



# IMPACT REPORT

2019

---

# A LETTER FROM OUR DIRECTORS

Maybe one of the best parts about pulling together an annual report is the chance to reflect. A whole year of changing seasons and sales, programming and friendships, growing confidence and making 14,702 pies (give or take). A year's worth of meaningful work at Try Pie is something to celebrate, and 2019 being the first full year in the storefront was packed with highlights we're excited to share.

The excitement of the storefront has carried Try Pie through 2019 with momentum for 2020. New partnerships with a local HyVee and continued sales through Western Homes and Hansen's Dairy outlets have been significant in providing consistent income for increased costs of operating the program from the storefront in Downtown Waterloo. Being within 30% of our projected revenue and expenses at the end of the year was encouraging, and makes us confident in increasing our capacity for participants to 15 girls this coming year.

We made a small, but strategic pivot to solidify a three year program structure during our first year in the storefront. (\*See chart on the following page!) Thanks to a generous gift from the Bertch family, teens' third and final year will have the opportunity to lead their peers and apply all they've learned by working together to coordinate the Summer Food Truck Project. We can't wait for the ways this new entrepreneurial program component will help the girls take ownership of the skills they've developed while working at Try Pie!

In 2019 we had the privilege of watching so many of our students as they began to identify their own strengths and connect those with opportunities to use them throughout our community. They built friendships within our team that extended beyond the walls of our store and participated in summer Bible studies as they took steps in their faith. Students investigated potential career paths and participated in job shadows, finding which opportunities inspired them and others that maybe did not. We could not be more grateful for the chance we have to work with these teens and see all the ways they are growing.

As Try Pie has operated for a few years now, we are thrilled to keep in contact with lots of our students who have gone on from the program. Allison and Kyra finished their freshman year of college and are thriving in their second. We catch Victoria around town while she's working on her first semester at Hawkeye Community College, and Merrsadiz is graduating from Luther in May! Makaila is back in the area and is going to start volunteering with us, and Aquayla was an incredible help by joining our adult staff to lead a few shifts each month. Still, some of our alumni have different stories of challenges that have required strength, resourcefulness, and confidence young women their age shouldn't need to have. Even after a teen leaves, we hope to continue to provide supportive community, cheering her on as she finds her way to thrive in whatever's next in her story.

We are so proud to be a part of the team of committed volunteers, caring adult staff, and incredible, inspiring, compassionate young women that make up all that Try Pie is. This diverse space where girls are learning alongside each other, caring for one another and gaining skills that can change the course of their futures might be the thing that gives us the most hope. Thank you for joining us on this journey so far, and thank you for joining us in what's ahead.

Megan Tensen and Sarah Helleso





# THREE YEARS

We believe that after three years in Try Pie, a teen is ready to take on what's next. The transition to this structure is simple, but strategic, with a teen's third year culminating in a plan for pursuing employment or education and a leadership role of our NEW Summer Food Truck Project.

## THREE YEARS OF MEANINGFUL WORK MEANS:

### YEAR 1 & 2

DEVELOPING SKILLS,  
GROWING CONFIDENCE, AND  
ENGAGING COMMUNITY

- LEARNING TO USE HER PAYCHECK TO BUILD HEALTHY FINANCIAL HABITS FOR THE FUTURE
- GROWING NEW FRIENDSHIPS WITH PEERS SHE MIGHT NOT OTHERWISE MEET
- EXPLORING HER UNIQUE GIFTS AND STRENGTHS IN LIGHT OF THE GREAT PURPOSE SHE'S BEEN CREATED WITH
- GAINING PRACTICAL WORK EXPERIENCE BY SOLVING PROBLEMS, SERVING CUSTOMERS, WORKING WITH HER PEERS, AND MAKING GREAT PIE

### YEAR 3

LEARNING TO LEAD AND  
LAUNCHING INTO THE FUTURE

- CONTINUING TO PARTICIPATE IN TRY PIE PROGRAMMING, SHARING HER EXPERIENCE WITH HER PEERS
  - LEAD THE SUMMER FOOD TRUCK PROJECT, BUILDING ENTREPRENEURIAL LEADERSHIP AND APPLYING ALL SKILLS DEVELOPED DURING HER TIME AT TRY PIE
  - COMPLETING AN EXIT PLAN WITH HER MENTOR, CONSIDERING ALL SHE'S LEARNED ABOUT HERSELF TO DETERMINE GOALS FOR HER NEXT STEPS AFTER TRY PIE
-

# SUSTAINABILITY

Try Pie's social enterprise model allows the sales of our pies to come alongside of local grants and individual donors to create greater impact and financial sustainability.

