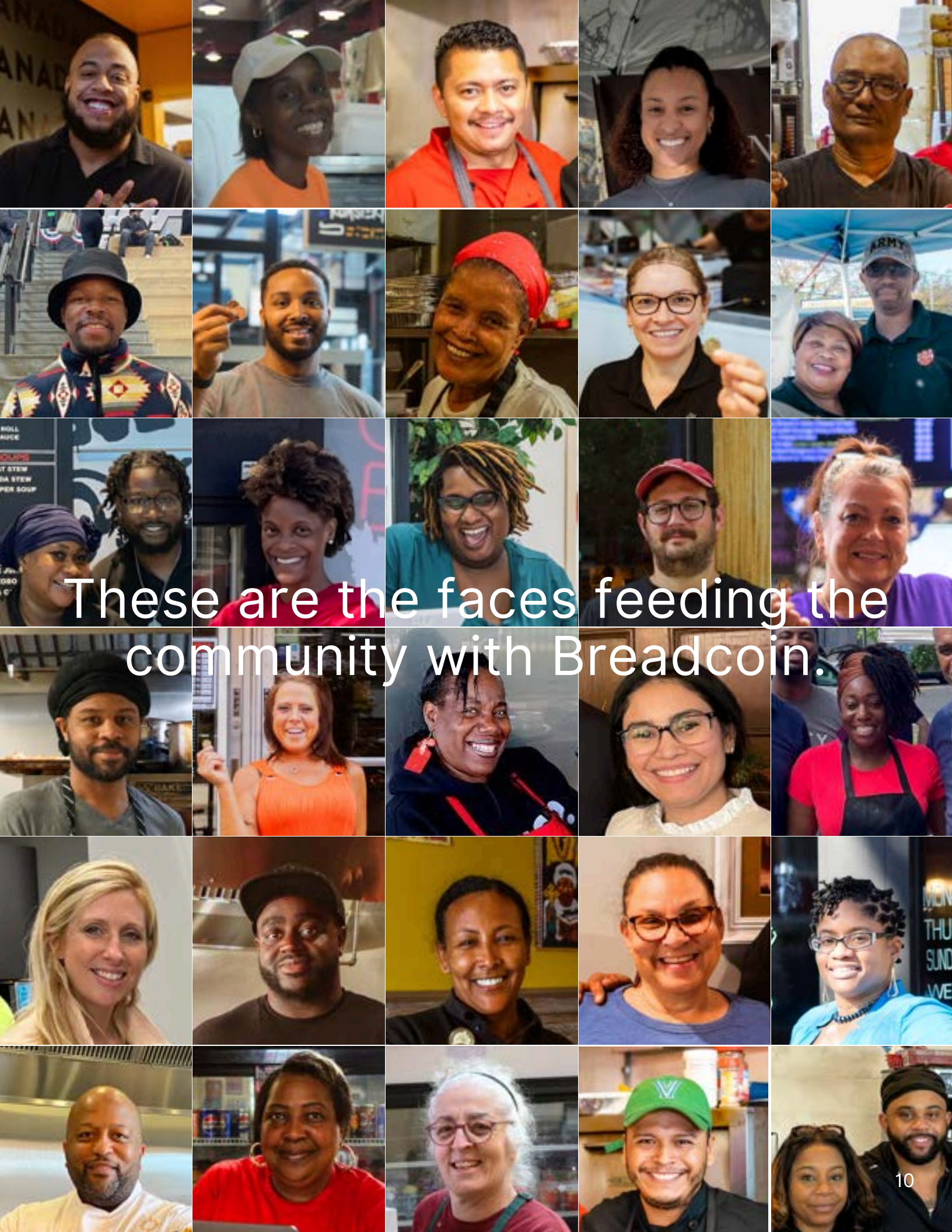
Community-oriented restaurants located in underserved areas are often asked to feed the community at a cost to themselves. Yet, as revenue decreases and costs rise, this ask can put vendors in a difficult position. By accepting Breadcoin, vendors can generously feed all members of the community without jeopardizing their capacity to meet rent and payroll obligations.

NUMBER OF PARTICIPATING
VENDORS IN DECEMBER 2024

156



Pictured: Royal Rooster is a family-owned Ethiopian restaurant in Washington, DC.



These are the faces feeding the community with Breadcoin.

2024 Redeeming Vendors

WASHINGTON, DC

Addie Loves Soul Food
Amen Cafe
Aramark Healthcare
Blossom Bakery
Captain Cookie & the Milkman
Coleman's Kitchen
Deanwood Deli
D.E.M. Pies
Donna Faye's Bakery
Dos Gringos
Doubles DC
Eclectic Café
FishScale
Founding Farmers & Distillers
Fry Station/Abstract Expressionz
God's Garden
Green Island Bakery
Hedzole
Here's the Scoop
IHOP (Columbia Heights)
J&J Mex-Taqueria
Kenya's JaKitchen
Ledo Pizza (Georgia Ave)
Los Hermanos
Lula Mae's Gardin
Mama's Pizza Kitchen
Mission Muffins
MLK Deli
Nana's Kitchen
Open Crumb
PLNT Burger (FL Ave)
Rita's on MLK
Royal Rooster
Shellfish Market DC
Silver Diner
Soup Up
Today's Pizza
Union Kitchen Stores
Vejigante Foods
Wings N More Wings

