

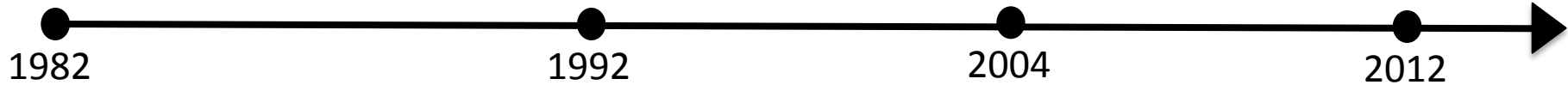


GREYSTON
SOCIAL ENTERPRISE • EST 1982

***Baruch Center for
Nonprofit Strategy and Management***

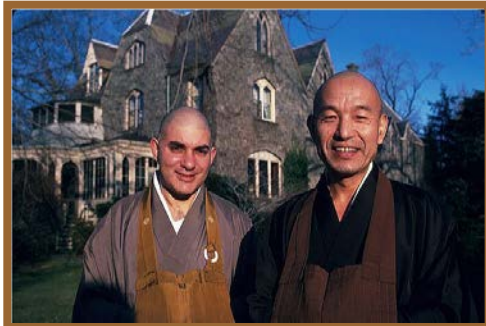
February 24, 2015

Major Milestone Timeline



1982

**Founded at
Greyston Mansion
(For Profit Entity)**



1992

**Established
Greyston Foundation
(Nonprofit Entity)**



2004

**Moved into
New Bakery**



2012

**Become NYS
1st Benefit Corp**



Bakers on a Mission

Guiding Principles

Open Hiring

Open Hiring is a policy which offers employment opportunities regardless of education attainment, work history, or past social barriers, such as incarceration, homelessness, or drug use.

PathMaking

PathMaking is both a philosophy and a program which reflects Greyston's core belief that individuals can be supported to achieve "wholeness" (self-sufficiency) that comes from having a well-balanced, satisfying and integrated personal, spiritual, and professional life.



*"I was illegal since I was a teenager. Now to be legal and working on credit, bank accounts and stuff like that, it means a lot. It feels like I am part of society now. Before, I did not feel like that." -
Dion Drew*

Ben & Jerry's Partnership



- Brownie Artisans for Ben & Jerry's for over 20 years
- Produce over 5,000,000 lbs of brownies per year (conventional and fair trade)
- Suppliers for both domestic and international operations

