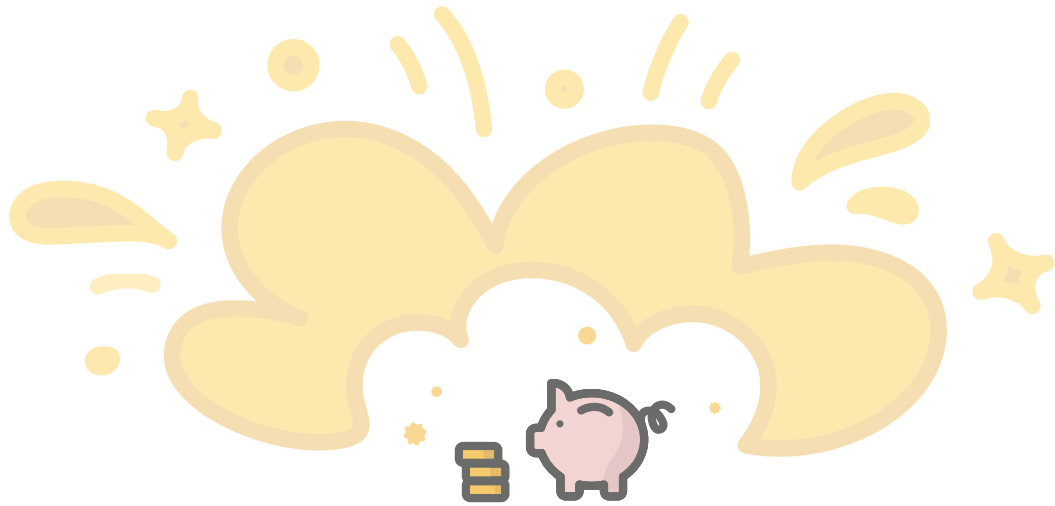




2018 annual report

FOR
G♡DNESS®
CAKES

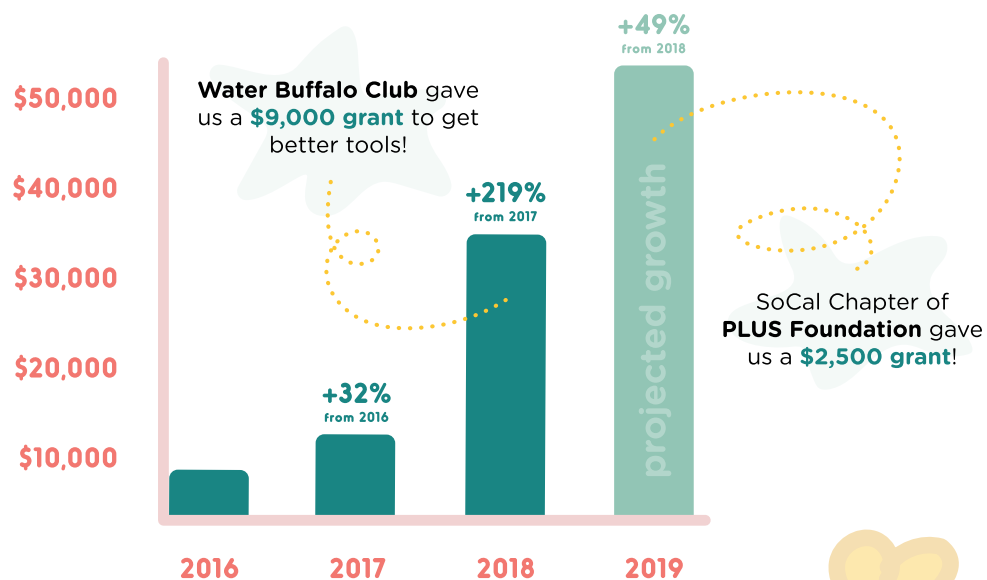


YEAR IN DONATIONS

2018 was **BIG**

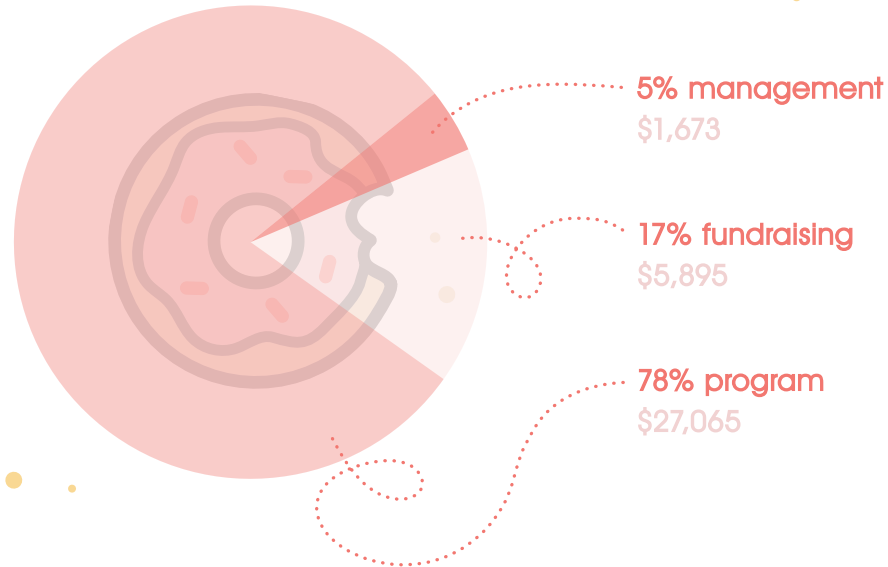
We raised **\$25,000** more this year than we did in 2016 and 2017 *combined!*

annual donations



We've been especially conscious about how we spend to further our mission.

Here's how our expenses broke down in 2018:



**and we've reduced costs for 2019 and beyond!*

We opened four new chapters, in 3 new states:



(and more coming in 2020!)

FUN VOLUNTEER FACTS

In 2018, our volunteers donated more than **1,640 hours** baking up **547 cakes**.

1,640
hours



547
cakes



If you think that's impressive... we're about to have baked that amount in 2019 **this month!**

and speaking of volunteers...



Our first orientation was six people in March 2016 (including the ED's dad!). Conversion from **interested** to **volunteer** was 29% when we held orientations in person (and our initial online course -- since closed -- in 2017 was 29%, too).

Since launching our new online orientation in October 2018, we've onboarded over **250 volunteers** with a conversion rate of 80%!



