

Cookie Cart

INSPIRING INNOVATION BY EXAMPLE

Cookie Cart

BAKING BRIGHT FUTURES



Matt Halley
Executive Director





Cookie Cart provides teens 15 to 18 years old with lasting and meaningful work, life and leadership skills through experience and training in an urban nonprofit bakery.

North Minneapolis





LOCAL

Man fatally shot, two injured in north Minneapolis parking lot

JULY 3, 2016 — 8:13PM

A 24-year-old Minneapolis man was found fatally shot in a north Minneapolis parking lot early Sunday, while two others were treated for noncritical gunshot wounds, police said.

A Minneapolis police officer said he heard shots around 4 a.m. in the area of Emerson Avenue and W. Broadway. While en route to the area, a ShotSpotter notification indicated shots fired on the 1100 block of W. Broadway.

Officers found the victim and were notified that two other people had gone to area hospitals.

Officers and investigators canvassed the area and interviewed residents. No suspects are in custody.

The Hennepin County medical examiner's office will release the name of the deceased man later, along with the nature and cause of death.

Anyone with information is encouraged to text their tip to 847411 (TIP411). Enter MPD, a space, and then the information. All texts are anonymous. People also may call the MPD TIP Line at 612-692-TIPS (8477) or call CrimeStoppers at 1-800-222-TIPS (8477).

STAFF REPORT

PIONEER PRESS
TwinCities.com

Humble Beginnings









THE COOKIE CART



Strategic Direction

1. Increase # of Youth Employees in North Minneapolis
2. Establish Youth Programming in Saint Paul
3. Build Organizational Capacity

2015 Highlights

- 200 teens employed,
- 30,000 hours of paid training
- 77% Employed 3 Years After Cookie Cart
- 95% Prepared to Find and Keep a Job

minnesota BUSINESS

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INSPIRATION FOR GROWING COMPANIES

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AWESOME PLACE TO DO BUSINESS

Ryan Raguse
President of Myriad Mobile



INDUSTRY WATCH

▶ SMART MOVE: Getting corporations even more involved as partners

SOCIAL ENTERPRISE



On the job: A volunteer works in Cookie Cart's North Minneapolis bakery.

Cookies for a cause

Besides making some dough, Cookie Cart provides work experience for urban youth by CAITLIN HILL

Shirone Robertson, 18, had walked past Cookie Cart many times before something inside made her decide. "I decided I had to do something different, so I built up enough courage to go into the bakery and look around," she says. "When I first came in, I felt rain over my head and positive vibes. It was like the tears were all focused on something positive and wanted more out of their lives."

Robertson would go on to receive her first work experience through Cookie Cart. The local nonprofit provides teens 15 to 18 years of age with meaningful work and teaches them the real-world skills through experience and training in an urban nonprofit bakery. Modeled as a social enterprise organization, 100 percent of the profits from cookie sales are invested back into the organization's youth employment program.

"In North Minneapolis, the employment opportunities are limited, families are living in poverty, and the graduation rates are really low," says Matt Halley, Cookie Cart's executive director. "Kids don't know about the opportunities they do have."

The teens work from 9 a.m. to 12 hours per week during the school year, and up to 30 hours during the summer. This year, Cookie Cart will employ about 125 teenagers, and through 2014 provide 24,000 hours of paid youth employment. According to Halley, the organization is the largest year-round provider of youth employment in the Twin Cities.

Established in 1988 by Slater Hahn (then at Emerson Avenue), in 1989, it moved to its current location on West Broadway Avenue in the heart of North Minneapolis.

The notion of providing kids with a safe environment and meaningful work experience started long before the social enterprise Cookie Cart as a nonprofit. She had moved to Minneapolis from Iowa, and as she walked the streets of North Minneapolis, she became increasingly concerned about the influence of gangs on the neighborhood youth.

With the goal of staying out of, she befriended the gang members and started inviting younger kids to her house after school — not just to help them with their homework, but also to bake cookies. Word spread quickly, and soon Hahn's kitchen became a popular after-school hangout, packed with maybe five kids in the kitchen, and another eight on the porch waiting their turn to bake.

