

# 2025 Annual Report

Why Community-Based Food Access Works



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# Why the Food System Falls Short

## When Abundance Doesn't Mean Access

Despite a \$1.5 trillion food industry, 6.8 million Americans go without a full day of meals each month. The issue is rarely food supply. It is access.

Many people lack the kitchens, transportation, or time to turn groceries into meals. **This disconnect reveals what we call the Kitchen Gap: the space between available food and the ability to use it.** For many households, everyday decisions become impossible choices: pay rent or buy groceries, fill prescriptions or fill the refrigerator.

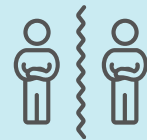
### MANY TRADITIONAL FOOD PROGRAMS FALL SHORT



Programs often dictate what people can eat, removing the dignity of choice.



Food dollars leave local communities rather than strengthening local economies.



Assistance often happens in isolation instead of building relationships.

“Some families we serve don’t have a kitchen to cook in or a place to store food. Breadcoin makes it possible to offer a hot meal—not just ingredients.”

Congress Heights Family Strengthening Center



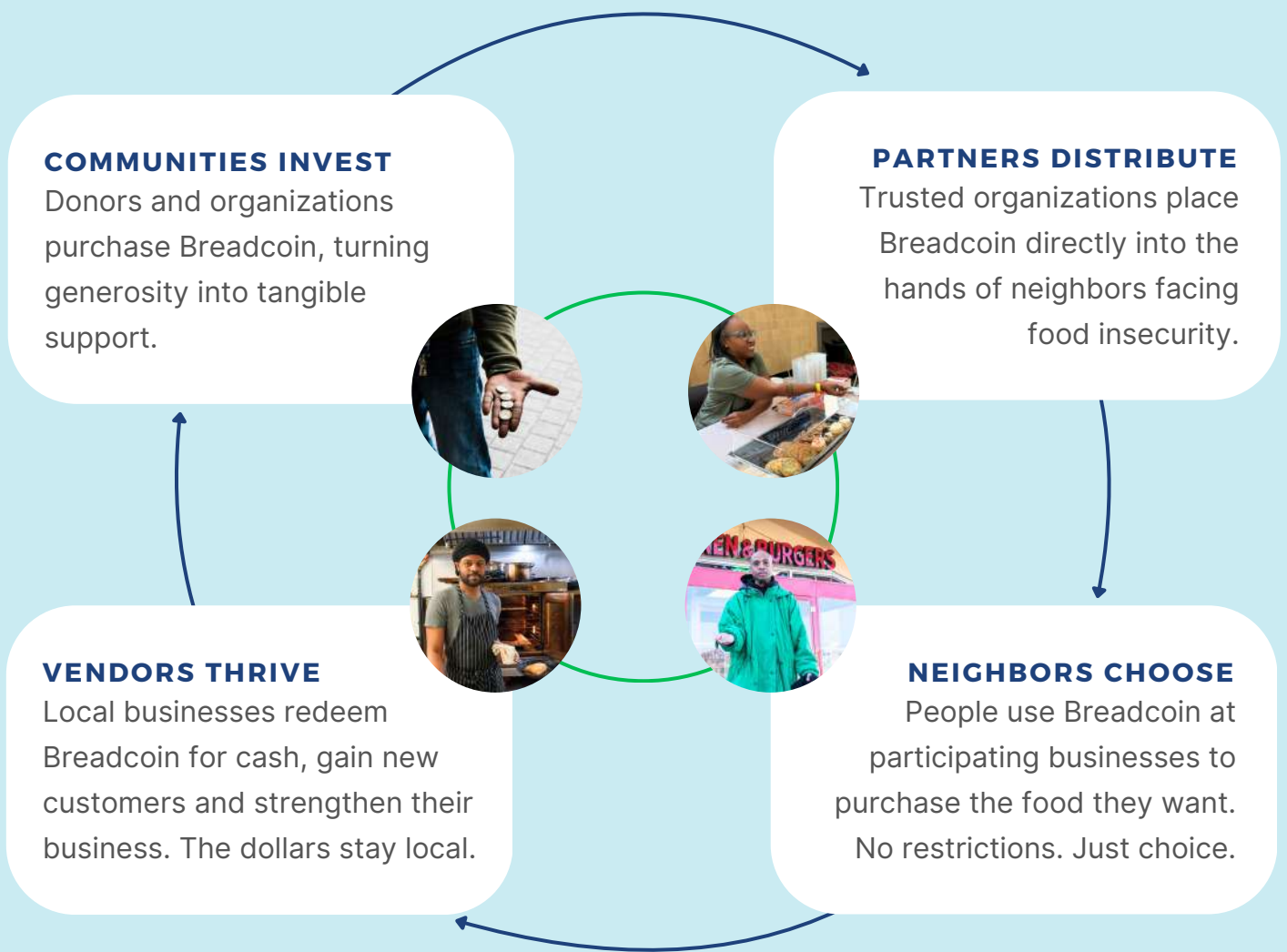
# Why Breadcoin is Different

## A Community-Based Alternative

Breadcoin is a physical coin valued at \$3.00 and redeemable at a growing network of participating local food businesses. But it is more than a token. Breadcoin is a community-based model that directs resources into local food systems while preserving dignity and choice.

Breadcoin works because it is built on relationships. Each Breadcoin strengthens neighbors, local businesses, and communities at the same time.

The Model



**Built on trust.  
Powered by relationships.**

Food access doesn't begin with systems.  
