



# 2020 IMPACT REPORT





# Letter from the Directors

Much like many of our community's small businesses, nonprofits, and families, we are still trying to find the right words as we reflect on 2020. We were excited in January! One whole year of operating in the storefront under our belts and we were feeling confident. Pretty quickly, we realized that COVID-19 would be impacting our operations and made the call to close after spring break. For almost three months, our programming went virtual with weekly team meetings on zoom and teens completing "homework" - working on tasks for their Business Development Committee, spending time on goals with their mentors, researching college programs and scholarships, etc. - to earn hours toward their paychecks while they couldn't be working in the kitchen.

As summer came close, our team was anxious to be back together. Splitting shifts between the kitchen and food truck events gave us flexibility to still offer increased summertime hours while also safely keeping distance with a smaller number of girls working each shift. Though the Food Truck Project wasn't able to provide the revenue stream we had hoped for due to the low attendance or cancellation of events this summer, we were so excited by the ways it still accomplished goals for impact on our teens. The seniors that led the project shared encouraging feedback about the confidence, creativity, and practical experience taking charge of the Food Truck Project offered them. They and the rest of the team were able to have a wider variety of hours to choose from, and a new customer base to hone their customer service skills. We can't wait to see what's gained as a new group of students in their third year of the program lead the Food Truck Project for its second summer.

As much as we found to celebrate in the summer of 2020, our community was, again, faced with the reality of oppression, brutality and racism. As we processed alongside our students the murder of Ahmaud Abernathy, George Floyd, and Breonna Taylor, we launched our Try Pie Learning Library. This collection of fiction, nonfiction, poems and more share stories of marginalized people recognizing their inherent, human value, despite opposition to that truth they might face. Our students have been living through a year that has highlighted the hurt our country has been complicit with for a long time. Still, they're finding strength and faith to live fully into who they were made to be. It's a gift to be close to the hope that is a young woman continuing in the direction she's set to go knowing the truest thing about herself is real - regardless of what else might be demonstrated to her. In 2021, we will continue to find ways as directors of Try Pie to learn from and be led by people of color who identify with the teens in our program.

As the year went on, we found ourselves humbled again by the generosity of those who are supporting this work we do. Steady sales throughout the fall allowed our program to finish the year strong financially and with plenty of work available for our teens. We could not be more grateful. This past year was one we find ourselves thankful in looking back on its entirety. Twenty twenty brought our belief in social enterprise, social justice, and hope in the youth of our community into honest focus. As we look to all that's ahead, still a little unsure of what the new year will bring, we are grateful, confident, and sure of this work we're here to do: empower a diverse group of teen girls with life and leadership skills through meaningful work.

Thank you for being in this with us,

Megan Tensen and Sarah Helleso  
Try Pie Directors



# SUSTAINABILITY

In recognition of the unique and challenging year 2020 was for many nonprofits and small businesses, we are so grateful for the financial position we've ended this year in. With the additions of the Try Pie Food Truck Project, a partnership with Hy-Vee, and year two of building a customer base at our storefront, Total Sales increased just over \$10,000 from 2019. Similarly, with the addition of the costs of the Try Pie Food Truck Project, and anticipated increases in programming costs, ingredients and packaging, and capacity building investments like Quickbooks Payroll Service, Try Pie's Total Operating Expenses increased just over \$10,000 from 2019 to 2020.

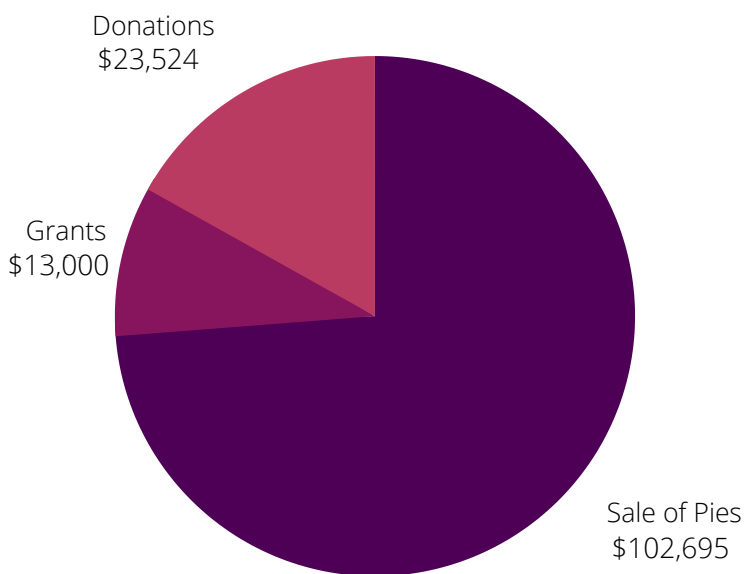
Try Pie also was able to secure helpful income from grants and donations during 2020. In the first quarter the COVID-19 pandemic left much unknown, and Try Pie applied for and received a \$10,000 Economic Injury Disaster Loan (grant) anticipating a possible decrease in sales and donor support. These funds offered a cushion to move into the summer with the ability to keep programming a priority while covering necessary operating costs. The year ended with a successful individual donor campaign that secured commitments from 12 supporters to give monthly in 2021! This broadening of our donor base along with expected increases in sales from the Food Truck Project gives confidence in the program's ability to increase program capacity to cover costs and accomplish Try Pie's mission sustainably.

