

Reality Kitchen Non-Profit Expansion of Services Proposal 2020

Section 1: Organization Contact Information

Organization name:	Reality Kitchen Nonprofit	EIN:	27-4743976
Alternate name/acronym:	Reality Kitchen Nonprofi		
Address:	PO Box 733 645 River Road 645 River Road Eugene, Oregon 97440		
County:	Lane		
Website:	www.realitykitchen.org	Phone:	541-337-1323
Exec dir or board chair:	Mr Lynn Egli, Board President		
Email:	lynnegli@comcast.net		

Section 2: Organization Mission & Structure

Organization mission and primary activities:

Mission: To offer employment path experiences designed to nourish and inspire all learners, with and without disabilities, to thrive personally and professionally with supports and resources in a community inclusive setting.

In a wholesale and retail bakery environment we integrate Supported Staff with more typically abled co-workers and community members. In this way, individuals are better able to experience appropriate workplace behaviors while learning practical baking and retail skills .

Year established:	2010	Number of board members:	8
Number of paid employees:	25	Number of board meetings per year:	10
Number of FTE:	14.00	Number of board members who contribute to annual budget:	8
Number of volunteers:	20		

Question A: Do your mission, activities and outreach all intentionally focus on a population that has experienced significant bias or discrimination due to their race, ethnicity, sex, gender identity or expression, sexual orientation, disability, immigrant/refugee status, or national origin?

Yes

Please elaborate.

Our mission is to create pathways to employment for young adults with intellectual and development disabilities. For over 5 years we have provided employment path experiences designed to nourish and inspire all learners to thrive personally and professionally with supports and resources in a community inclusive setting.

Our core purpose is to support young adults with developmental disabilities to achieve independence and gain the benefits of a diverse range of community inclusion experiences based in a workplace setting. We provide program participants with attention individualized to their unique skills and interests through job skill development and alternatives to work activities.

Many of our participants are referred to Reality Kitchen from Lane County Developmental Disability Services or their contracted brokers such as Full Access and Mentor or Oregon.

Our work setting is a fully functional bakery (e.g. breads, deserts, pretzels, etc) and retail restaurant.

Question B: Do your staff, board and volunteers reflect the population you serve?

Yes

Please elaborate.

Nearly half of our staff, and most of our volunteers, are individuals who experience intellectual and/or developmental disabilities (I/DD) and a majority of our Board are special education professionals or have family members with I/DD. The staff members we employ are committed to full inclusivity for all individuals and represent the larger community we serve.

The neighborhood and those who patronize our retail cafe for socials, meetings and events, as well as dining and purchasing our baked goods, understand and passionately support our mission. They recognize that Reality Kitchen has chosen to operate an integrated workplace that is re-framing the way our community perceives individuals with disabilities and their employment options. We are changing these perspectives by operating an inclusive model for all to witness and participate in the daily successes of these individuals

Question C: Does the population you serve recognize the organization as specific to their community?

Yes

Please elaborate.

Unfortunately, working models offering truly integrated employment settings in Lane County and the State of Oregon are scarce.

Reality Kitchen is one such model.

Daily, we integrate Supported Staff with more fully abled co-workers and community members. Unlike other workplaces, At Reality Kitchen these individuals are better able to experience and learn appropriate workplace behaviors and, with proper supports and instruction, develop and practice strategies for success while interacting with Partner Staff and community members in a supportive environment.

The larger community regularly chooses Reality Kitchen as a place to gather and to support our mission by using our facility to dine, gather, schedule events, meetings, socials and other civic activities. We are a fully integrated environment where individuals with and without disabilities can meet, interact and be successful (see attached community reference letters)

What population does your organization serve? We are looking for demographic information – e.g. age range, ethnicity, income level, etc. Feel free to say, "General population," if appropriate.

Over 10,000 individuals experiencing intellectual and developmental disabilities in Lane County struggle to find meaningful employment. Many, between 21 and 40, languish in segregated workplace environments that do not prepare them for employment. At times, these individuals identify in non-binary terms and come from diverse personal, family and life circumstances. We accommodate and individualize our supports based on these demographics and needs.

We provide an integrated setting where all employees, with and without disabilities, have differing learning styles, which influences our programming choices.

Because Reality Kitchen owns and operates a wholesale bakery and retail cafe serving the larger community and general public, we are modeling our unique approach to delivering supports and training in ways that influence and change the perceptions of an ever growing number of neighbors, visitors, and families who grow and learn from our activities.

How many unduplicated persons did your organization serve directly last year?

20

How many persons do you expect to serve this year?