It begins with people who know their  
communities.

Breadcoin works because it  
moves through trusted  
relationships.

Teachers.  
Social workers.  
Community leaders.  
Neighbors helping neighbors.

Trust powers distribution.  
Trust makes it personal.  
Trust protects dignity.

# Why Communities Choose Breadcoin

## Flexible Support, Designed for Real Life

Breadcoin is not a one-size-fits-all program. Communities use it in ways that fit their needs, budgets, and relationships.

### ONGOING SUPPORT

Through monthly giving programs, Breadcoin places coins into the hands of nonprofit partners serving food-insecure neighbors and enables them to respond to hunger in real time. This model allows organizations to support the people they know best, without additional administrative burden.

### COMMUNITY PARTNERSHIPS

Some organizations purchase Breadcoin directly as part of their food budgets. They distribute coins to those they serve or use them at events, food truck gatherings, and community meals—without distributing cash and without limiting choice. Organizations that commit to regular purchases may also qualify for our Matching Program, increasing the amount of Breadcoin for the communities they support.

### BIRTHDAY PROGRAM

In partnership with local schools, Breadcoin provides \$60 in tokens to students on their birthdays. The coins can be redeemed at participating local businesses, allowing families to choose a celebratory meal together—restoring dignity and joy in moments that matter.

“The Breadcoin Birthday Program has been a tremendous success. This program has strengthened our connection with families, and many have expressed deep gratitude for the meaningful way we celebrate their child’s birthday.”

Quiana Johnson-Fleming, M.Ed, Assistant Principal, Center City Public Charter School/ Congress Heights Campus



