

*Cookie Cart*

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INSPIRING INNOVATION BY EXAMPLE

*Cookie Cart*

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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.

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# *North Minneapolis*

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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*

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# THE COOKIE CART



## *Strategic Direction*

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



## *2015 Highlights*

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- 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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**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: Aimer at work 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

**S**haron Robinson, 18, had walked past Cookie Cart many times before something inside made her stop. "I decided I had to do something different, so I tried to get enough courage to go into the bakery and look around," she says. "When I first came in, I felt like I was oversteering a car. It was like the team were all focused on something positive and wanted more out of their lives."

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."



Matt Halley

The team work from four to 12 hours per week during the school year, and up to 20 hours during the summer. This year, Cookie Cart will employ about 115 teenagers, and through that 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 Jean Thraut, Cookie Cart opened its first storefront on 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 Thraut's registered 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 keeping kids out of 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 Thraut'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, they'd pocket part of the profit) and put a little back in the kitty to help pay for supplies. "Throughout the

### DIZ BRIEFING

#### COOKIE CART

**Headquarters:** Minneapolis  
**Industry:** B&B  
**Leadership:** Matt Halley, executive director  
**Employees:** 8  
**Revenue:** Just over \$1 million  
**Description:** Cookies baked with meaning for youth and sold through an urban nonprofit.  
**Web:** cookiecart.org



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

years it has evolved and grown," Halley says. "But I've come to realize that providing a safe space, positive activities, and adult role models is 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 even live events training or customer service.

Robinson says she has been able to do lots of different things while working at Cookie Cart. She learned about workplace expectations and how to negotiate a community setting with people from different backgrounds.

"We're so learn about approaches to take to overcome the obstacles that we will face in the workplace," she says. "After graduating from high school, Robinson plans to attend college and go on to become a nurse — and maybe even a teacher's helper someday."

Mellissa 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 two nonprofits, including art sales and economic literacy. "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 launched a strategic plan to increase the number of youth served and the number 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 already through with a \$1.6-million 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 informal about its partnerships, most of which are with large corporations. "A lot of these relationships grow through the foundation," he explains. "Cookie Cart has been able to build relationships where like 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 a list of 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 streets getting into trouble have had safe places to go," Halley says. "The research is clear — if you don't work until about age 14, your lifetime earning 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

<b>135</b> Number of teens who've started their first jobs through Cookie Cart	<b>18,450</b> Experiences work hours completed by teens at Cookie Cart	<b>4,050</b> Hours of training hours completed by teens at Cookie Cart	<b>74</b> Number of teens who have completed financial literacy training at Cookie Cart	<b>118</b> Number of career steps, networking events, and community cross-sales hosted by Cookie Cart	<b>629</b> 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](http://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 Thuerlauf, 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*

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- 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*

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Did

Would

Could

Does

If

Do

Will

Is



# *Listening with an Open Heart*

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How

Where

Who

What



# *Listening with an Open Heart*

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Why not???