35

Counties where services are provided:

Lane

Section 3: Organization Financials

Financials for the current fiscal year and the last completed fiscal year	Budget for Current Fiscal Year 1/1/2019-8/30/2019	Actuals To-Date for Current Fiscal Year 1/1/2019-8/30/2019	Actuals for Last Completed Fiscal Year 1/1/2018-12/31/2018
Organization Revenues	\$650,000.00	\$488,010.00	\$669,545.00
Organization Expenditures	\$648,000.00	\$486,744.00	\$631,470.00
Operating Surplus/Deficit	\$2,000.00	\$1,265.00	\$38,075.00

If your organization finances require additional explanation, or if either the current fiscal year or last completed fiscal year represents an operating shortfall, please explain.

Our current fiscal year is not yet complete as of this date. Our actuals-to-date run through August 31, 2019. Our fiscal year is 1/1/2019 - 12/31/2019.

Breakdown of organization revenue for the last completed fiscal year:	
Government support (contributions & grants):	\$129,550.00
Memberships:	\$0.00
Earned income (ticket sales, fee for service, etc.):	\$454,173.00
Individual contributions:	\$45,522.00
Foundation support:	\$35,300.00
Corporate/business contributions & sponsorships:	\$5,000.00
Special events:	\$0.00
Endowment earnings:	\$0.00
Other:	\$0.00
	\$669,545.00

If you listed a figure in "Other," please provide a description of this revenue.

Organization's unrestricted cash reserves at beginning of current fiscal year:	\$60,365.00
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List of five largest contributors from last completed fiscal year revenue sources:	
Mills Davis Foundation	\$35,300.00
Private Donor	\$35,920.00
Pen Fed Credit Union	\$5,000.00
	\$76,220.00

Section 4: Project Summary

Project contact:	Lynn Egli, Board President		
Phone:	541-76-5435	Email:	lynnegli@comcast.net

Project description:

Reality Kitchen Nonprofit's request for funding is being made to expand employment path services we deliver to individuals who experience intellectual and development disabilities in Lane County; the development of curriculum as a key component in this expansion as well as a portion of the funding needed to hire a program assistant to participate in the growth of these services.

Key project components:

Reality Kitchen has established an innovative program in an integrated workplace setting designed to deliver Employment Path Services to individuals who experience intellectual and developmental disabilities in Lane County. Due to increased requests for our services and diversification of offerings, we must contract a professional Curriculum Developer to research and implement curriculum developed for our unique set of needs.

To aid in this expansion and curriculum delivery, we will hire a Program Assistant to work with the Program Director to implement and monitor the successes, challenges and make changes over time to assure its adaptability in response to the shifting demographics and needs of the individuals we serve in this program.

The curriculum we develop will enhance our program effectiveness, allow us to increase the numbers of participants and, based on increased revenues, Reality Kitchen will be positioned to self-fund the added position required to administer our program.

How many persons will benefit directly from the project?

35-40 individuals who experience intellectual and development disabilities

Does the project focus on a rural community? If so, how?

Currently, five Supported Staff commute from rural residences and the experiences they gain individually are returned back to their lives at home. Our program participants have been raised in and live in diverse homes and residential conditions to come to receive the services we deliver.

A positive response to our request will allow us to continue to support and track the progress of these individuals, and help us continue to create opportunities for others from similar living situations.

In what counties will services be provided through this project?

Lane

What population will your project serve?

Our innovative approach to integrating Supported and Partner Staff into a common workforce is designed to prepare young adults with I/DD for other workplace settings in the community. This requires individualized attention, with consideration given to their different learning styles, personal experiences, income background, cultural and self identity considerations, to be assured that each is successful at their goals for independence.

With the requested funding, Reality Kitchen will increase the numbers of individuals served, expand the effectiveness, consistency and delivery of best practices curriculum and social activities and programming opportunities available to a growing number of customers seeking our services and products.

Customers for our wholesale products and retail café report their choices to support our organization are based on our accessibility and consistency, local impact and the evident long term commitment we have made to fulfilling our Mission.

If your project focuses on a population that experiences disparities in education, health, income or other areas due to geography, ethnicity, gender, sexual orientation or other factor, please tell us about it. If this question is not applicable or you already described the disparities, feel free to say so.

Individuals who experience intellectual and developmental disabilities face a broad array of challenges that limit and impact their access to individualized educational environments. Without the supports needed to have effective and meaningful employment and community-based experiences, these individuals will continue to face barriers to their progress, loss of opportunities, goals and dreams.

Developing curriculum and charting program expansion with the funding we seek will give Reality Kitchen the resources needed to enhance our service to a growing and diverse demographic of persons with I/DD.