**At the heart of Breadcoin  
is a simple belief:**

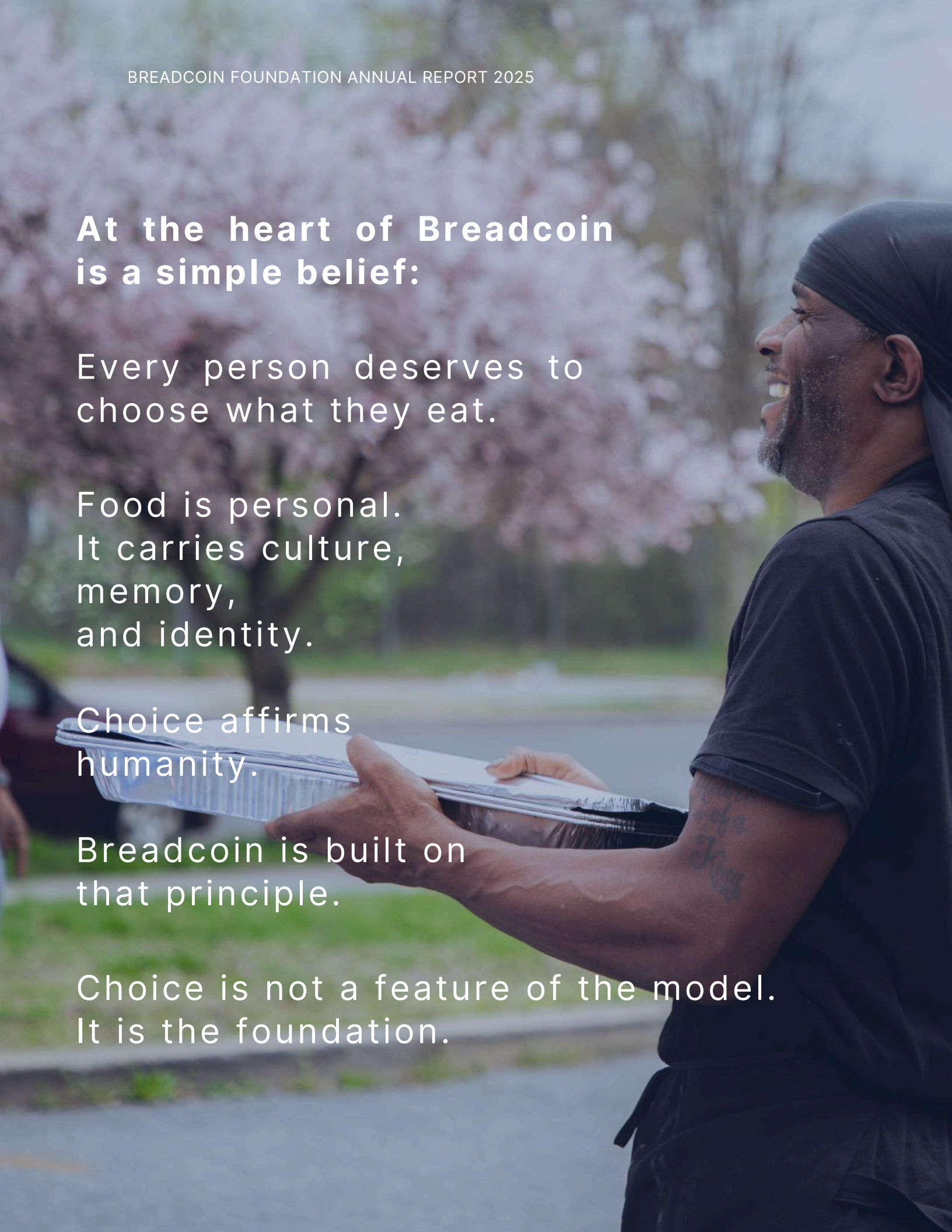
Every person deserves to  
choose what they eat.

Food is personal.  
It carries culture,  
memory,  
and identity.

Choice affirms  
humanity.

Breadcoin is built on  
that principle.

Choice is not a feature of the model.  
It is the foundation.



# Why This Work Matters Now

## A Letter from the CEO

2025 was a transformative year for Breadcoin, defined by growth in scale, trust, and reach across our communities. Together, we reached milestones that once seemed distant dreams—and laid the groundwork for even greater impact ahead.

This year, we set all-time records for both the number and dollar amount of Breadcoin purchased. Local businesses redeemed over **150,000 Breadcoin** in 2025 alone, providing neighbors with fresh, local food at farmers markets, food halls, and small businesses across our regions. What's more, we crossed the **\$1 million threshold** in cumulative redemptions since our founding in 2016—a testament to the trust our communities place in this work.

We also strengthened the organization behind the model. Our team expanded across regions, and we established regional boards in three states to deepen local leadership and oversight. We invested in the infrastructure needed to support a growing organization, ensuring that Breadcoin is built to last as demand continues to rise. Perhaps most significantly, we received a **transformational gift exceeding \$1 million**—a profound vote of confidence that will fuel our expansion.

Throughout this report, we've organized our story around a simple question: Why? If you read nothing but the headlines, you'll understand what drives us.

The foundation is in place, and the need is clear. Our focus now is making sure that everyone who could benefit from Breadcoin knows it exists. Whether you purchase Breadcoin to support local food systems, partner as a vendor, or give to expand the model, you are part of a community-based response that works.