The teens at Try Pie take pride in creating a consistent, quality product for our supporters. In 2019 alone, they made a total of 14,702 pies and created new flavors to add to our menu - Lemon Cream, Strawberry Cardamom, French Silk, and a specialty gluten free pie. With the purchase of a pie, our community is able to directly contribute to both the financial stability of Try Pie, and the opportunity for meaningful work for Cedar Valley young women.

As we understand the critical value that committed monthly donors have played in the growth and capacity of our program since its formation, in 2020 we are seeking additional donors to contribute to the great things happening at Try Pie.

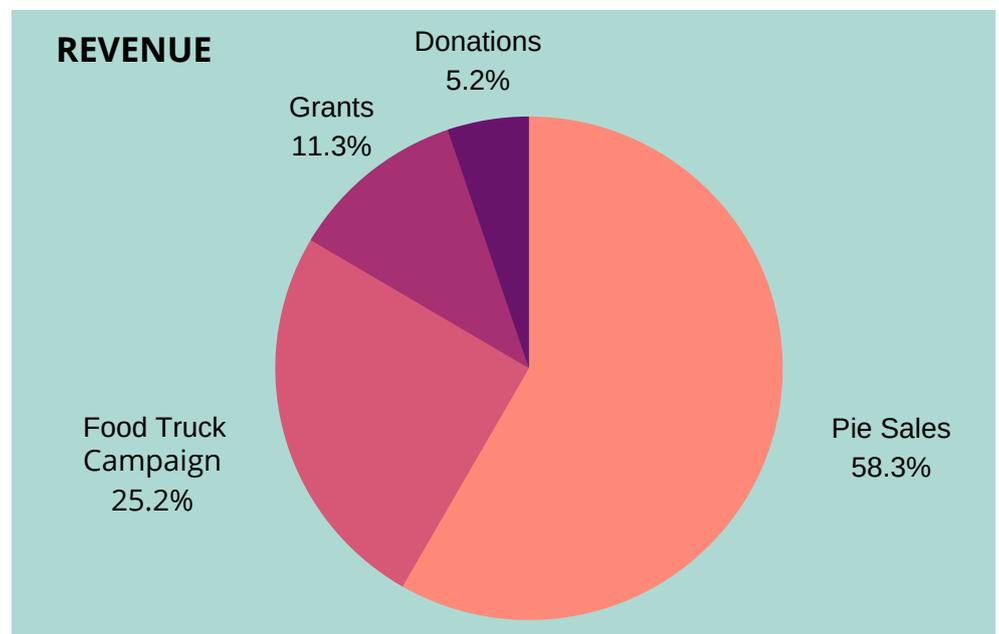
## 2019 FINANCIALS

### REVENUE

Sale of Pies	\$74,924
Food Truck Campaign	\$40,000
Grants	\$18,000
Donations	\$8,282
<b>Total</b>	<b>\$158,784</b>

### EXPENSES

Program: Education/Bakery	\$84,559
Administration	\$12,543
<u>Storefront Expenses</u>	<u>\$17,637</u>
<b>Total</b>	<b>\$114,739</b>





# MEANINGFUL WORK

## **EXPERIENTIAL LEARNING** 1,717 hours **IN THE KITCHEN**

Through time spent working in the kitchen, teens in Try Pie are developing critical job skills including problem solving, working on a team, and creating a quality product.

## **CUSTOMER SERVICE** 1,512 hours

Working in the storefront and at special events offers Try Pie teens a great opportunity to create a welcoming environment and practice communication skills.

## **CLASSROOM WORKSHOPS** 531 hours

Paid time in the classroom builds on the learning that happens in the kitchen. The first Wednesday of each month, local leaders coach the team toward confidence in areas relating to job skill development, financial literacy, and cultural competency. The team ends Classroom Workshops by sharing a meal.