TAMPA, FL

2 Rowdy Roosters
Aristotle's Food for Thought
Authentic Island Jerk
Casablanca Fusion
Curry Wurst Truck
El Magico
Funnel Vision
G's Wings n Things
Gigglewaters Mobile Kitchens
IWannaWok
JB's Sweet Addiction
Jersey Kabobs of Tampa Bay
Just Smokin BBQ
Kebabilicious
Kielbasa Bus
Kono Pizza
La Orangette
Mad Mango
Mi Pizza Piu
Moba Boba
Moxies Cafe and Catering
Peterbrooke Chocolatier
Pirate Ice Frozen Treats
Sun's Just Egg Rolls
Sweeties BBQ
The Chief's Cantina
The Fryer House Chicken & Waffle
The Greeks Food Truck
The Little Pig
The Melt Machine Truck
The Portico Cafe
Tower 10 Burger
Westchase BBQ
Williamsburg Cucina Caffè
WingKing Miami Style

NORTHERN VA

Quattro Formaggi
The Café by Kitchen of Purpose
Union Kitchen Ballston

BALTIMORE, MD

Black Acres Roastery
Butler Cooking
Garden Produce
Giovanna's Italian Kitchen
J.C. Romero's Cafe
Just Elbows 9816
K's Chicken
MikksKakes
New Terra Cafe
Nifasi Catering
Niya's Kitchen
Overlea Farmers Market
Platinum Amala
Pop-Up at Hollins Market
Royal Deli East
Sausage Master
Sunnyside Cafe
Sweet Peaz Too
The Market at Hollins Market
The Shack
Tio G's Empanadas and Latin Kitchen
Tossed Together
Vikki's Fells Point Deli
Zella's Pizza

CAPITAL PA

5 R's Eats & Treats
Aunt Hocker's Fish Fry
Dieners
Homemade Soul and Caribbean
Hops and Barleys
Isabelle's Southern Cuisine
Jazzy Good Eats
Koki Latin Cuisine
OD's Fish House
Palumbo's Italian Eatery
Porter's House
Soul Lotta Empanadas
Taco Amigos
Tri Asian Taste
Ve'Lightfully Vegan
Ward of Health
Wildflower Coffee