With gratitude,



Scott Borger  
Chief Executive Officer, Breadcoin Foundation



# Why 2025 Was a Turning Point

## From proving the model to preparing for scale

2025 marked a turning point for Breadcoin. We moved from building and demonstrating that the model works to preparing it for broader expansion. The numbers tell that story clearly:

# \$1,000,000+

CUMULATIVE REDEMPTIONS SINCE 2016

# 150,000+

BREADCOIN REDEEMED IN 2025

# 2,000+

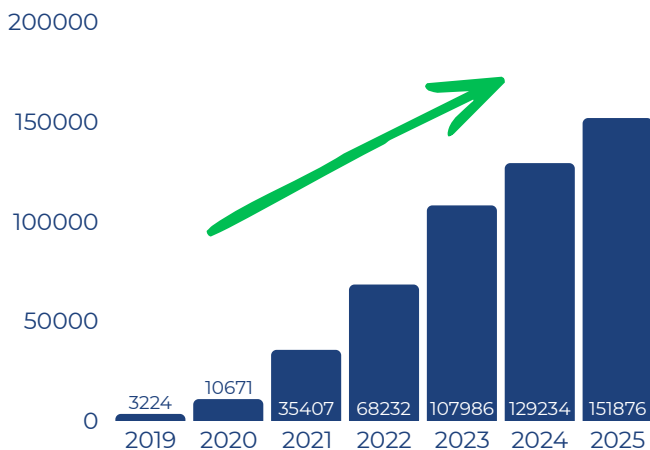
PEOPLE FED AT TABLES IN 2025



2025 Impact

### BREADCOIN REDEMPTIONS

45x growth since 2019



This growth reflects more than momentum, it signals durability. Breadcoin now sees sustained participation across donors, partners, vendors, and communities.

We received a transformational gift of more than \$1 million—the largest in our history—affirming confidence in the model and supporting its expansion.

The foundation is in place. The next phase is expansion.

# Why Local Businesses Are Central

## Keeping Dollars Local

Breadcoin partners with local businesses—farmers market sellers, food halls, neighborhood grocers, and small food businesses. This isn't a limitation. It's the point.

When Breadcoin flows to local businesses, dollars stay in the community, supporting local jobs and neighborhood economies. These businesses also create relationships—the familiar faces that make communities resilient. In 2025, Breadcoin's vendor network continued to expand, increasing both revenue for local businesses and access to fresh food.



2025 Impact

### DID YOU KNOW?

In many underserved communities, up to 90 percent of paychecks leave almost immediately—spent on rent paid to distant landlords or purchases made from national corporations. When money doesn't stay local, economic disparities widen and neighborhood businesses struggle to survive.

BLOSSOM  
BAKERY & CAFE

“The real value of Breadcoin is the partners in the ecosystem. Everyone is on the same page, wanting to help and reach people in the community. Food becomes the touchpoint—food served with dignity and quality.”



MARISSA JACOBSON, OWNER, BLOSSOM BAKERY

# Why Capital Access Matters

## Investing in the Businesses That Feed Us

Small, independent food vendors often operate on thin margins. Equipment failures, rising ingredient costs, or seasonal fluctuations can threaten their stability, while traditional lenders make it difficult to borrow small amounts of capital. Breadcoin's vendor loan program addresses this gap.

By providing small, flexible loans to participating vendors—loans that may be repaid in Breadcoin—we help local businesses make essential investments. When vendors are stable and growing, the entire Breadcoin ecosystem benefits: they continue serving neighbors, accepting Breadcoin, and keeping dollars circulating locally.



2025 Impact

“When kitchen equipment broke down, it created an unexpected cost for our business. The Breadcoin microloan helped us replace it and keep our kitchen running. That means we could continue feeding our community and serving the people who come through our doors.”

Fatma Nayir, Owner, Mama's Pizza Kitchen



# Why Shared Tables Build Community

## Food as a Place of Belonging

Food has always been about more than nutrition. It is about connection. When we gather around a table, we become neighbors. We share stories. We listen. We build the relationships that make communities resilient.

Our community tables create spaces where everyone is welcome and everyone belongs.

Community tables are not an add-on to Breadcoin’s work. They reflect our deeper philosophy—that access to food and connection to community go hand in hand.

2025 Impact

42

COMMUNITY TABLE EVENTS

2,000+

PEOPLE SERVED

### SHARED TABLES AT THE MILL ON NORTH

Our weekly Shared Table at The Mill on North in Baltimore represents a new model for communities to gather around a shared meal. Neighbors sit down to food prepared by a local vendor and served with dignity in a welcoming space. It is not a soup kitchen. It is not a handout. It is a table where everyone belongs.