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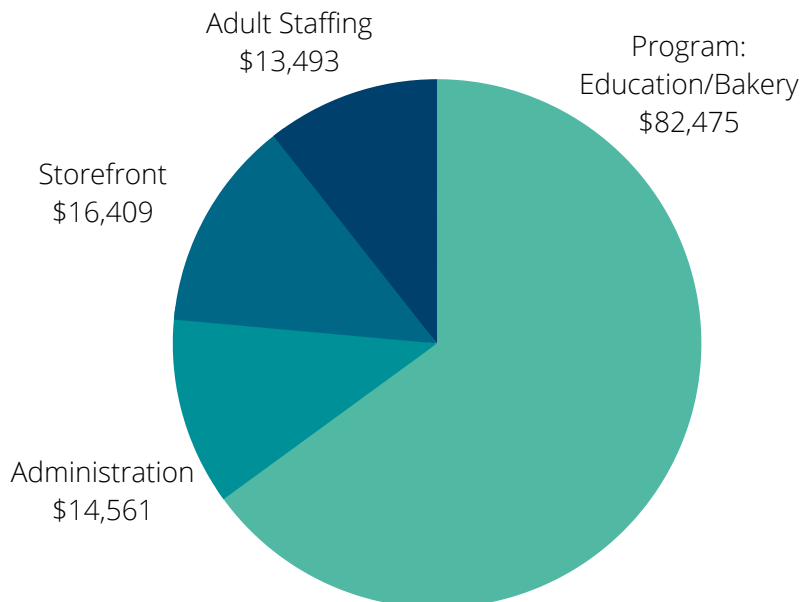
## Wholesale Partners

HANSEN'S FARM FRESH DAIRY  
HY-VEE ON ANSBOROUGH AVENUE  
WESTERN HOME COMMUNITIES  
HATCHLINGS & HENS

## 2020 INCOME



## 2020 EXPENSES



# Highlights

## November Giveback Project

During our second annual November Giveback project, teens chose three local organizations to receive \$1 from every mini pie sold. Together with their customers, teens were able to practice and share the financial literacy habit of Stewardship and make an impact on their community!

### Try Pie Learning Library

In response to the racism displayed during the summer of 2020, Try Pie gathered books as a tool to process and learn together. This collection of fiction, nonfiction, poems and more share stories of marginalized people recognizing their inherent, human value, despite opposition to that truth they might face.



**\$904** GIVEN TO THREE LOCAL SERVICE ORGANIZATIONS IN THE CEDAR VALLEY

## MEANINGFUL WORK FROM HOME

After Waterloo and Cedar Falls Community school districts decided to do virtual learning for the remainder of the school year, Try Pie closed its shop for nearly 3 months while continuing to find ways to connect as teens worked from home. Zoom meetings with their mentors and continuing to set goals, regular committee meetings virtually, and "homework" that gave focus to financial literacy and job skill development, all allowed girls to still earn hours toward their paychecks.

## REACHING GOALS

**32**

PERSONAL, WORK, AND FINANCIAL GOALS ACHIEVED!

**10 / 13**

STUDENTS SAVED MONEY FROM OVER HALF OF THEIR PAYCHECKS!

*"Consistency and taking accountability helped me reach the goals that I set."*

Ehku

*"Keeping my money out of my sight and out of mind, and not keeping my card on me helps me reach my savings goals."*

Janea



# BUSINESS DEVELOPMENT COMMITTEES



*Each Committee's Responsibilities - as told by teens:*

## MARKETING

- Planning Social Media posts
- Taking photos and creatively staging products
- Helping peers know how to communicate what we're doing with our customers

## RECIPE DEVELOPMENT

- Responding to customer requests for pies
- Researching recipes, trying them out, and considering how they fit into our current pie-making process if we add them to our menu

## FINANCIAL

- Input expenses and sales into Quickbooks each month
- List and review Try Pie's depreciating assets
- Consider opportunities for Try Pie to use its finances

## FOOD TRUCK

- Communicating with set up locations
- Forecasting and reviewing sales and expenses of each event
- Scheduling peers to work
- Tracking inventory

*"By working on the Financial Committee I've learned I need to pay attention to the small details. I liked learning about all the different roles in a financial career field."*

*SieSe*

*"Watching the students' confidence grow as we continue to meet each month has been one of my favorite parts of leading alongside the girls. Their curiosity, creative thinking, and joy is infectious and makes each meeting a favorite part of my month."*

*Liz, Try Pie Volunteer*



# COLLEGE BOUND

The three seniors who graduated from the program this year had been with us for most of their time in high school. Starting together in the kitchen of Orchard Hill Church and growing along with us as we moved to the storefront was a unique experience we were so glad to share with them. With one at University of Northern Iowa, another at Hawkeye, and the third at Carthage College in Kenosha, Wisconsin, we are so proud of the young women they've become and all they'll go on to do.