2024 Vendor Impact

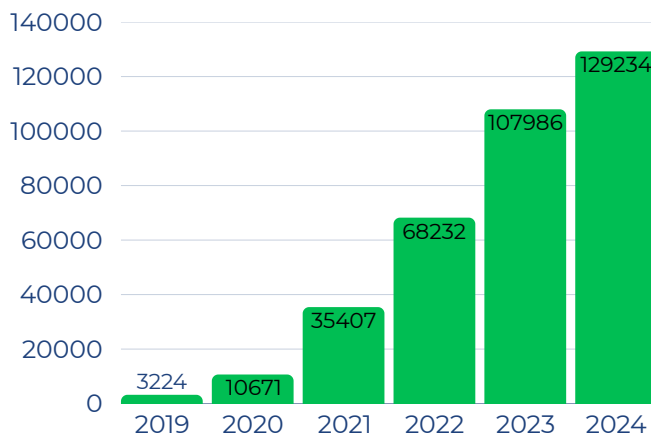
129,234
BREADCOINS REDEEMED

19.7%
GROWTH IN REDEMPTIONS

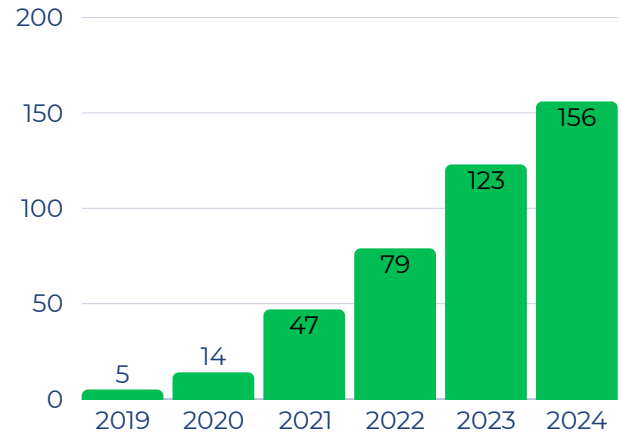
156
PARTICIPATING VENDORS

22.8%
GROWTH IN VENDOR NETWORK

BREADCOIN REDEMPTIONS



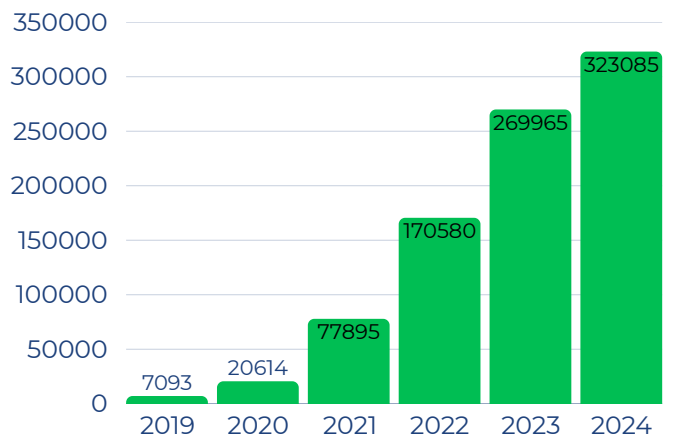
VENDOR NETWORK



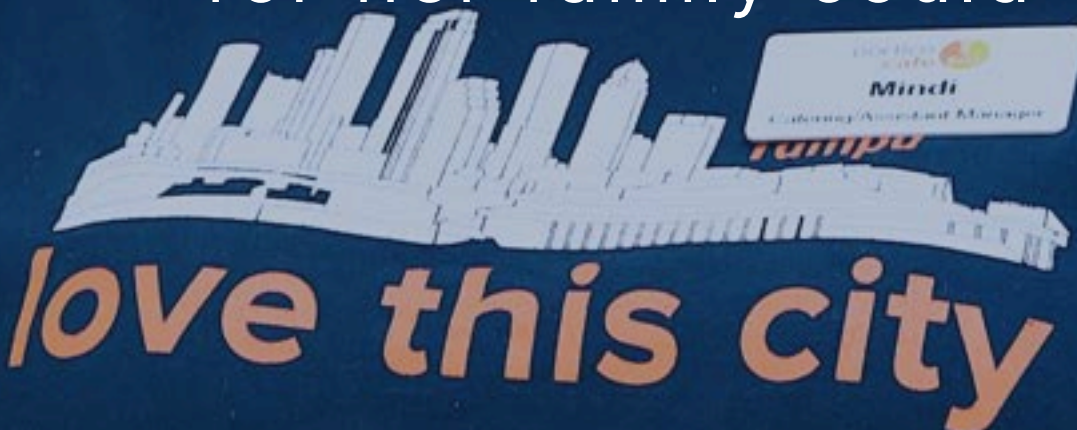
HIGHEST REDEEMING VENDORS

1. Mama's Pizza Kitchen **15,645**
2. Niya's Kitchen **10,865**
3. J&J Mex-Taqueria **11,212**
4. Silver Diner **7,083**
5. God's Garden **4,397**

REVENUE FOR VENDORS (\$)



“Breadcoin can be used in so many different ways to really impact the lives of people....Think about the single mother that is struggling to get to the next paycheck and what a meal for her family could do.”



MINDI VAUGHN
MANAGER OF PORTICO CAFÉ

Your donation equips

leaders encountering hunger in the community with the resources to respond.

Too many coaches and teachers use their limited personal funds to feed hungry students. Your support enables local leaders in schools and nonprofits to better meet children's needs. Your donations further a community-driven approach by allowing us to combat hunger within the context of meaningful relationships.



NUMBER OF 2024
DISTRIBUTION PARTNERS

55

SUPPORTING FAMILIES AFFECTED BY VIOLENCE

In neighborhoods plagued by violence, victims often struggle to feed their children during post-surgery recovery. Your monthly donations fund Breadcoins the **MedStar Health Community Violence Intervention** team provides to such patients. Your continued support ensures that children in your community are well fed despite their circumstances.



2024 Distribution Partners

WASHINGTON, DC

Arlington Thrive
Calvary Women's Services
Children's National Hospital
Church without Walls
Community of Hope/Bellevue FSC
Community United Methodist Church
Cornerstone Schools of Washington, DC
DC Dream Center
District Bridges
Elevating with the Community
Exodus Treatment Center's Homework Club
Far Southeast Family Strengthening Collaborative
Festival Center
Howard University School of Medicine
Howard University Mental Health Center
Kids Konnection
Mabel's Corners
Metropolitan Police Department 4th District
Metropolitan Police Department 5th District
One Health
Pennsylvania Avenue Baptist Church
Pep Rally for Peace in the Streets
Smart from the Start
Southeast DC Sports Teams
US Attorney's DC Office Community Engagement
Washington Hospital Community Violence Intervention
Wounded No More

TAMPA, FL

Tampa Downtown Partnership
Love INC of Metro Tampa
Hyde Park United Methodist Church
Mort Elementary School
Tampa Metropolitan Area YMCA (Sulfur Springs)

CAPITAL PA

Action of Change Foundation
A Miracle 4 Sure
Beahive Affordable Housing Outreach
Bro2Go Inc.
Christian Churches United
Jones Resources LLC
Justice House of Hope Inc
Mechanicsburg Brethren of Christ
One80 Ministries
Shalom House
Tears for Tarina
Thrive Housing Services
Tri-County OIC

BALTIMORE, MD

Agoge Project
Leader Breeders
Level Up
Lexington Market
Next One Up
Pigtown Climbs
Smalltimore Homes
Southeast Community/Latino Comité de Baltimore

Nonprofits purchase

Breadcoins to support local businesses.