Some of the kids asked to start selling the cookies, charging \$1 for a dozen, then a volunteer part of the snack and put a little back in the kitty to help pay for supplies. "Throughout the



Matt Halley

DIZ BRIEFING

COOKIE CART

Headquarters: Minneapolis
Inception: 1988
Leadership: Matt Halley, executive director
Employees: 8
Revenue: Just over \$1 million
Description: "Cookies teens who make it work and its profits through an urban nonprofit."
Web: cookiecart.org



Good to know: Cookie Cart provides classes on sales and other business topics.

years it has evolved and grown," Halley says. "But the core idea of providing a safe space, positive activities, and education makes it exactly what it is today."

At Cookie Cart, teens perform a range of activities, from production in the bakery to customer service at the retail location to selling cookies at local corporate events and events like farmers training or customer service fests in Hennepin, and other areas.

Robertson says she's been able to do lots of different things while working at Cookie Cart. She's learned about workplace expectations and how to negotiate a community setting with people from different backgrounds. "We've so learn about approaches to take to overcome the obstacles that we will face in the workplace," she says.

After graduating from high school, Robertson plans to attend college and go on to become a midwife — and maybe even a teacher's union organizer.

Melinda Thao, 16, was encouraged to apply at Cookie Cart by a friend who also works there. "I really wanted to seek out Cookie Cart to gain work experience and exposure to real-world skills I will need for future jobs," she says.

Thao has taken various classes at the nonprofit, including art, sales and customer service. "My favorite part about working at Cookie Cart

is working with my co-workers," she says. "We have fun while working, and we communicate with other diverse people. So far, I've learned about sales training, new communication skills, leadership, and teamwork."

In 2011, Cookie Cart implemented a strategic plan to increase the number of youth served and the amount of hours they work. At the time, it was serving 60 kids and providing 12,000 hours of employment. By the end of 2013, the organization hopes to triple those numbers. "We wanted to do this for two reasons," Halley says. "We are turning away kids in North Minneapolis, and we've had requests for Cookie Cart in other communities."

One of those communities is St. Paul, where Cookie Cart will be opening its next location. Currently in the early planning stages, it should launch in 2015 or early 2016.

The North Minneapolis location, meanwhile, is acutely through with a 14-month renovation, which will allow Cookie Cart to serve more kids and increase production. The grand re-opening is scheduled for September.

Cookie Cart has made a name for itself in the local business community, forming partnerships with Cargill, US Bank, and General Mills, among others. Those partner companies

help fund program operations, donate ingredients, and volunteer time to help expose youth to career exploration opportunities.

Halley says Cookie Cart is intentional about its partnerships, most of which are with large corporations. "85 percent of those relationships started with corporations as customers or grants through the foundation," he explains. "Cookie Cart has been able to build relationships where the corporations are introducing the kids to their corporate culture and opportunities within the company."

Cookie Cart has also been recognized in the nonprofit world. In 2013, Pathan Incorporated, a division of Guidant USA, created the top 20 high-impact nonprofits working in the field of educational support for at-risk youth in Minnesota. Cookie Cart was ranked 11th out of more than 130 nonprofits.

"Over the years, [through Cookie Cart], thousands of young people that would have been hanging out on the street getting into trouble have had safe places to go," Halley says. "The research is clear. If you don't work until after age 14, your lifetime learning potential is way lower. Those opportunities don't exist in North Minneapolis, and being able to create that is having a significant impact." ■

COOKIE CART BY THE NUMBERS

135 Number of teens who've started their first jobs through Cookie Cart	18,450 Experiences work hours completed by teens at Cookie Cart	4,050 Classroom training hours completed by teens at Cookie Cart	74 Number of teens who have completed financial literacy training at Cookie Cart	118 Number of career fests, networking events, and community expo sales hosted by Cookie Cart	629 Number of volunteers who have donated their time to Cookie Cart
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Cookie Cart expanding to St. Paul site

By Mpls.Erin Golden | JULY 28, 2015 – 5:28PM

Read more of this blog at startribune.com/local/blogs.

A north Minneapolis bakery staffed by teens is adding a second location, on St. Paul's East Side.

