

FOR
G♡DNESS®
CAKES



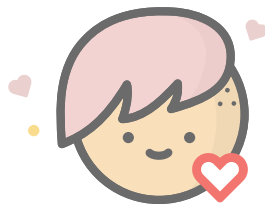
2019/20
annual
report

look ma, we're growing!

2019 was an amazing year full of goodies, ganache, and growth. 2020... we mostly stayed at home, so we're combining both years to celebrate our victories. let's see how we did!

note: we were only operational 6 months in 2020 due to the Covid-19 Pandemic.

in 2019 & 2020 our Sprinkle Squad grew by



1,369
new volunteers

and spent



8,766
hours

baking

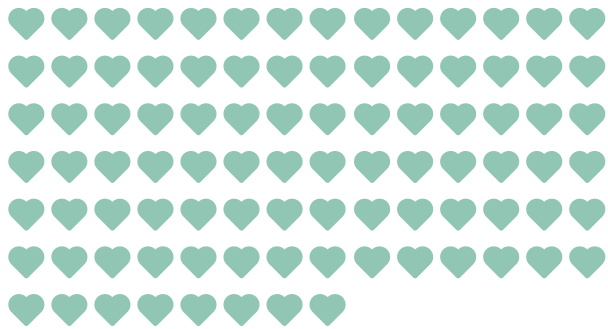


2,922
cakes

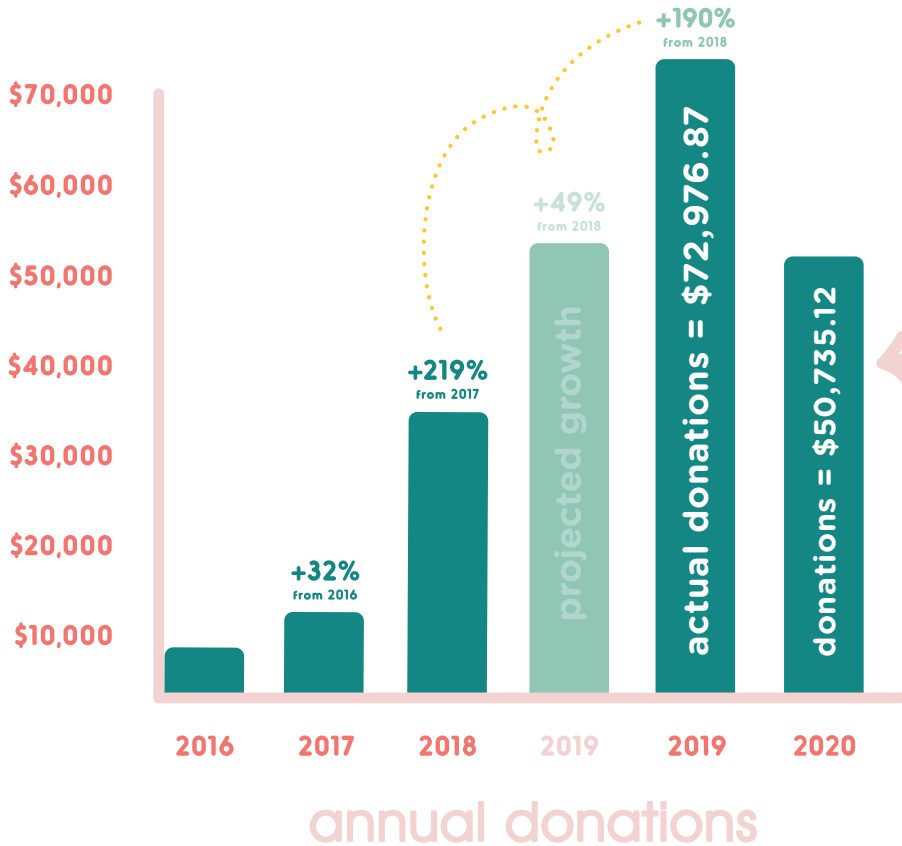
we added a ton of new agencies too!



for a total of 113 agencies!



and last, but certainly not least... we kinda blew our projections out of the water :P

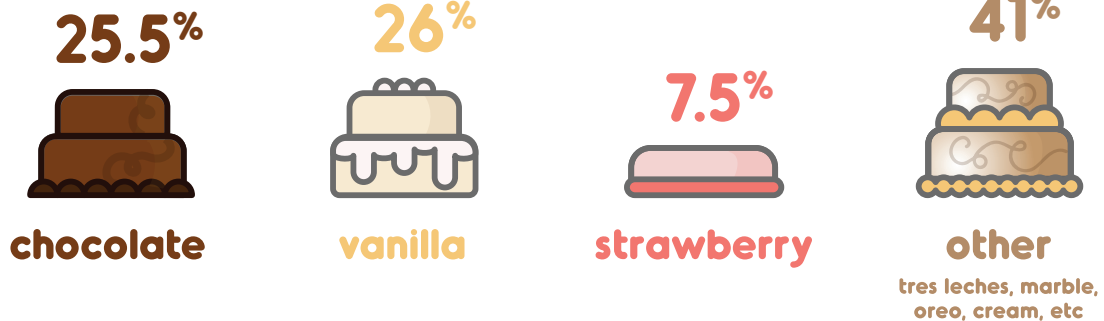


note: due to the Covid-19 Pandemic and our operations being closed for 6 months, we had no expectations or foresight on what kind of donations would be generously given to us in 2020. needless to say, people are amazing :*)

combined 2019/20 donations = \$123,711.99

fun facts!!

our favorite cake flavors of 2019/20



most popular colors

blue & red

cakes, cupcakes, or baked goods?



pretty great, amirite!?

you might be wondering, so *what's next?*

in 2021, we plan on:

- putting our Chapter Leader Training Module online
(so new Chapter Leaders can be trained remotely instead of an in-person summit)
- streamlining our onboarding process for both new Chapters and Board Members
- opening 20+ chapters (!!!!!)
- creating a merchandise line for fundraising
- hiring our first Fundraising Manager
- keeping on spreading love, joy, & frosting :)
(thanks for reading!!)



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