Nonprofits and churches buy Breadcoins to pay for recurring meals from participating vendors; these redemptions increase revenue for local businesses and provide quality prepared food for the nonprofits. Nonprofits serving in low-income zip codes can qualify for a subsidy when purchasing recurring meals with Breadcoin.



\$176,557.50

\$ VALUE OF BREADCOINS PURCHASED IN 2024

48%

INCREASE IN PURCHASES SINCE 2023

Image from Next One Up website

EMPOWERING YOUTH & LOCAL BUSINESSES

Next One Up, a nonprofit investing in young men in Baltimore City, purchases catering monthly from Niya's Kitchen using Breadcoins. By selecting Niya's Kitchen from Breadcoin's list of vendors, Next One Up played a vital role in propelling Niya's Kitchen to become the country's second-largest participating vendor, having redeemed over 10,000 Breadcoins in 2024.



Companies purchase Breadcoins to use as an employee benefit.

Implementing an Employee Benefit Model enables you to give back to your community in a way that empowers local entrepreneurs and keeps money local. Employees use it themselves or give them away to others in the community. These intentional investments in economic growth raise the standard of living in the very communities that employees inhabit.



CEO INNOVATES BREADCOIN EMPLOYEE BENEFIT

In 2024, long-time supporter of Breadcoin Wilfred Blood innovated a way to support his employees in Baltimore by providing Breadcoins as an employee benefit. Wilfred Blood is the CEO of **SecTek Inc.**, a private security company based in the Metropolitan area.



Individuals purchase

Breadcoins to participate in the community response to hunger.

By using Breadcoins to purchase your meals, you can destigmatize hunger, support local vendors, and pay in a system that reflects your values. You can also give purchased Breadcoins away to those in need.



GENEROSITY ACROSS GENERATIONS

Austin Graff, a writer, travel guide, and social media consultant based in DC, demonstrates his commitment to his community by regularly purchasing Breadcoins for himself and his daughter to use at Breadcoin vendors. Inspiringly, Austin's 8-year-old daughter Addy (pictured here) generously donates 10% of her allowance to Breadcoin, enabling food-insecure children to enjoy meals at the very same restaurants she does.



Vendor Loan Program

extends microloans to Breadcoin vendors in underserved communities.

Many small businesses struggle with unexpected expenses and systemic barriers to entrepreneurship. By providing loans to Breadcoin vendors, we empower these community-oriented enterprises to make critical investments and expansions that enable them to continue feeding the community.

NUMBER OF NEW LOANS IN 2024

7

TOTAL ORIGINATED LOANS IN 2024

\$74,550

VENDOR HIGHLIGHT IN THE LOAN PROGRAM

Breadcoin is proud to have supported our top Breadcoin business in 2024 through our loan program, enabling their business growth. J&J Mex-Taqueria has now expanded into downtown Silver Spring, MD. If you are in Montgomery County, be sure to visit J&J Mex-Taqueria at the new Solaire Food Hall near the Silver Spring Metro Station!



JOSÉ TOVAR

J&J Mex-Taqueria

Microfinancing

transforms the lives of vendors as well as those they feed.

An inspiring success story of Breadcoin's Loan Program is that of Janine Coleman, PhD, a local caterer who paid off her \$14,000 Breadcoin loan in full in July, 2024. The capital from this loan allowed Dr. Coleman to transition her catering business into a thriving food truck operation, enabling her to feed families in food deserts.



Pictured: Janine Coleman (center) serving food at a Flash Table with Passion City Church

DR. JANINE COLEMAN RECEIVES DC CHIEF OF POLICE AWARD

In June of 2024, the Metropolitan Police Department (MPD) recognized Dr. Janine Coleman for her service through Breadcoin by presenting her with the Chief of Police Special Award. Janine continues to provide meals for MPD community outreach events and teaches business and the culinary arts in the community.



Emergency Meals

are possible with our pre-established network.

When crisis hits, Breadcoin can immediately deploy donated funds using our pre-established vendor network. Feeding those in need with local businesses in disaster-affected areas keeps money local and helps these businesses survive in turbulent times.



\$8,275

DOLLARS RAISED FOR EMERGENCY MEALS IN 2024

100%

ALL FUNDS DONATED PAID FOR EMERGENCY MEALS

THANK YOU FOR RESPONDING:

In July, you sprung into action to support a Maryland women's shelter left without a kitchen due to a fire. Your support helped Breadcoin vendors provide hundreds of meals during the course of a month to these vulnerable women affected by the fire.

In October, your donations [deployed Breadcoin food trucks](#) into hurricane-damaged low-income neighborhoods in Tampa, FL, providing over 300 meals to affected families while also supporting local food businesses.