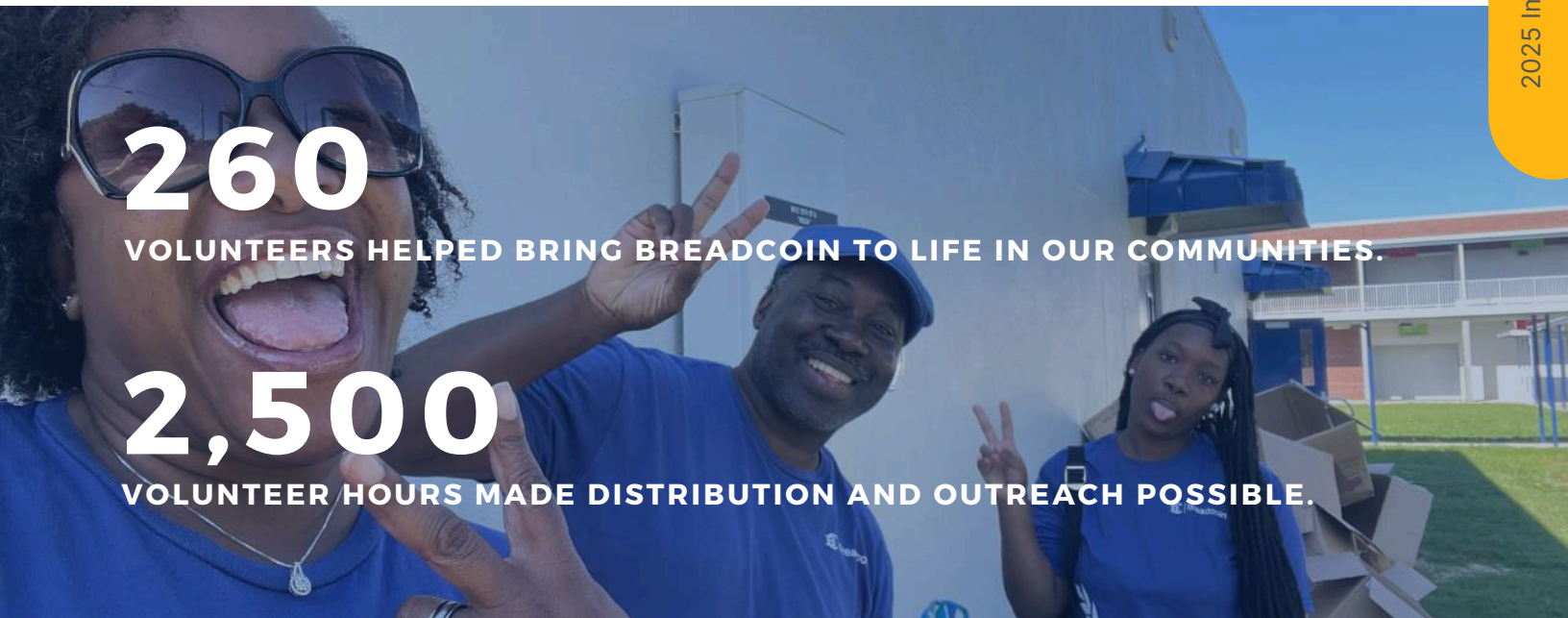
# Why People Power Breadcoin

## A Community-Led Effort

Breadcoin is sustained not only by donors and partners, but by volunteers who give their time and energy to strengthen their communities.

In 2025, 260 volunteers helped set tables, welcome guests, support distribution, and build relationships across our regions. Their presence makes Breadcoin visible and personal in every community we serve.

They expand our reach and reinforce a simple belief: food access is a shared responsibility.



“The reason I volunteer is because I get to fellowship with other people who love to feed people and the community. Taking time to wrap each coin is showing my love to the community. I feel that I can put a blessing on each coin before it goes out to feed someone who is hungry.”

Wanda Spence, Breadcoin DC Volunteer



# Why Stewardship Matters

## Governance & Financial Oversight

Breadcoin maintains a lean operational structure while prioritizing program impact and responsible growth. We are a 501(c)(3) nonprofit with independent board oversight and an annual independent financial audit.