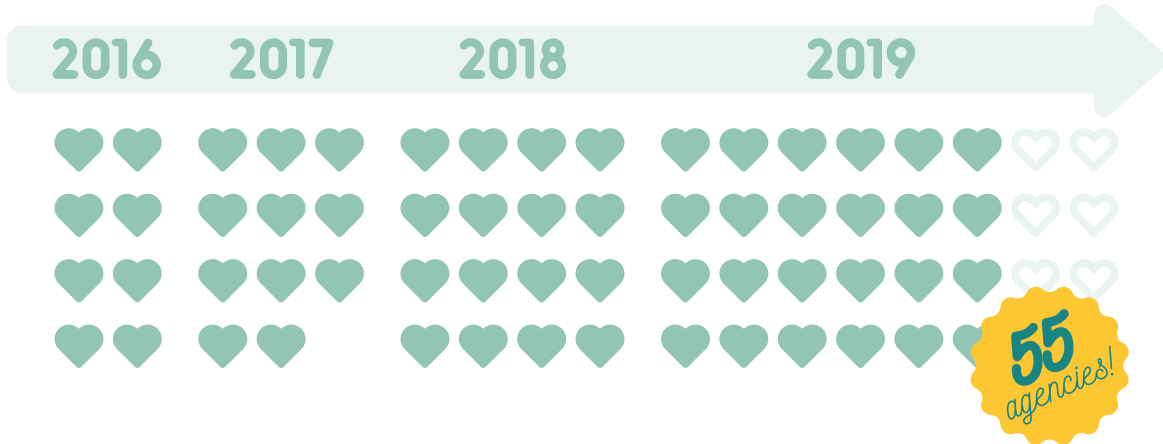
250 new volunteers
since october 2018



we love you! june 2018

PARTNERSHIPS

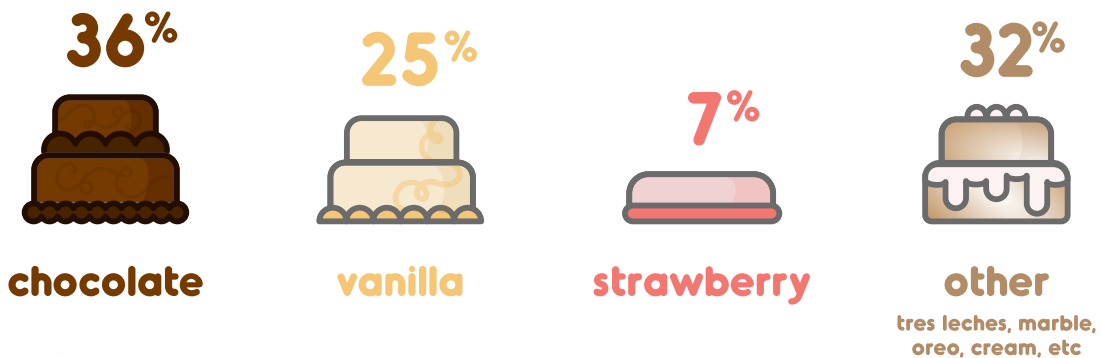
(We celebrated when we had *eight agency partners* at the end of 2016!!)



We're on track to partner with more agencies in 2019 than we did in the last three years combined!



Curious as to what our recipients favorite requests are? Us too!



Most popular colors?

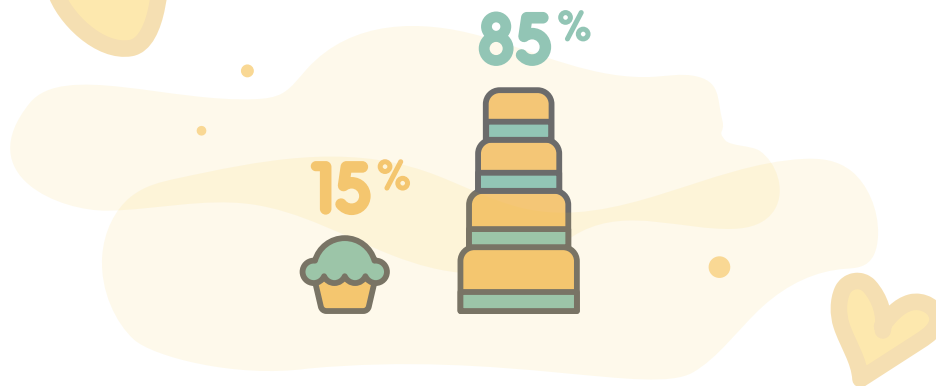
blue & pink

Most popular themes?

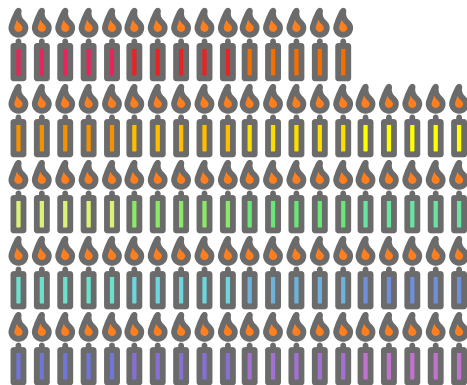
This was so varied, but we see a lot of sports, video games, Disney (and their princesses), anime, flowers, comic book characters, and unicorns



Cupcakes or Cake?



Birthday or Graduation?



95%

birthday

hooray!



5%

graduation

If you've gotten this far, you're probably now wondering - what's next?

We aren't stopping here!

Our vision is that every child and young adult deserves to be celebrated. This means *For Goodness Cakes* goes where we're needed, and with more than 400,000 foster youth around the country, we want to continue to grow to meet such demand. We've revitalized our [Start a Chapter](#) page on the website to recruit more chapter leaders, and we've had a great response already from across the country.

Our goal is to have **20 chapters open by February 2021** and to deliver over **15,000 cakes by the end of 2023** (only about 13,300 to go!)

Here's our ask: if you'd like to help us go farther to reach these goals and fulfill our vision, we'll put 100% of your donation toward a new chapter's first year. It won't go to anything non-program related - our promise. Select "where it's needed" on our donation page and we'll put it directly into a restricted fund until we open our new chapters next year.

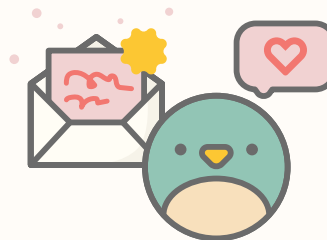
[I want to help!](#)

With what we've been able to accomplish so far, I'm already excited to start writing up next year's Annual Report. Thank you for believing in our mission, for providing a chance to celebrate these children and young adults, and for helping us spread love, joy, and frosting.

Happy baking,



Jaime Lehman
Founder, Executive Director



FOR
GOODNESS®
CAKES