Washington, DC

81,049

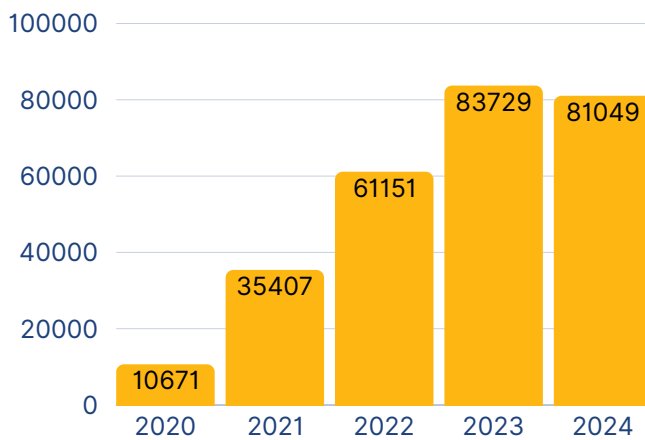
BREADCOINS REDEEMED

72

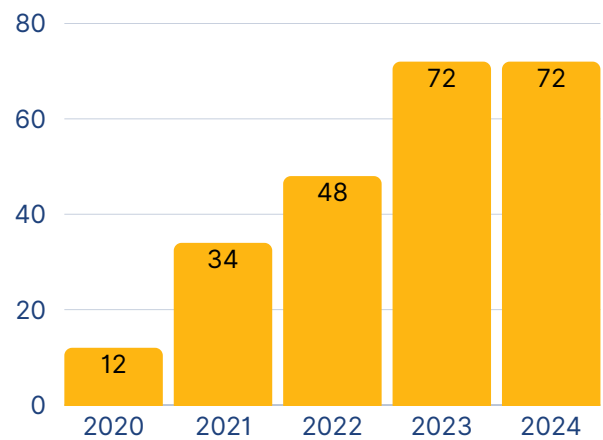
VENDORS

HIGHEST REDEEMING VENDORS

1. Mama's Pizza Kitchen 15,645
2. J&J Mex-Taqueria 13,559
3. Silver Diner 7,083
4. God's Garden 4,653
5. Addie Loves Soul Food 4,071



BREADCOIN REDEMPTIONS



VENDOR NETWORK



Pictured: A community awareness day to spread the good news of Breadcoin

Baltimore, MD

26,112

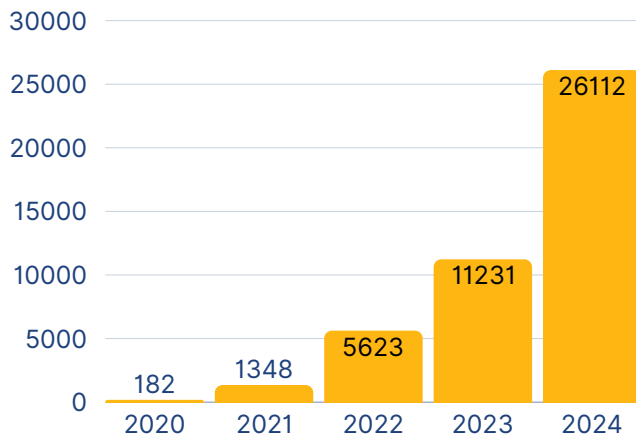
BREADCOINS REDEEMED

27

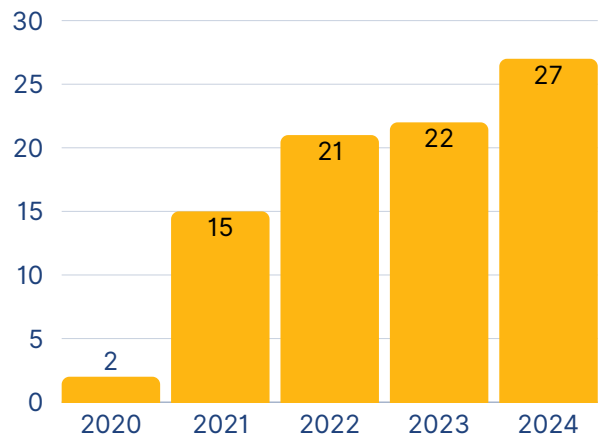
VENDORS

HIGHEST REDEEMING VENDORS

1. Niya's Kitchen 10,865
2. Giovanna's Italian Kitchen 2,333
3. Garden Produce 1,734
4. Zella's Pizza 1,417
5. Tio G's Empanadas 1,115



BREADCOIN REDEMPTIONS



VENDOR NETWORK



Pictured: Armistead Gardens Thanksgiving Community Table at Carroll Cook Community Center prepared by Jefferson Butler (second from left) of Butler Cooking

