



Retail Baking Industry Foundation Annual Report 1/01/2006 – 6/30/2007

Mission

The Retail Baking Industry Foundation (RBIF), organized by bakers, is dedicated to providing retail bakeries with realistic, practical solutions to everyday business problems. It accomplishes this by:

- supporting, conducting and disseminating research and technical studies that will improve management knowledge, and
- Developing educational resources that will optimize industry operations, value, and service.

The Retail Baking Industry Foundation is recognized by the Internal Revenue Service as a charitable 501(c)(3) education and research foundation. All contributions are fully tax deductible as provided by law.

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Founding Information

The RBIF got a good start when in 2001 all members of the Retail Bakers of America Board of Directors made individual pledges totaling \$250,000. Pledge payments were spread over five years and go directly to an endowment fund. The goal for the endowment fund is to raise \$3,000,000, most of which is to come from small, independent bakers.

Foundation Activities

The RBIF has been working on two initiatives, the Katrina Relief Fund Drive and the Mentors for Success program.

Katrina Relief: In 2006 the RBIF conducted a fund raising drive to help the retail bakeries affected by Hurricanes Katrina and Rita. The Katrina Relief Fund received \$30,963 in donations from General Mills fund raising effort as well as from individual donors. In addition to the contribution from sales of Danish mix, General Mills held bake sales at their offices in various locations. Acknowledgements of these donations have been sent to General Mills but no receipt was given since the donors received a product in exchange for the money given.

The funds donated specifically for hurricane relief must be used for that purpose only. The foundation is keeping a detailed account of the monies received for this purpose and the disbursement of those funds. A grant application form was developed for use in applying for the funds and distributed to bakeries in the impacted areas. Additionally the grant application is posted on the Retail Bakers of America website. Grant Review Committee members include: Mark Atwood of Atwoods Bakery, Jackie Scott of Scott's Pastry Shoppe, Heather Henstock of

Modern Baking, Jay Allen of General Mills, and Susan Nicolais of Retail Bakers of America.

Mentors for Success: The Foundation is also moving forward with the peer-to-peer consulting program called “Mentors for Success.” The initial volunteers for the program have been loaded into a database and a call for additional volunteers has been disseminated. The program is designed to help bakers overcome challenges they may have in their bakeries. The RBIF is working to set up a bank of volunteer mentors who have experience in solving problems in their own bakeries. Bakery owners will be able to access the mentor list and select a mentor specifically suited to helping them with their particular problem. The bakery that utilizes a mentor gets a set of fresh eyes to look at the problem and work with the baker to determine the best way to a solution. Mentoring can take place with a visit to the bakery or via email with an exchange of information on particular areas.

How it works: The RBIF recruits mentors and keeps the list updated and available to bakery owners. The mentors are volunteering their time to help fellow bakers. The bakery owner soliciting help through a mentor will be responsible for the transportation and lodging costs for the mentor who comes to their bakery. We want to match experienced and successful bakers with retailers that want help. Mentors will volunteer their time to the retailer providing advice, encouragement and solutions on everything from product flow to merchandizing. While this may sound like a small beginning, the rewards can be enormous. We believe that bakers helping bakers, one at a time, will make a real difference to the success, profits and survival of the bakers who use the service.

Financial Information

As of June, 2007 the RBIF had assets of \$211,111.13. Assets are comprised of donations received and pledges. The assets are distributed between Unrestricted Assets and Temporarily Restricted Assets. The Temporarily Restricted Assets are the donations received from the Katrina Relief fundraising drive and total \$30, 963.

As of June 30, 2007, open pledges to the foundation total \$145,450. Donors are invoiced on an annual and semi-annual basis based on their preference. One donor has withdrawn his \$10,000 pledge after making the initial contribution of \$500. There are multiple donors who have not made a pledge payment in at least three years. These pledges will have to be reviewed and a determination made as to whether to write them off or to continue to attempt to collect them. Four donors have fulfilled their pledges.

To date, the Foundation has distributed \$24,000 of the \$30,963 collected for Katrina Relief Grants. These grants went to eight bakeries: Alois J Binder Bakery, Anderson’s Bakery, Gambino’s Bakery, Paul’s Pastry Shop, Flour Power Confectionery, The Donut Bakery, and Cinnamon’s Bakery. All grant recipients received \$3,000.

The Retail Bakers of America (RBA) has added a voluntary contribution line to its renewal notices. Any donations for the foundation received via the voluntary contribution line added to the renewal notices are deposited into the RBA account. A check is then issued to the Foundation to transfer the funds. This transfer is done on a quarterly basis.

The Foundation's 2006 tax return was filed in the first quarter of the year. A copy for public review is available in the RBA offices.