For teens still approaching graduation, a College Application Night for juniors and seniors gave them a chance to set up their own Common App account to research and apply to colleges. West High Counselor and long-time Try Pie volunteer Brooke Hottle helped the girls think through the college application process and understand the admission requirements for colleges on their lists. With that running start, seniors were able to set goals to tackle with their mentors that will help them move toward submitting applications they can feel confident in.

***There is so much to learn about this the college application process. As a School Counselor in the community, it brings me so much joy knowing this collaboration is happening. Try Pie girls have a plan to move forward, not just to go to college but to become resourceful, self-motivated, and resilient members of their community.***

*Brooke, Try Pie Mentor*

## Alumna Spotlight

EMILY WIKNER

**What's a personal goal you've accomplished since working at Try Pie you'd be excited to share?**

I graduated from college and got a job!

**What are you doing now for work?**

I work as a Christian Education Director at a Lutheran church in Fort Dodge.

**What's a lesson you learned at Try Pie that's come in handy?**

Oh my goodness the financial training I got at Try Pie has been SOOOO helpful now that I've moved out and am becoming financially independent. I still use the app I learned about at Try Pie to help me budget out my paychecks every month. Also, job interviewing. I remember the practice we did when I was a senior, and it helped me get used to the nerves that come on when you walk into a job interview.

**What financial goal are you especially proud of?**

Right now, I'm working towards paying off my student debt. I get paid the upper-end of youth ministry salaries AND I have a nice stipend since I'm still on my parent's insurance that's helping me. I put \$500 dollars toward my college debt every month and I hope to be debt free by the time I turn 27. Also, since my income has dramatically increased from going as a part-time work study student to a full-time employee, I've been able to increase my giving accordingly.

**What's a favorite Memory from Try Pie you have?**

My favorite Try Pie memory was attending Megan's wedding and serving pies at her reception, even though our van lost heat while we were driving back home and I could barely feel my toes afterward!







## TRY PIE FOOD TRUCK

2020 brought the first summer of the Try Pie food truck! Teens have greater availability during the summer and had expressed a desire to work more hours during this time off from school. We also wanted to give our senior students the chance to take on a new level of leadership during their final year in the program, while deepening the job skills and entrepreneurial experiences they've had access to during their time with Try Pie.

Throughout the winter, a small team of students completed a feasibility study to figure out if adding a food truck to the program would meet these goals and be a good financial step for the program. With the green light from this team, we purchased an empty step-van in February and began having it renovated. On June 1st, we launched our test run event beginning our first summer with the truck!

Our team of senior students took charge of: communicating and coordinating set up locations with local businesses, scheduling students for working the truck, forecasting and reviewing sales and expenses of each event, and tracking and restocking inventory after each event. As we wrapped up the season, our seniors expressed how much value the food truck truly added to their experience at Try Pie.



TOTAL HOURS OF  
MEANINGFUL WORK

177

TOTAL ITEMS SOLD

3,065

EVENTS ATTENDED

33

***“I appreciated the behind the scenes of what goes into doing this all. It made me feel like more of a leader. More involved. It also had great hours! I got 12-15 instead of the original 8 hours beforehand. ”***  
*Lydia, 2020 Graduate*



# 2021 *here we come!*

## **TRY PIE FOOD TRUCK SUMMER EVENTS**

After the first summer of food truck programming, we are excited for this summer's events! With hopes for more events with more people in 2021, the truck will continue to provide more summer hours for teens to work, and a new set of third year students will build skills as they take the lead on organizing all things food truck in 2021.

## **SIMPLE IRA BENEFIT OFFERING**

We are so excited to offer a matching investment of up to 3% to our teen and adult employees interested in participating in this new program piece. As teens learn about investment, compound interest, saving for their futures, and more during our classroom workshops, this addition in 2021 will offer a great opportunity to put that learning into action.

## **NEW PIE FLAVORS**

Keep an eye out for new flavors like Key Lime Pie and more this year! Our Recipe Development Committee is always cooking up something delicious.

## **ADDITIONAL TEEN EMPLOYEE POSITION!**

With a number of our current teens completing their third year in the program this summer, we are excited to hire new teens to fill those positions! At the same time, we hope to add a new teen position, increasing our team to 15 teens!

## **SUMMER JOB SHADOWS**

2020 was not conducive to Try Pie's summer job shadow programming. We can't wait to get teens into job shadows that give them a taste of what careers they're interested in could be in summer of 2021!