Capital PA

13,998

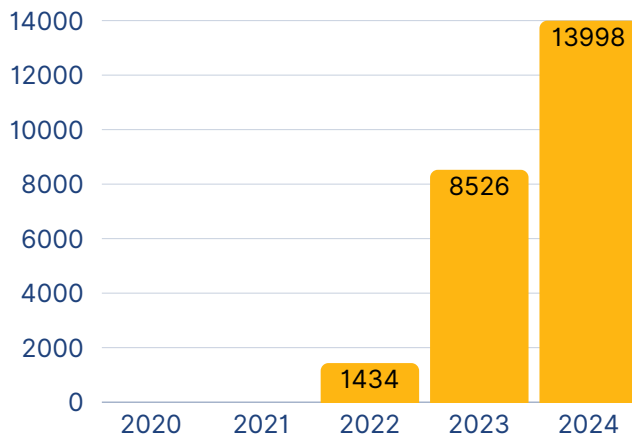
BREADCOINS REDEEMED

16

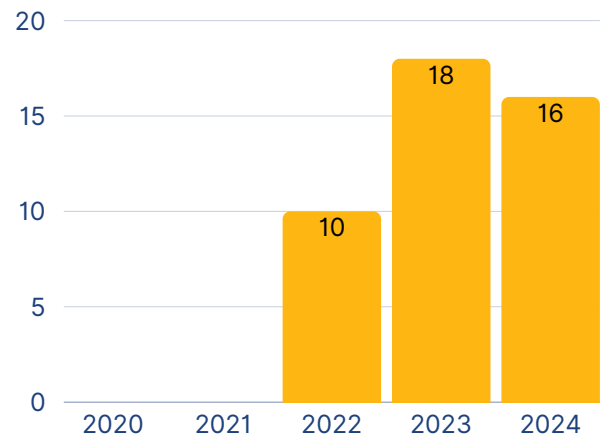
VENDORS

HIGHEST REDEEMING VENDORS

- | | | |
|----|-----------------------------|-------|
| 1. | Palumbo's Italian Eatery | 4,361 |
| 2. | Isabelle's Southern Cuisine | 2,617 |
| 3. | Taco Amigos | 1,597 |
| 4. | Porter's House | 1,426 |
| 5. | Jazzy Good Eats | 1,082 |



BREADCOIN REDEMPTIONS



VENDOR NETWORK



Pictured: Breadcoin vendor Aunt Hocker's Fish Fry feeding Youth at Summer Camp

Tampa, FL

10,955

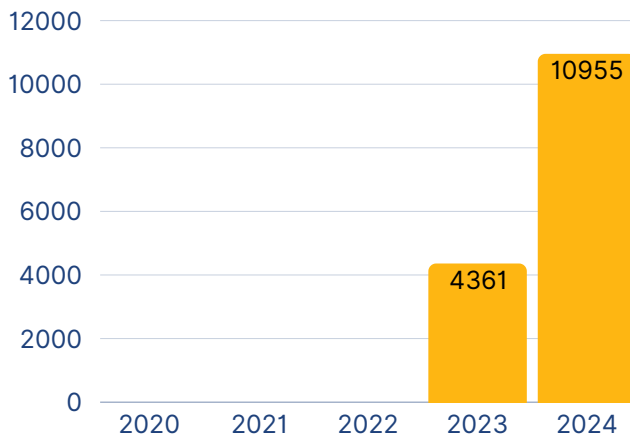
BREADCOINS REDEEMED

42

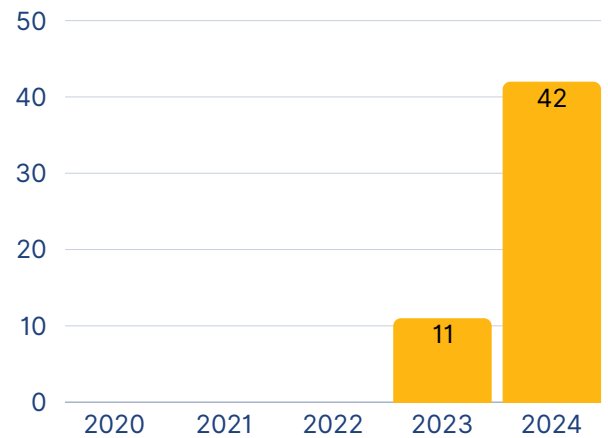
VENDORS

HIGHEST REDEEMING VENDORS

- | | | |
|----|-------------------------|-------|
| 1. | The Portico Cafe | 3,882 |
| 2. | Authentic Island Jerk | 1,304 |
| 3. | Mi Pizza Piu | 1,179 |
| 4. | Moxie's Cafe & Catering | 849 |
| 5. | Westchase BBQ | 594 |



BREADCOIN REDEMPTIONS



VENDOR NETWORK



Pictured: Monthly distribution of Breadcoins at Mayor's Food Truck Event

Flash Tables

nourish communities with food and connection.

18

FLASH TABLE EVENTS

Your contributions were essential to bringing elegant pop-up dining experiences to underserved communities. Breadcoin vendors prepare nutritious meals while volunteers set and serve the tables, fostering a sense of dignity and belonging for all guests.

2,010

GUESTS SERVED A MEAL

Flash Tables are about more than just calories; they are about recognizing the dignity of every individual seated at the table. These experiences have a lasting impact on participants, inspiring both guests and volunteers to continue fostering connections across tables.

75

VOLUNTEERS IMPACTED

An anonymous family foundation had the vision to see faith communities extend these welcoming tables and are encouraging us to take these to more neighborhoods in 2025.



Pictured: [Flash Table hosted in partnership with DC Dream Center and SE White House](#)

“I love the concept that anyone and everyone that’s coming down the street can just come, be served and connect with someone who has a completely different experience and story.”

RAE STEWART, FLASH TABLE VOLUNTEER



Our Volunteers

are the hands and feet of our impact.

Your willingness to volunteer your time and talents to impact your community is the only reason Breadcoin is able to do what it does with such low overhead. Thanks to our volunteers, we can continue to expand to new communities on an incredibly low budget.