There are few employment opportunities for this population that have a similarly proven commitment to building the self confidence all individuals, with or without disabilities.

Project Totals	
Total project budget:	\$65,484.00

Proposed Sources of Funding	Secured	Pending	Planned
Reality Kitchen Budgeted Operations	\$10,972.00		
Donation cash received	\$2,000.00		
Donation pledges received	\$5,000.00		
Fund-raising to complete		\$7,000.00	
Foundations & Grants			\$40,512.00
	\$17,972.00	\$7,000.00	\$40,512.00

If your project revenues require additional explanation, please offer it here.

Section 6: Project Expenditure Budget

Budgeted Items	Total Cost	
Program Assistant	\$32,544.00	
Curriculum Developer	\$12,640.00	
Training materials design and development	\$5,600.00	
Training materials production	\$6,000.00	
Indirect office support costs	\$7,200.00	
Professional and legal fees	\$1,500.00	
	\$65,484.00	

Section 7: Project Narrative Questions

1. Tell us about your track record and highlight two or three key accomplishments that best define your organization.

Our founders left their employment in special education to develop a program that did not previously exist to serve individuals that were not previously being given opportunities to gain employment based experiences and transferable skills in an integrated workplace setting, as well as build the self-confidence each individual needs to be successful in attaining their life goals.

The nonprofit organization acquired an established bakery to serve as a professional workplace setting and has developed an Employment Path program that was licensed by the State of Oregon and certified to deliver Supported Employment Services. Over the past six years, without prior experience managing a wholesale bakery or retail café and no written curriculum or defined business model, Reality Kitchen now employs a fully integrated staff of 25 individuals with and without disabilities. We serve over 50 food service businesses an array of baked goods, host events, socials and community gatherings.

We have never bounced a check or a missed payroll. The press we receive is generous and positive and our staff and neighbors call Reality Kitchen “home.”

Our ongoing commitment to our Mission defines us

2. What community need does your project address or what organizational capacity do you hope to build?

Increased opportunities for individuals in Lane County who experience intellectual and developmental disabilities to successfully acquire and keep competitive wage employment in a workplace setting of their choosing remains a growing challenge for our community.

Reality Kitchen is grateful to be recognized as a model for how individuals, with and without disabilities, can operate an integrated workplace producing quality baked goods and food offerings, as well as delivering successful job skills training experiences.

With a positive response to our request to help in the funding of our curriculum and program development goals, and staffing to assist us in the upcoming year, Reality Kitchen will:

- Increase opportunities for Supported Staff to expand their food service experiences.
- Explore employment related activities to include podcast radio/video and other performance and technology-based projects.
- Outreach to Community Business Partners to expand our program to include Job Development and Search activities.
- Reflection and group discussion opportunities to offer enhanced social and relationship experiences at this important period of these individual's lives

3. If your project represents a programmatic expansion, tell us how long you have had the program, how many persons it reaches annually, and what it has achieved. And how would the program be different as a result of this project? [If not applicable, please offer a brief note and move to the next question.]

For six years, our co-founders have developed the bakery and café into a financially viable operation valued for its quality products by the local food service industry. At the same time they have developed the program framework and credentialed into a sought after option for young adults experiencing diverse intellectual and developmental disabilities to receive licensed Employment Path Services that is recognized as the alternative to sheltered workshops in Lane County.

Over time, the directors have learned what instructional goals must be in place and designed for this unique setting. With an average of 35 individuals served annually, we have studied what content individuals must know to be successful in a competitive food service market and how can we offer opportunities for this population of learners to demonstrate their knowledge and skills? What are the best instructional strategies to be used, as well as what assessments will be used to know how individual Supported Staff can achieve their goal for success? Adding a Program Assistant to participate in the delivery of increasing services to our Supported Staff will enhance and assure the outcomes of this project

4. What is your strategy? How will you carry out your project? What are the specific activities involved and what is your timeline?

Based on discussions held in Administrative and Board meetings we have developed drafts and planning materials to support the goals of this project. We have included these along with our application for review to explain the steps we will take to carry out this project. Because this is an expansion and enhancement to ongoing programming activities we are already engaged in, we will continue many of our daily routines.