**\$1,725,840** (+99.0%)

TOTAL REVENUE

**74%**

OF EXPENSES SUPPORT PROGRAMS | ADMIN: 17% | FUNDRAISING: 9%

**\$904,180**

TOTAL EXPENSES

**\$821,660**

NET ASSETS

### NATIONAL BOARD OF DIRECTORS

- 10 volunteer members
- Independent governing board
- Fiduciary oversight of the Foundation
- Professional backgrounds include:  
Law, Finance, Technology,  
Government, Investment, Nonprofit  
Leadership, and Development.

### BOARD COMMITTEES

- Risk
- Finance
- Technology
- Economic Development
- Fundraising & Communications

### REGIONAL BOARDS

Volunteer-led regional boards provide local oversight and leadership.

Washington, DC  
8 members

Maryland  
4 members

Pennsylvania  
4 members

Florida  
3 members

“Several of our youth come directly from school and don’t have time to eat beforehand. Having food available allows them to focus and fully engage rather than worry about hunger. Breadcoins ensure our students are nourished, present, and ready to participate.”

BETTY HENDERSON, MEDICAL ASCENSION

# Why Breadcoin Is Built to Scale

## A Model Designed for Replication

Breadcoin was built to work locally—and to grow responsibly. The system is established. New communities build on what already works.

### TO LAUNCH A NEW REGION...



Launching a new region requires first-year seed funding to establish local leadership, vendor onboarding, and community partnerships.

### ... PLUG INTO AN ESTABLISHED SYSTEM

#### Token Production

Secure minting and inventory processes are established and managed centrally.

#### Vendor Reimbursement

A reimbursement system ensures vendors are paid reliably and on time.

#### Legal & Financial Oversight

Compliance, accounting, and audit structures are in place and actively maintained.

#### Partnership Framework

Standardized agreements and onboarding processes streamline new community partnerships.

## OUR LONG-TERM VISION

By 2035, we aim to establish participating venues in every state—transforming how communities support one another through local food economies. This growth will not be centralized or uniform. It will be community-led, region by region, built on the same principles that define our current work.



# Why Now Is the Moment

## Positioned for Growth

Breadcoin has reached an important milestone. The model is proven. The infrastructure is built. Communities are using it. Local businesses are growing through it.

In 2026, our focus shifts from building the system to increasing awareness and adoption. We have a system that works. We have communities that need it. The opportunity is to connect the two.