142

VOLUNTEERS IN 2024

207%

INCREASE IN VOLUNTEER NETWORK

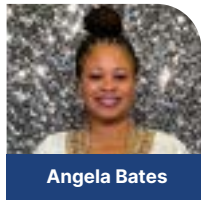
“I volunteer because I think that [Breadcoin] brings the community together. We don’t stigmatize people in food need and put them away or put them aside. I think [Breadcoin] gives you the chance to meet what the other is going through.”

Ken Stein, Breadcoin DC Volunteer

The Team

scaling food access across our regions.

Our team is filled with talented, caring, and motivated individuals from across the nation. Special thanks to our Auxilio, Tech Council, and DMV Advisory Board not pictured.



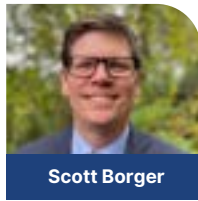
Angela Bates

Capital PA
Vendor Ambassador



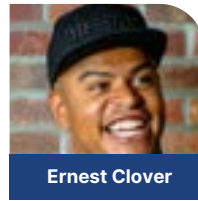
Jefferson Butler

Baltimore, MD
Vendor Ambassador



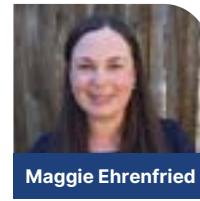
Scott Borger

Founder & CEO



Ernest Clover

Board Chair



Maggie Ehrenfried

Board Member



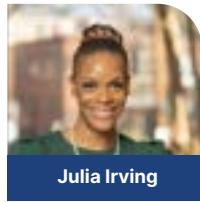
Greg Ewing

Board Secretary



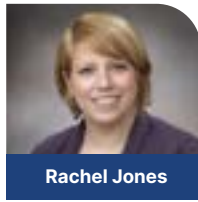
Rafael Forero

Data Management



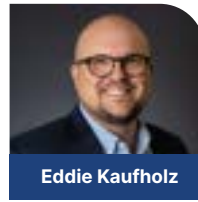
Julia Irving

Board Member



Rachel Jones

Capital PA
Volunteer Coordinator



Eddie Kaufholz

Board Vice Chair



Nicole Knox

General Counsel



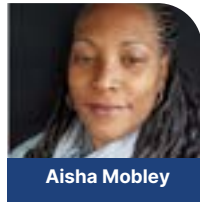
Harmony LaJeunesse-Gaskins

Communications &
Development Specialist



Pam Leifer

Vendor Relations
Manager



Aisha Mobley

Capital PA
Community Leader



John Nasby

Network & Ministry
Engagement



Barry Nelson

Webmaster



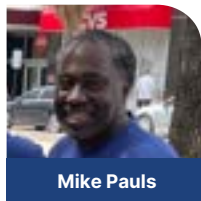
David Overholt

Creative
Technologist



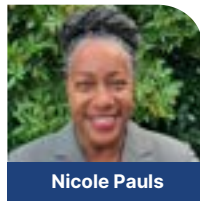
Lee Ann Patterson

Board Member



Mike Pauls

Tampa, FL
Community Leader



Nicole Pauls

Tampa, FL
Regional Coordinator



Olga Siegenthaler

Tampa, FL
Vendor Ambassador



William Spence

DC Community Leader



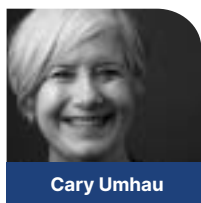
Ken Stein

DC Vendor
Ambassador



Elizabeth Tatum

Tampa, FL
Token Logistics
Administrator



Cary Umhau

Co-Founder



David Vader

Capital PA
Regional Coordinator



Kevin Wrege

Board Member

Founding Funders Society

The Founding Funders Society honors our early advocates who have been integral in securing the success of Breadcoin; as we have evolved into a proven concept, we want to thank our donors whose cumulative gifts between 2017 and 2024 enabled this vision to come to life.

SAPPHIRE MEMBERS

\$100,000+

Scott and Sarah Borger
The Hopper Dean Foundation
Cary and Andrew Umhau

PLATINUM MEMBERS

\$50,000-\$99,999

Anne D. Campbell
Ben Kolesar
Elizabeth and Kevin Wrege
Anonymous Family Foundation
Anonymous Family Foundation