Upon receiving a positive response to our request, our strategy for project implementation over the next year will include:

- Expand the weekly group discussions where Supported Staff reflect and explore their experiences, pose and answer questions and share their observations and related challenges shared in round table discussions.
- Contract with our Curriculum Developer to begin the process of reviewing drafts and planning the writing and schedule implementation of the curriculum we will produce.
- Increase the opportunities our Supported Staff have to serve our customers in the front café with the recent movement of our Pretzel Wagon to our River Road location as part of opening our patio to customer service. Supported Staff will gain the experiences of running and operation the food cart as they take on the jobs of preparing the barista drinks and meals we serve.
- Outreaching to Community Business Partners to begin Job Development and Job Search activities where Supported Staff begin spending one day each week in a different workplace setting to begin their transition process to finding employment positions in the community.
- Explore employment related activities that allow each individual to have alternate activities that fulfill themselves personally, creatively and professionally. Among these will be developing a podcast radio broadcast, producing video and stop motion animation projects.
- We will advertise and conduct interviews for the position of Program Assistant and select and train the successful candidate.

5. How did you involve the community (or the specific population to be served) in development of your strategy?

An essential component of the work we do as a nonprofit organization and neighborhood based center is regularly reach out to business and community partners relying on press accounts and social media, discussions with Supported and Partner Staff, other special education professionals and conducting and reviewing responses to surveys and anecdotal data collection.

After analyzing the data we have received from stakeholders, customers and partners, we engage our Board of Directors to develop next steps towards our short and longer term strategizing, grant requests and fundraising planning.

We rely on these approaches to gain perspectives and observations from those we work closely with, as well as buy in and participation from volunteers and donor campaigns.

6. How does this project build on the strengths of the population to be served? The philanthropic and nonprofit sectors tend to focus on a population's deficits. With this question we are giving you an opportunity to instead highlight the population's strengths.

Because our Mission and daily activities are closely tied to celebrating and supporting the strengths and skills of our Supported Staff, as well as supporting their behaviors, we find it easy to continue reaching out to them for ideas, interests and requests for expanding experiences.

The weekly discussions we hold give Supported Staff the opportunity to share their interests in new activities. From these discussions their expressed desire to explore increasingly varied uses of technology as forms of personal expression have come about. They have asked to explore improvisational theater and performance, creative writing and storytelling, on stage and group settings, and the varied uses of radio and podcast production, as well as stop motion animation.

In this way, we understand and explain that they can use these experiences to express themselves and give voice to their emotions and responses to life, as well as develop skills that are transferrable to other employment options.

7. Who is responsible for your project? Briefly describe your project leaders and the role each will play in the project. How do these leaders reflect the community you serve?

Jim Evangelista, Executive Director, and Catherine Pickup, Program Director, Founders and Special Education professionals, will lead project development, coordinate and supervise staff. Other key participants will include the Curriculum Developer, new Program Assistant, Executive Assistant, Stephanie Southerland, and members of the Board of Directors.

Jim Evangelista will coordinate and oversee all aspects of the project, directly work with Community Business Partners, assist Program Director, Catherine Pickup, in the hiring of a Program Assistant and strategizing and planning with the Curriculum Developer, as well as Board and the Executive Assistant.

Catherine Pickup will direct the implementation of all aspects of the project, hire and supervise the Program Assistant, schedule and manage Supported Staff and coordinate directly with Curriculum Developer, as well as members of the Board.

The Curriculum Developer will be work most closely with the Program Director to conduct research, develop and write the content of curriculum produced, recommend changes and monitor and train others in the delivery of the curriculum. The CD will present to Board members and Supported Staff.

8. How will your expertise, partnerships or community connections help you? If there are partners, please identify them and tell us if they have agreed to participate.

The relationships we have developed over the past six years with Community Business Partners, neighborhood leaders, generous press and media outlets, as well as kind and supportive donors and sponsoring individuals will be essential to the ongoing success of this project.

Operating a wholesale bakery delivering to the area's better food service businesses we have regular access to the back doors of these familiar kitchens. They are among our primary sites for placement of Supported Staff into transition employment settings. Among these Eugene businesses, Fisherman's Market, Oregon Electric Station and Cash and Carry/ Smartfoods have expressed interest in finding opportunities for Job Searches and Explorations and have welcomed taking next steps in this process.

Our intimate performance space is used by different groups daily. Each Thursday, Acoustic Reality, our Open Mic Night, local and traveling musicians come to "Listen and Be Heard," share songs and jams and gems. Social groups gather there and a women's circle meets to meditate and get lattes' afterwards.

What better spot for an Improv Workshop and a podcast radio show to be happening ?

9. What will success look like? How will you measure or document project success or impact? Please outline your evaluation plan.