The nonprofit Cookie Cart organization has purchased space for a bakery at 946 Payne Av. and is working to raise \$3.2 million to renovate the building. The group has set a goal of opening the bakery in 2017, but plans to start working with teens in St. Paul next year.

The Minneapolis Cookie Cart bakery, started by Sister Jean Thuerauf, has been in operation since 1988. It reopened last fall at 1119 W. Broadway after a major renovation, and currently employs 200 young people.

"We look forward to working hand in hand with our new neighbors on the East Side to transform the lives of more teens," said Matt Halley, the group's executive director.



Program Goals

- Connectedness to New Communities
- Interpersonal Skills
- Critical Thinking Skills
- Goal Orientation
- Employment Readiness

In the Bakery



In the Classroom



In the Community



The Recipe

Staffing

Revenue

Mission Focus

Listening with an Open Heart

Did

Would

Could

Does

If

Do

Will

Is



Listening with an Open Heart

How

Where

Who

What



Listening with an Open Heart

Why not???



Bringing Innovation Home



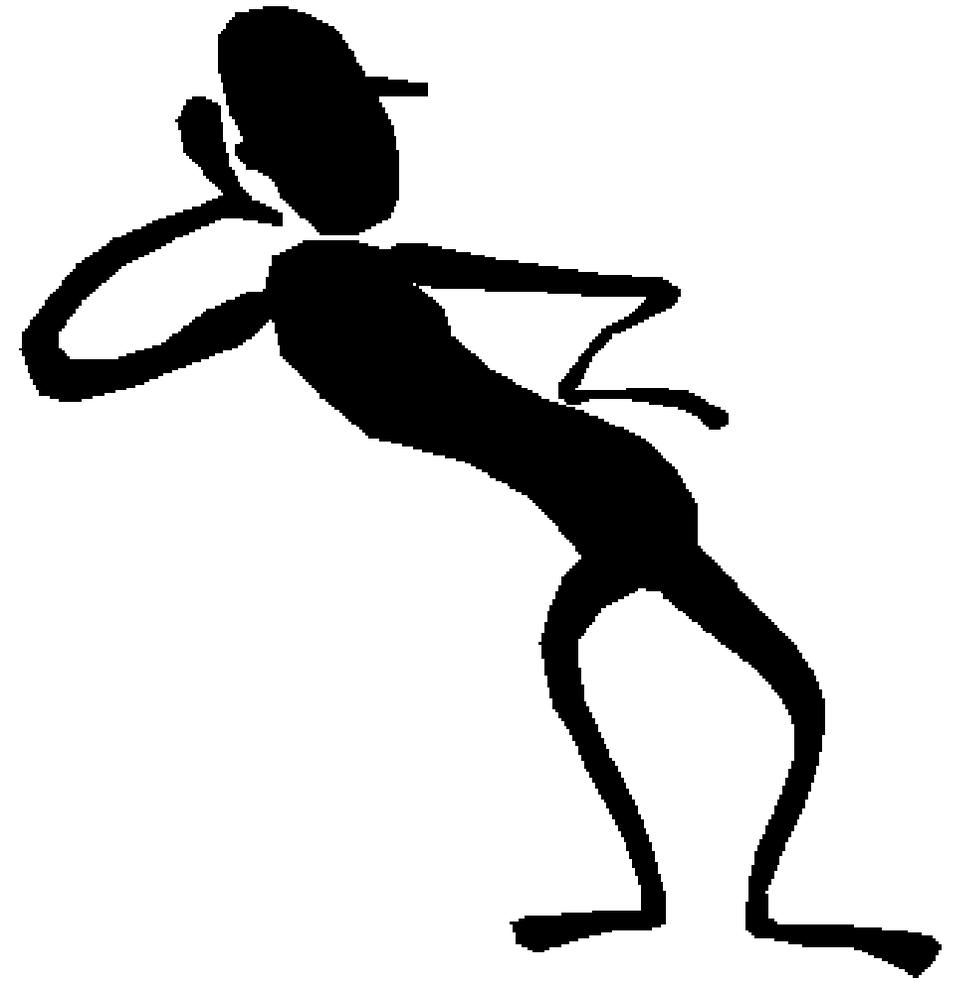
*Lessons in
Innovation*



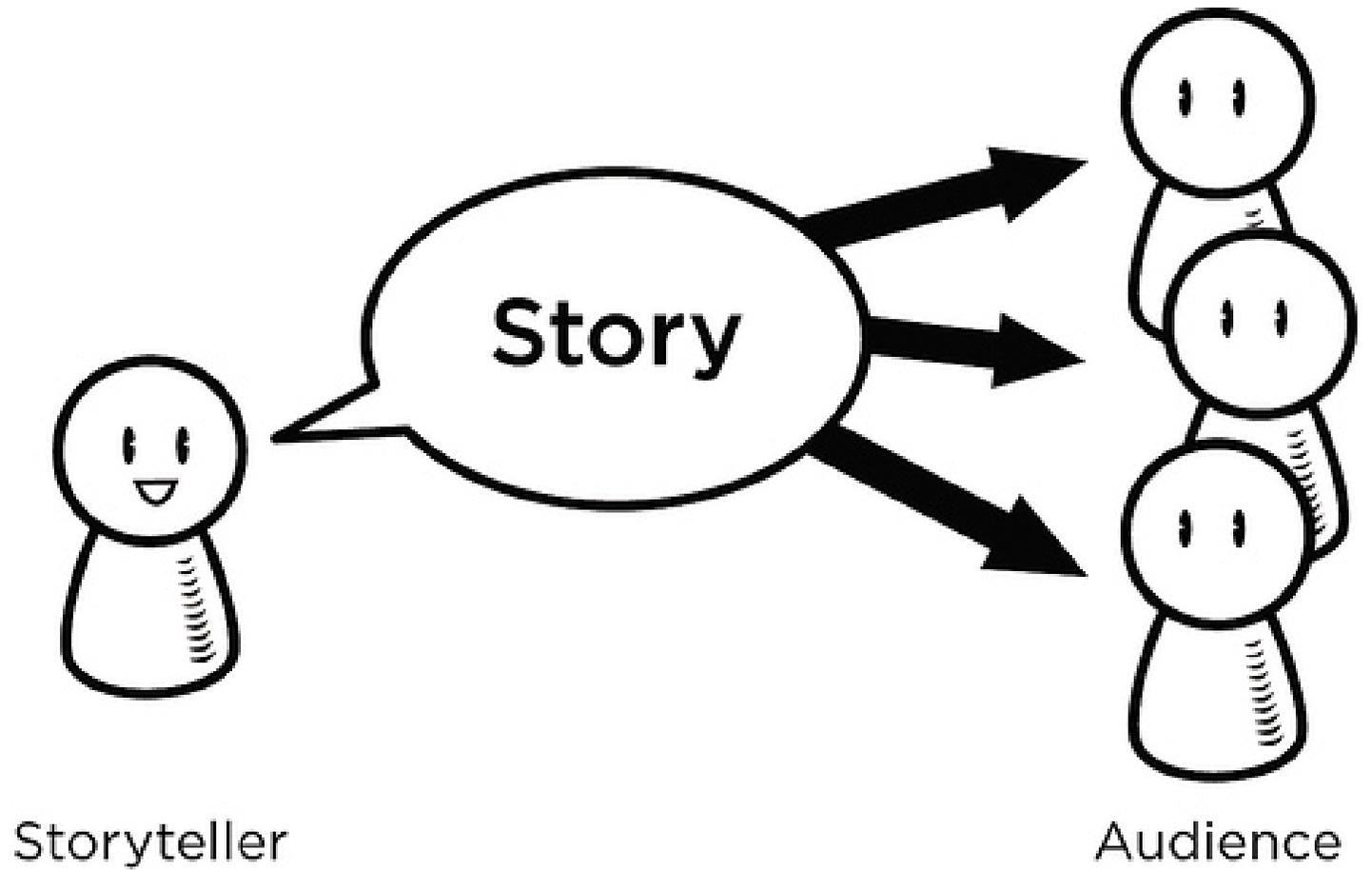
Dream Big



Listen



Tell the Story



~~PLAN (A)~~

PLAN (B)

Plan & Execute

Be Fearless







Thank you

WWW.COOKIECART.ORG