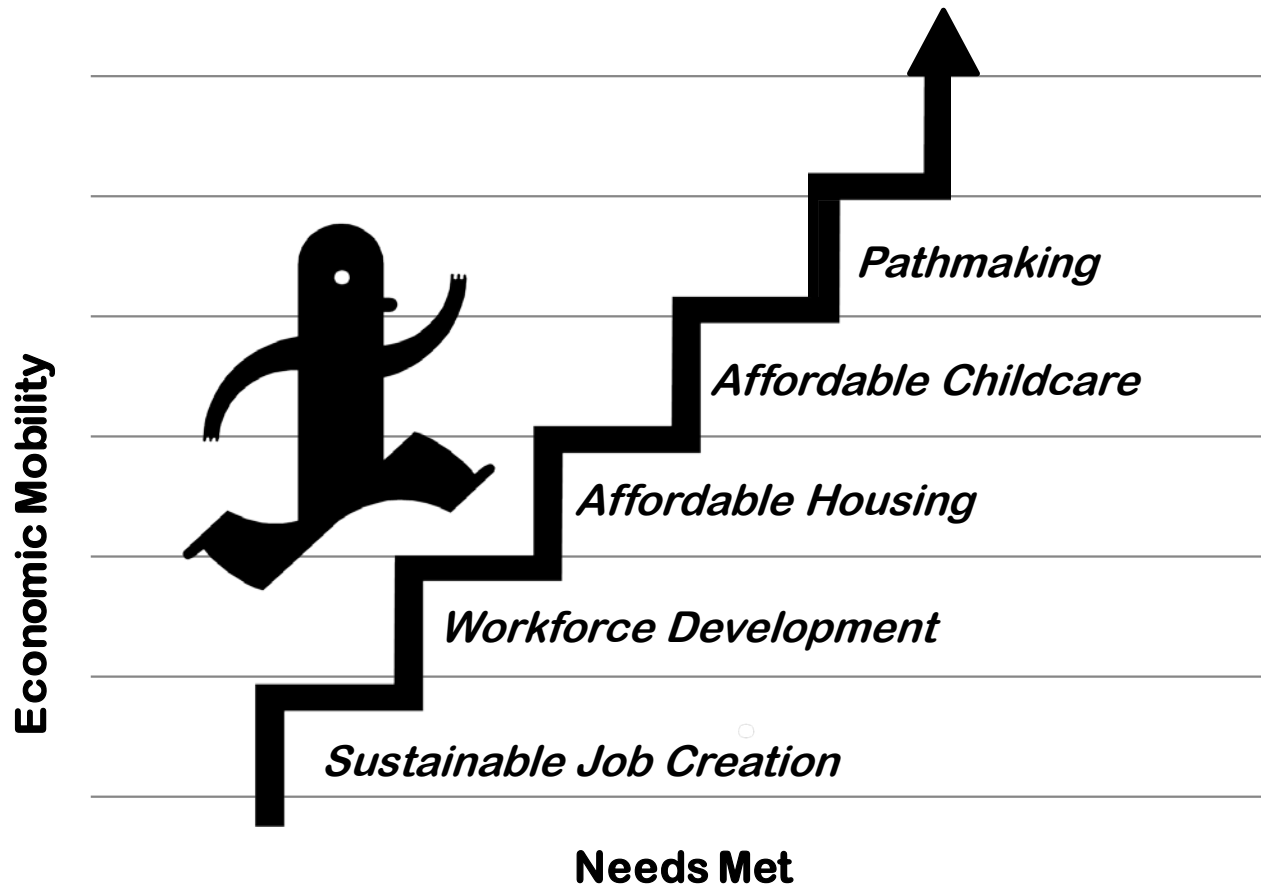


BROWNIES THAT DO GOOD

Ben & Jerry's partners with people who share our values - like Greyston Bakery. They show how business can serve the community by providing jobs, training & child care to the underserved. And if that's not sweet enough, we get their brownies into chocolate ice cream that we make with Fair Trade Certified™ cocoa, which benefits the farmers and their communities, too. That's another way we work to make the best possible ice cream in the best way possible. To learn more about Greyston's brownies, go to benjerry.com.

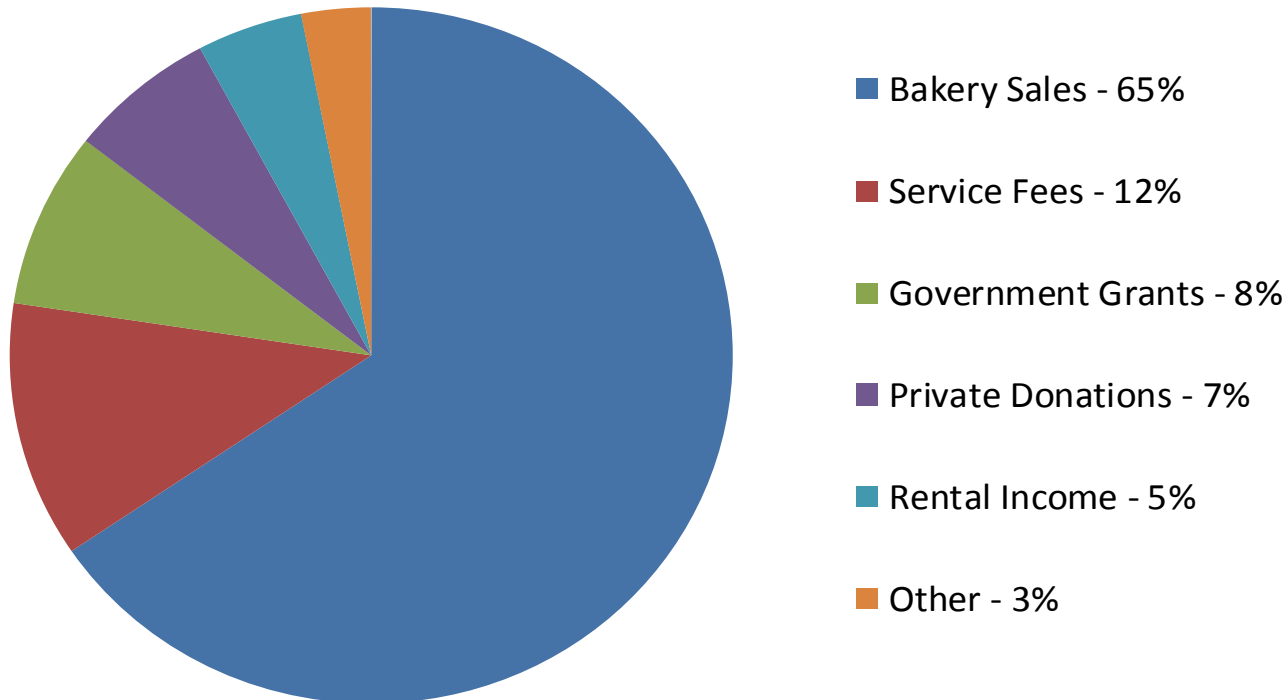
It's what's inside that counts.