## **LEADERSHIP DEVELOPMENT** 281 hours

The confidence building doesn't stop in the kitchen, the girls have opportunities to grow as leaders as they serve on their committees, speak at community events, participate in job shadows and summer Bible studies.

**"WE DIDN'T KNOW EACH OTHER AND WE WERE JUST WORKING AND MAKING APPLE PIE BUT WE JUST CLICKED AND WE BECAME FRIENDS AND HAD A LOT IN COMMON."**

Whether she's rolling out dough in the kitchen, setting a new goal with her mentor, getting creative on one of our business committees, or representing the team at a speaking event, her time is spent doing meaningful work.

In 2019, Try Pie teens worked an average of 8.5 hours each week. A majority of this time is spent gaining experiential learning in the kitchen and through developing customer service skills in the store front. The girls also have opportunities to learn about financial literacy and other leadership skills through guest speakers at Classroom Workshops and professional development opportunities - like attending the Global Leadership Summit, the Christian Community Development Association national conference, and participating in job shadows throughout the summer.



# DISCOVERING HER GREAT PURPOSE



## **BUSINESS DEVELOPMENT COMMITTEES**

Being a part of one of our committees give the girls leadership over important pieces of the program. The girls make the decisions about what new flavor will come out next, they analyze income and expenses, they learn about advertising strategically and get to give their own thoughts on how Try Pie might grow. Being a part of a committee gives the girls a chance to build entrepreneurial skills and explore career areas through real experiences in the many different roles that help a small business operate.

## **JOB SHADOWS**

As teens participate in meaningful work at Try Pie, they begin to discover their unique gifts, skills and passions. This summer, each girl considered what she's learned about herself and chose a career or two where she felt she might be able to use those too!

Try Pie teens spent over 45 hours learning from experts during job shadows at 13 different Cedar Valley businesses. One teen said, *"Doing a job shadow really helped me feel closer to picking and getting a job I could love. I got introduced to different things... I am considering looking more into seeing if this job is for me"*.

# GOALS AND MENTORING



"It's so important to care about the whole person. The program does an excellent job of giving job skills, developing a good work ethic, and helping you find out more about yourself. Mentoring is a supporting piece of all that. It's just important to have somebody ahead of you in your life, someone that takes the time to know you."

Karla, Try Pie Mentor

Each teen at Try Pie is paired with an adult mentor to help dive a little deeper into processing the classroom learning, exploring her faith, and working toward financial, work, and personal goals. Each pair meets monthly to check in on the progress as she works to meet her goals .

Once the girls meet their goals, they get put them on the fridge in the kitchen for the whole team to celebrate. Once the fridge is full, the group does something fun together outside of the kitchen. In 2019, the team accomplished more than 28 goals and celebrated with retreat to a cabin for the weekend!



**"MY MENTOR AND I HANG OUT AND TALK ABOUT MY GOALS JUST LIKE WE'RE FRIENDS**

**I HAD NEVER SET GOALS UNTIL I GOT HERE AND STARTED LEARNING ABOUT HOW TO SET THEM AND NOW I DO IT ALL THE TIME."**

---

# SUMMER FOOD TRUCK PROJECT

Our Food Truck Management Committee has been hard at work researching and developing a plan for Try Pie's Summer Food Truck Project. The hope for this addition is to give our students a chance to actually run this small business simulation themselves as a way to apply what they've learned in the program during their final summer participating. The girls plan to take the food truck to festivals and local businesses around the Cedar Valley this summer serving up Pie Shakes, Ice Cream, and of course, our fresh baked mini pies.

---



## THANK YOU!

Thank you for continuing to support us in our mission of empowering a diverse group of teen girls in life and leadership skills through meaningful work this year, and for all your work within our community! We'd like to especially recognize our major donors.

**Community Foundation of Northeast Iowa**

**Waterloo Community Foundation**

**McElroy Trust**

**Bertch Family Fund**

**Orchard Hill Church**

**Black Hawk Gaming Commission**

**Growing Project Fund**

**Norwex Foundation**

---