We will evaluate our success, challenges and progress of our project quarterly and we will:

- self evaluate the results of our efforts by collecting and analyzing staff and customer feedback, gather anecdotal data and surveys conducted through our website and other social media and share these in an annual report.
- hold a performance review of the Program Assistant on a semi-annual basis.
- collect quarterly reports from Social Services Agencies that serve the same population of individuals to gather their feedback on the impact of our increased training and employment experiences.
- collect self-evaluations from Supported Staff and their families on their responses to the weekly meetings and group discussions we are expanding to provide anecdotal information and data, as well as survey other organizations and businesses we work with for their feedback. These evaluations and data will be shared in our annual report.
- collect press and media covering of our efforts and successes, including the Pretzel Wagon and patio expansion plans we have in place to be shared in the annual report.
- review our Job Development and Job Search activities, include data gathered from Community Business Partners, Supported Staff and other interviews to report back the success of our efforts in an annual report.
- report back on our alternate activities including our podcast radio productions, stop motion animation projects and the other creative projects our Supported Staff engage in

10. What is your plan for securing the balance of the project budget? What is your fundraising timeline?

We have begun fundraising for the Employment Pathways project and have secured \$17,972 and are actively approaching major donors for another \$7,000 in pledges to be paid by June 2020.

Beyond this particular project, our fundraising timeline will continue through 2020 to continue to build our base of regular donors. See sustaining narrative below.

11. How will you sustain the proposed activities or build on what you achieved? Please describe your plan for securing the financial, human and in-kind resources needed to sustain or build on project achievements.

Once completed, the expansion of the Employment Path program is expected to be self-funding through growth in the number of Supported Staff served. The Supported Staff in our training program are paid by Reality Kitchen at \$12.50/hr. Reality Kitchen is reimbursed at an average of \$19.75/hr by the State of Oregon Department of Human Services (administered by Lane County Department of Developmental Disability Services). The contribution margin (profit margin) on the difference between the rate reimbursed and amount paid to Supported Staff is intended by DHS to help fund Reality Kitchen's professional staff and overhead. On an ongoing basis, this incremental contribution margin will fund the Program Assistant included in our OCF grant proposal in the following way (see below)

Strengthening our Employment Path Program will enable us to increase the number of Supported Staff served from approximately 10 to 20. Our reimbursement at our current Supported Staff level is budgeted for 2019 at \$105,000. After growing the number of Supported Staff served, we are expecting that revenue to approximately double to \$210,000. The incremental contribution margin on this increase is approximately 55% or \$57,000 per year (see 2019 budget attachment). This incremental amount is more than enough to fund the Program Assistant for the Reality Kitchen Employment Path program on an on-going basis.



***Board of Directors Members
December, 2019***

Name	Role	Qualifications	Email	Mailing Address
Lynn Egli	President	Parent of autistic son, Retired CPA and finance director	lynnegli@comcast.net	3361 Riverplace Drive, Eugene, OR 97401-1586
Sheila Thomas	Vice President	Special Education professional	sheilaforstudents@gmail.com	119 Bauer Lane, Eugene, OR 97404
Jacob Painter	Treasurer	Banker and Financial Portfolio Manager	jpainter@sbko.bank	325 Blackstone St. Springfield, OR 97477
Kerry O'Connor	Secretary	UO Masters of Nonprofit Mgmt student	kerryfoconnor@outlook.com	1810 Ferry Aly Eugene OR 97401
Niels Pasternak	Director	Special education professional Eugene Public Schools	Niels8100@yahoo.com	2399 West 22 nd , Eugene, OR 97405
Catherine Pickup	Director	Reality Kitchen program director and special education professional	catherinepickupavila@gmail.com	Mailing P.O Box 733, Eugene, OR 97440 Residence: 85560 Svarverud Road, Eugene OR 97405
Anthony Cortez	Director	Lead baker and trainer at Reality Kitchen	Ayoanthony@gmail.com	1257 W 6th Avenue. Apt 11, Eugene, OR 97402
Kris Stewart	Director	Residential Provider for Individuals with Disabilities, Special Education Professional	stewartscareinc@gmail.com	4550 Willamette St., Eugene OR 97405

Key Staff

Name	Role	Phone	Email	Mailing Address
Jim Evangelista	Executive Director	541-337-1323	realitykitchen@gmail.com	Mailing P.O Box 733, Eugene, OR 97440 Residence: 85560 Svarverud Road, Eugene OR 97405
Catherine Pickup	Program Director	541-731-3758	caterinepickup@realitykitchen.org	Mailing P.O Box 733, Eugene, OR 97440 Residence: 85560 Svarverud Road, Eugene OR 97405
Stephanie Southerland	Executive Assistant	541-729-9547	realitykitchenbookkeeping@gmail.com	