Addressing Poverty Beyond the Bakery Greyston Nonprofits



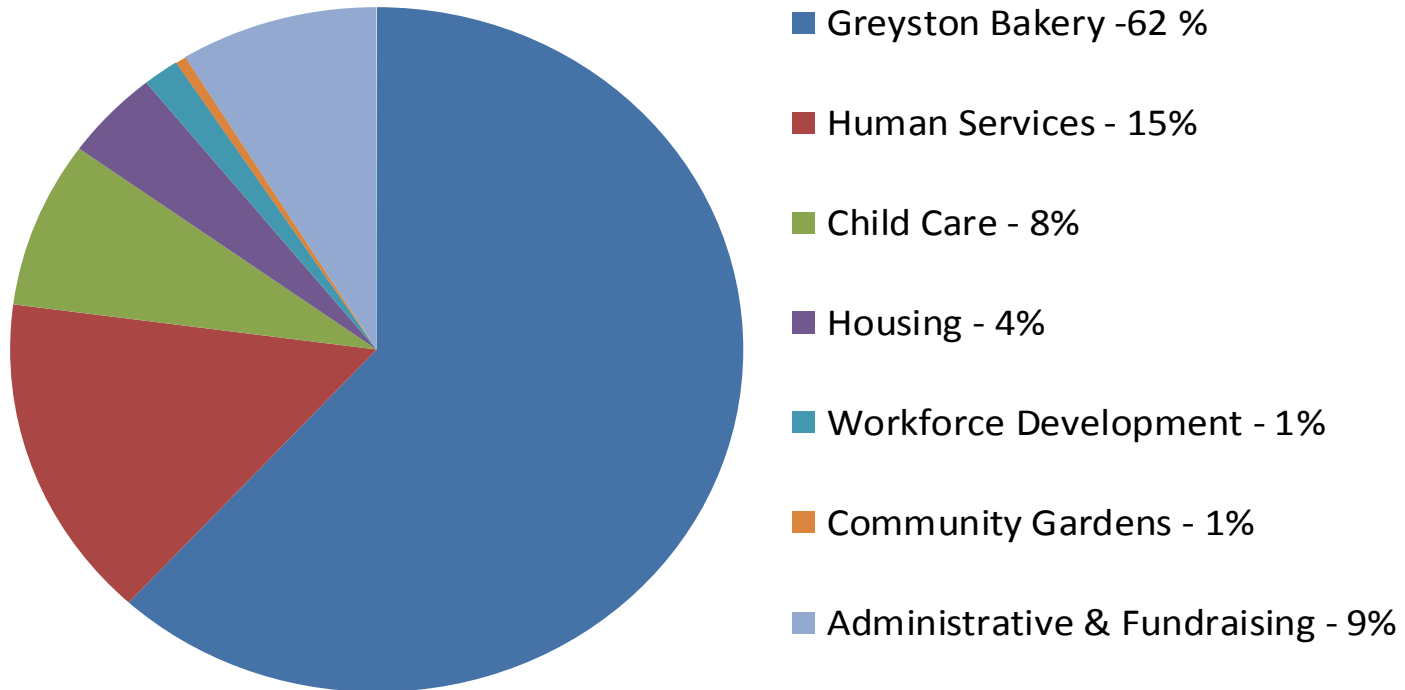
Diversified Revenue Stream 2013

Total 2013 Revenue = \$17 Million



Expenses by Activity - 2013

Total 2013 Expenses = \$17 Million



How We Measure Impact

Select Programs



- *Bakery*
 - Number of jobs created, dollars back into the community
 - Savings to NY State from reduced recitivism
- *Child Care*
 - Number of children receiving quality, early childhood education
 - Reduction in public assistance costs resulting from parents being in the labor force
- *Workforce Development*
 - Number of persons trained and placed in job opportunities
 - Number of persons employed beyond six months
- *Community Gardens*
 - Pounds of produce grown annually
 - Number of persons in the community educated about healthy eating and locally grown food



Impact Investing Example

- Faith-based Organization with Socially Responsible Investing Program
 - Makes loans to nonprofits to support social justice mission
- Lent Greyston Bakery \$250K to fund the acquisition of a new wrapping machine for product line expansion
 - Benefit Corp. designation “fit” with program despite for-profit status
- Low interest, unsecured debt financing
 - No collateral required
 - Willing to be subordinated to all other lenders
- Metric for Investment: number of new jobs created