# Bringing Innovation Home

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*Lessons in  
Innovation*

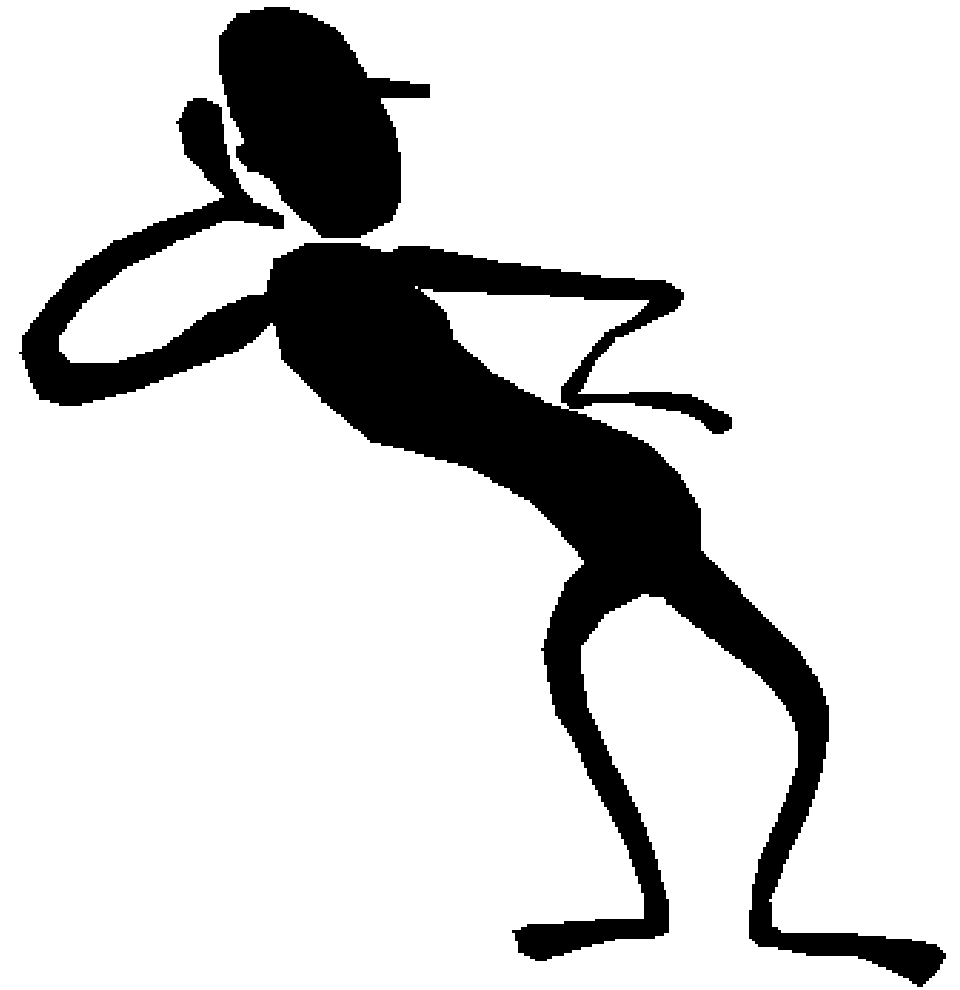




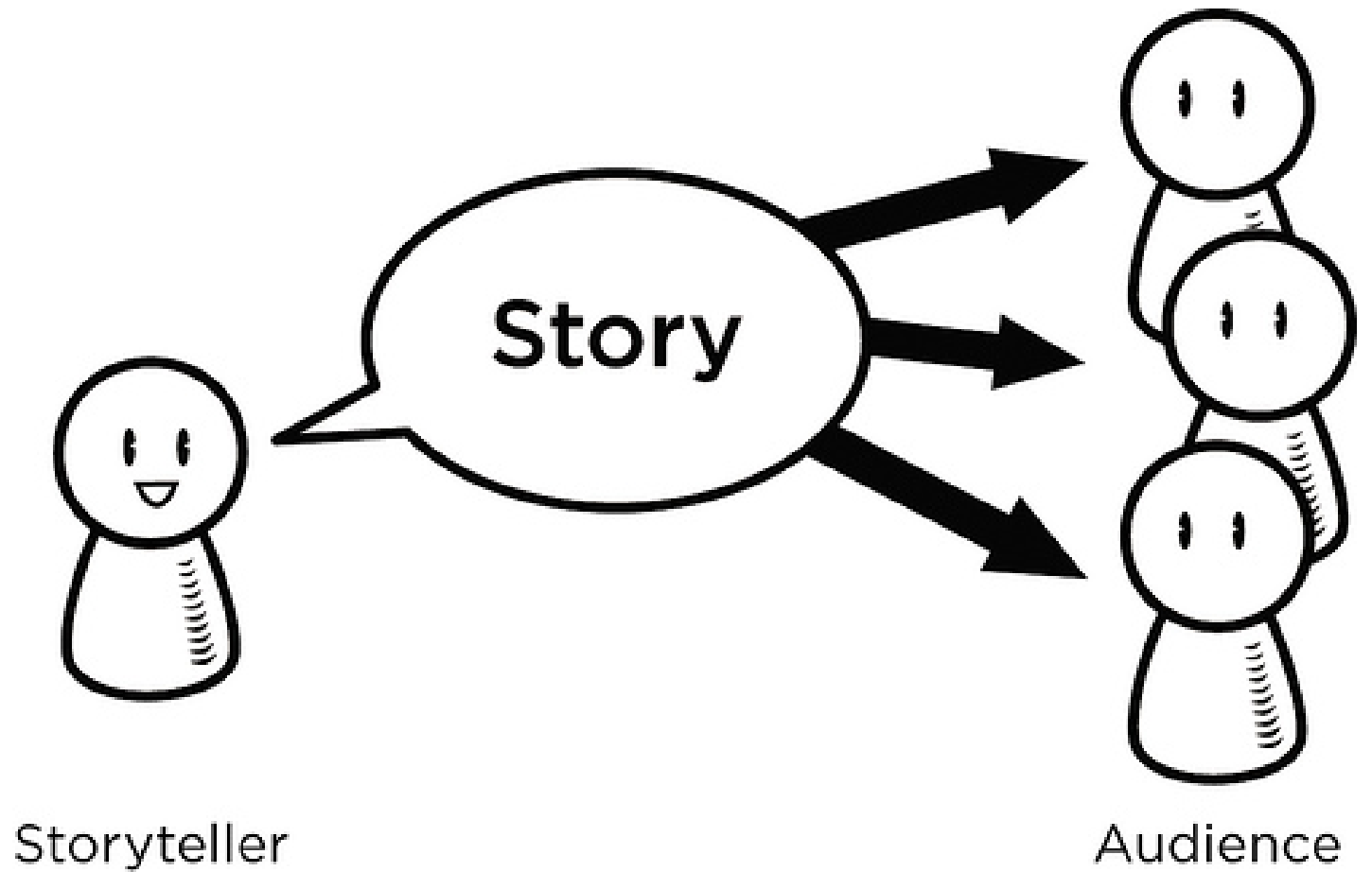
*Dream Big*



*Listen*



*Tell the Story*



*Plan & Execute*





*Be Fearless*









*Thank you*

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WWW.COOKIECART.ORG