

FOR
G♡DNESS®
CAKES

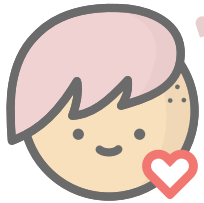


2021
annual
report

Goodness - what a year!

2021 was a year full of need-to-get-bigger-shoes kinda growth and a lot of recovery from 2020! We opened like a bajillion new **Chapters** (well, 6, but it felt like a bajillion) from Oct - Dec (and then a few more the first week of 2022), and it went... take a look!

In 2021 our Sprinkle Squad grew by



1,928

NEW VOLUNTEERS

for a total of 5,784 Sprinklers

And spent



19,936

HOURS

for a total of 38,143

(that's like more than half since we started!)

Baking

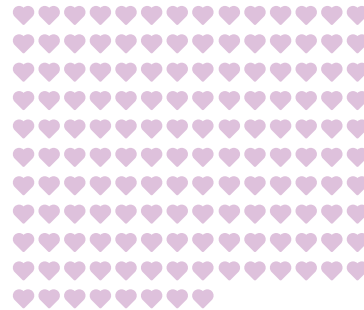


3,811

CAKES

for a total of 7,909 cakes

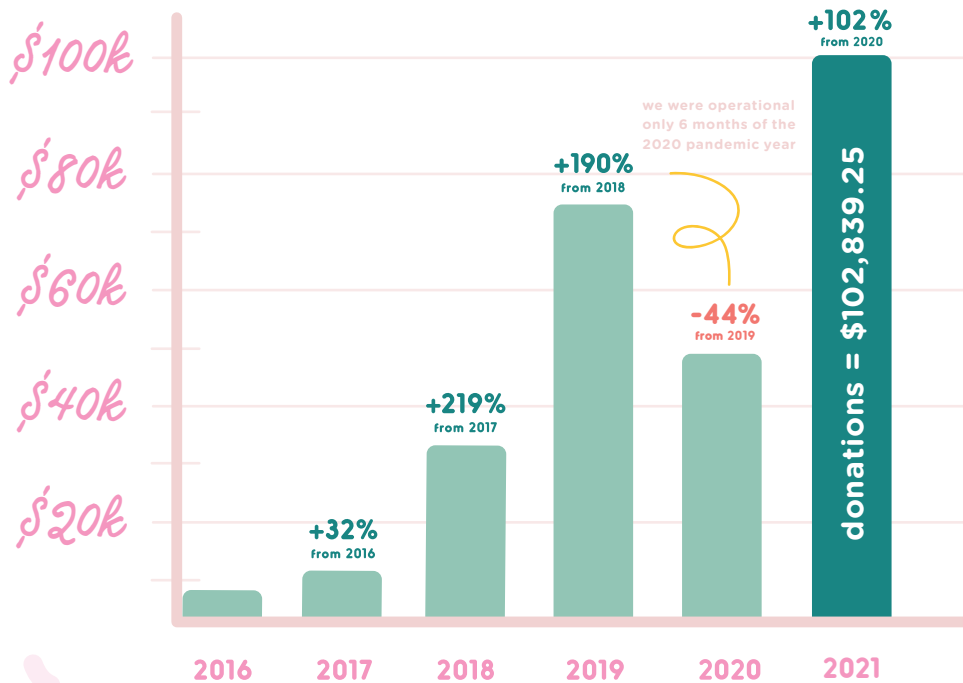
The number of Partner Agencies we onboarded more than doubled in size!



FOR A GRAND TOTAL OF
296 AGENCIES

And we crossed over \$100k for donations!

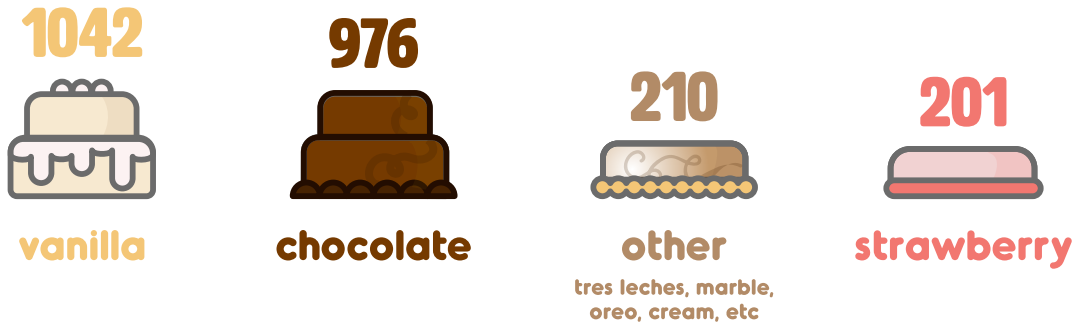
ANNUAL DONATIONS



FY 2021
● 584 donations
● 410 donors

CAKE REQUESTS ARE OUR ...JAM

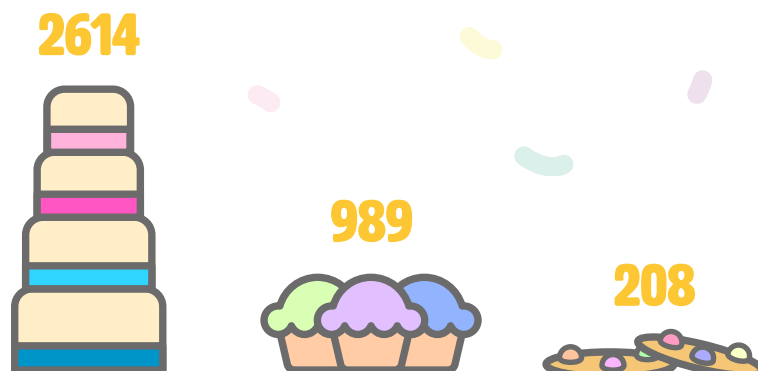
A tall order...



The age-old color question...



Okay - cakes, cupcakes, or baked goodies?



IT'S A PARTY!

You might be wondering, *what's next?*

In 2022 we plan on:

- HIRING OUR FIRST FUNDRAISING MANAGER
- LAUNCHING A VOLUNTEER RECOGNITION PROGRAM
- OPENING A BUNCH MORE CHAPTERS
- UPDATING OUR STRATEGIC PROCESSES
- HIRING OUR FIRST INTERN TO HELP WITH FUNDRAISING + MARKETING
- CREATING MORE FUNDRAISING STREAMS
- POSITIONING OURSELVES AS THOUGHT LEADERS
- SPREADING SO MUCH MORE LOVE, JOY, & FROSTING 🍩



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