GOLD MEMBERS

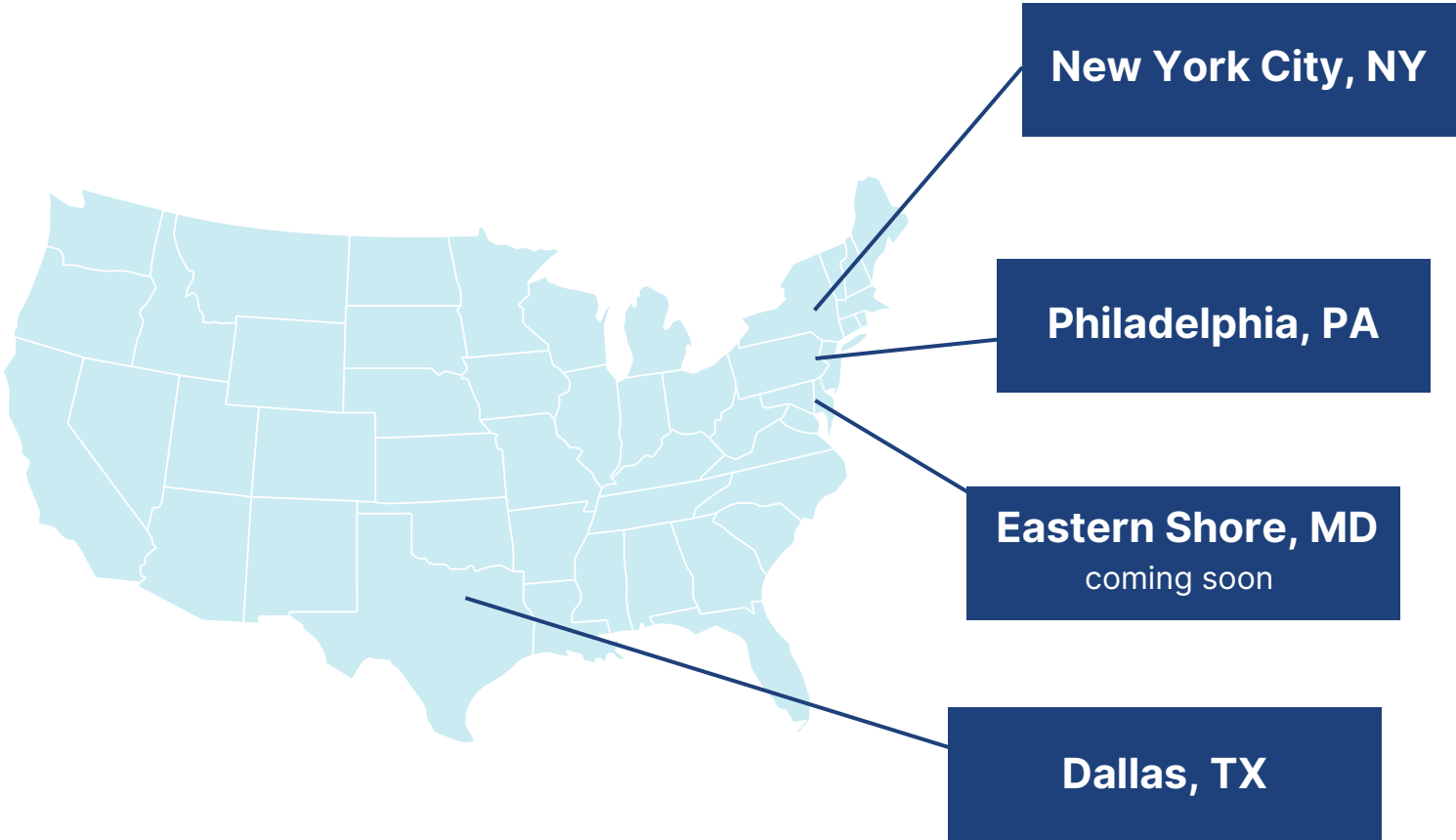
\$25,000-\$49,999

Ahn Family Foundation
Leslie Zimberg Martin and Keith Martin
Lee Ann and Hugo Patterson
Anonymous Family

SILVER MEMBERS

\$10,000-\$24,999

All Saints Church (Chevy Chase, MD)
The Henry and Ruth Blaustein Rosenberg Foundation
Stephen and Carol Borger
The Chisholm Foundation
Christ Church, Georgetown (DC)
Dillsburg Brethren in Christ Church (Dillsburg, PA)
Grace Capital City (DC)
The Herndon Family
Home Keys Team of Compass
Nicole and Jeff Knox
Dawn and Matt Luecke
Gerard and Roberta Martin
Phoebe and Richard Miles
Pamela and Byrne Murphy
Alison and David Ottenbreit
Mary Margaret and Scott Plumridge
Solventum (formerly 3M Health Information Systems)
The Larry and Jewell Snyder Family Foundation
Ruth M. Sorenson
Maura and Jim Vanderzon
Ann and Tom West
Donna and Jeff Whittle
Wiley Rein LLP
Anonymous Company
Anonymous Family
Anonymous Individual



Where to next?

We are seeking generous individuals and family foundations to provide the seed funding for local communities adopting Breadcoin in their initial year. In addition to financial support, we are in search of a dedicated leader, a team of volunteers, and connections with community-oriented restaurant owners to help Breadcoin grow. Please inform us of the communities where you would like to see Breadcoin introduced.



Join the community response to hunger.

BREADCOIN.ORG

Join us!

Breadcoin requires everyone in the community to not simply observe but to **participate**.

Join in our mission to build resilient food systems and interconnected communities with Breadcoin.

Thank you to all of our incredible donors who have made possible everything reported upon in this report. We couldn't exist without you!

Donate to Breadcoin



www.breadcoin.org/donate

Purchase Breadcoins



www.breadcoin.org/purchase-monthly/

Become a Volunteer



www.breadcoin.org/volunteer-sign-up/

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