### OUR 2026 PRIORITIES

#### Raise Awareness

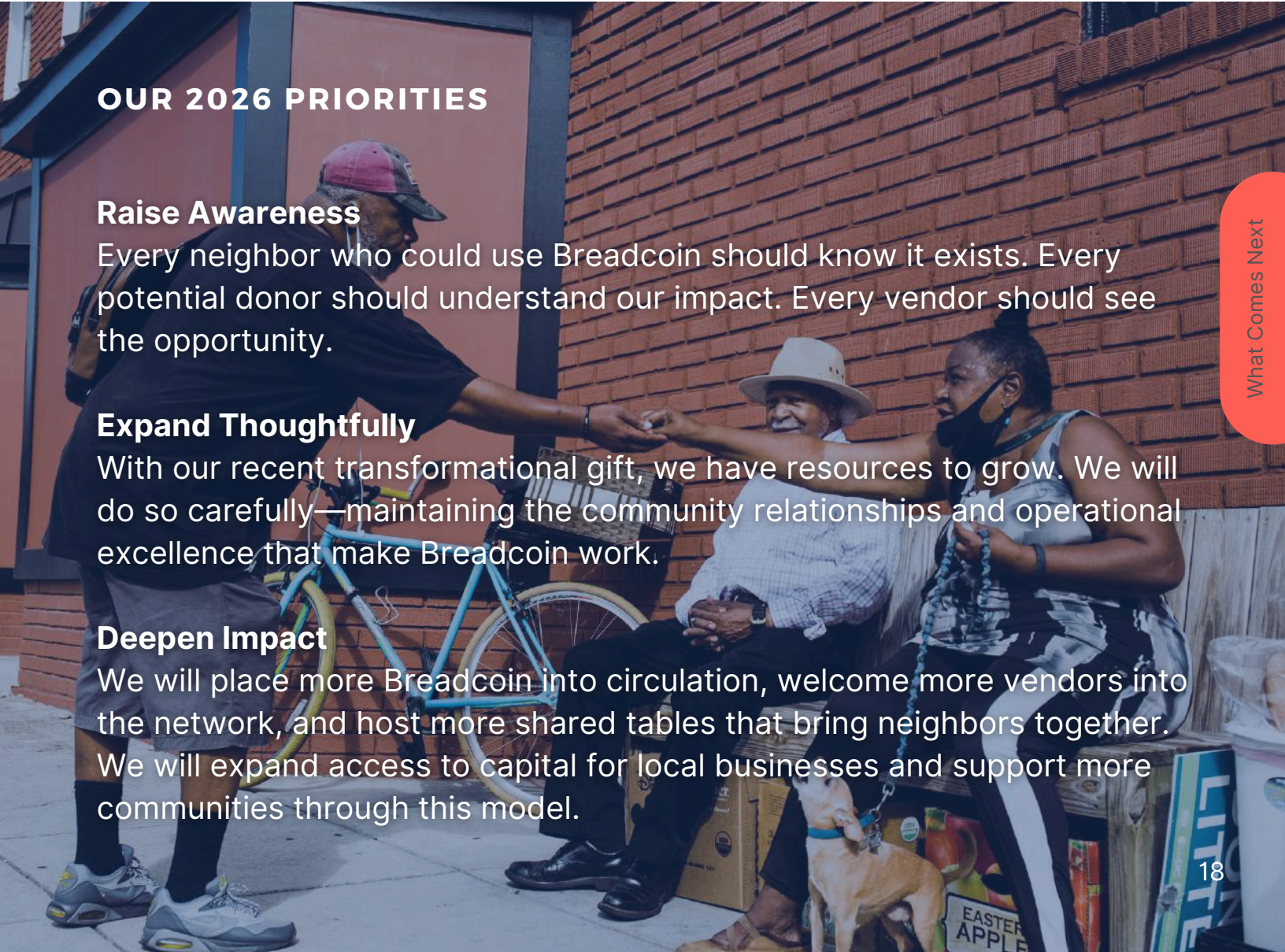
Every neighbor who could use Breadcoin should know it exists. Every potential donor should understand our impact. Every vendor should see the opportunity.

#### Expand Thoughtfully

With our recent transformational gift, we have resources to grow. We will do so carefully—maintaining the community relationships and operational excellence that make Breadcoin work.

#### Deepen Impact

We will place more Breadcoin into circulation, welcome more vendors into the network, and host more shared tables that bring neighbors together. We will expand access to capital for local businesses and support more communities through this model.



# Why Join Us

## Building Community, Together

Breadcoin works because people like you make it work. Here's how you can be part of building community, one token at a time.

### **GIVE**

Support Breadcoin's expansion through a one-time or recurring gift. Your contribution places Breadcoin into the hands of neighbors while strengthening local food businesses.

### **PURCHASE**

Buy Breadcoin for yourself, your organization, or as a gift. Every token you purchase becomes a meal for a neighbor and revenue for a local vendor.

### **PARTNER**

Nonprofits, schools, healthcare providers, and community organizations can distribute Breadcoin to those they serve.

### **ACCEPT**

Food vendors can join our network and welcome new customers while serving their communities.

### **LAUNCH**

Help introduce Breadcoin to a new community. We are seeking local leaders, volunteers, and seed supporters to establish new regional networks.

### **VOLUNTEER & ADVOCATE**

Give your time at community tables, outreach events, and regional initiatives. Share our story within your networks. Awareness is essential to expansion.



[Donate to Breadcoin](#)



[Purchase Breadcoins](#)



[Become a Vendor](#)



[Become a Volunteer](#)



[Contact us](#)

### **Follow us on Social Media**




[@breadcoinfoundation](#)



[@breadcoin](#)



[@breadcoin3999](#)

A photograph of two men in conversation under a canopy. The man on the left is older, with grey hair, wearing a dark jacket and smiling. The man on the right is younger, with a goatee, wearing a dark polo shirt and gesturing with his hands. The background is blurred, showing an outdoor setting.

Breadcoin exists because of  
people who believe that food  
access should come with dignity  
and choice.

Thank you for helping build  
stronger communities.

ONE BREADCOIN AT A TIME.



**Breadcoin**

[breadcoin.org](http://breadcoin.org)