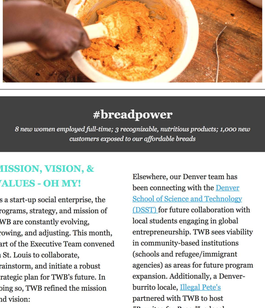
APRIL 2016 Mission, Vision, Values | Infrastructure & Oven Development

APRIL NEWSLETTER



#breadpower

8 new women employed full-time; 3 recognizable, nutritious products; 1,000 new customers exposed to our affordable breads

MISSION, VISION, & VALUES - OH MY!

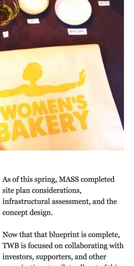
As a start-up social enterprise, the programs, strategy, and mission of TWB are constantly evolving, growing, and adjusting. This month, part of the Executive Team convened in St. Louis to collaborate, brainstorm, and initiate a robust strategic plan for TWB's future. In doing so, TWB refined the mission and vision:

The Women's Bakery empowers women through business and education.

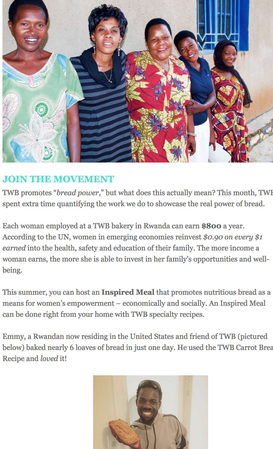
Our vision is to advance women's autonomy, improve community nutrition, and generate socio-economic ability.

While presenting at various events in St. Louis (namely an Impact Investing Symposium at Washington University and the Social Enterprise and Innovation Competition), Founder & Co-Director **Markey Culver** focused energies this month to communicate what we do, how we do it, and the impact we are having in the most articulate, powerful manner possible.

Elsewhere, our Denver team has been connecting with the Denver School of Science and Technology (DSST) for future collaboration with local students engaging in global entrepreneurship. TWB sees viability in community-based institutions (schools and refugee/immigrant agencies) as areas for future program expansion. Additionally, a Denver-burrito locale, Illegal Pete's partnered with TWB to host *"Burritos for Bread"*; a local fundraising effort to generate awareness and visibility around the city. Over 200 people came out to support the cause!



At our headquarters in Rwanda, the East Africa team continues to oversee the two most recently launched bakeries in Kigali, as well as prepare for upcoming training scheduled this summer. TWB expects to train 2-4 more groups this year – creating access to education to as many as 60 women!



BAKERY IN A BOX

In the fall of 2015, MASS Design Group helped to create, design, and build a prototype oven for our bakery training groups.

Earlier this year, MASS partnered with us again to design a locally fabricated bakery building. We call it the **"Bakery-in-a-Box."**

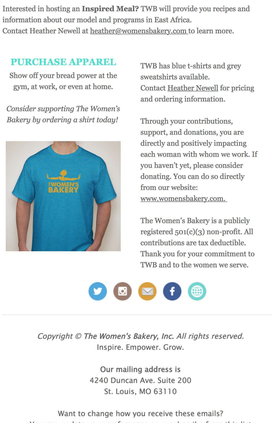
MASS worked with our team in East Africa to complete immersive research and design the entire bakery model. Training groups will now have access to this replicable, scalable, and unique infrastructure.

The "Bakery-in-a-Box" plan includes state-of-the-art and locally sourced materials that allow women to operate with the highest efficiency possible.

As of this spring, MASS completed site plan considerations, infrastructural assessment, and the concept design.

Now that that blueprint is complete, TWB is focused on collaborating with investors, supporters, and other organizations to pilot roll-out of this bakery building model, while MASS plans to oversee the construction of the first building.

Interested in donating to support our "Bakery-in-a-Box" model? Please contact the TWB team to learn more and get involved with "Bakery-in-a-Box."



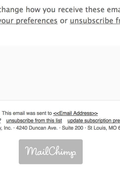
JOIN THE MOVEMENT

TWB promotes "*bread power*," but what does this actually mean? This month, TWB spent extra time quantifying the work we do to showcase the real power of bread.

Each woman employed at a TWB bakery in Rwanda can earn **88oo** a year. According to the UN, women in emerging economies reinvest *$0.90 on every $1 earned* into the health, safety and education of their family. The more income a woman earns, the more she is able to invest in her family's opportunities and well-being.

This summer, you can host an **Inspired Meal** that promotes nutritious bread as a means for women's empowerment – economically and socially. An Inspired Meal can be done right from your home with TWB specialty recipes.

Emmy, a Rwandan now residing in the United States and friend of TWB (pictured below) baked nearly 6 loaves of bread in just one day. He used the TWB Carrot Bread Recipe and *loved* it!



Interested in hosting an **Inspired Meal?** TWB will provide you recipes and information about our model and programs in East Africa. Contact Heather Newell at heather@womensbakery.com to learn more.

PURCHASE APPAREL

Show off your bread power at the gym, at work, or even at home.

Consider supporting The Women's Bakery by ordering a shirt today!

TWB has blue t-shirts and grey sweatshirts available. Contact Heather Newell for pricing and ordering information.

Through your contributions, support, and donations, you are directly and positively impacting each woman with whom we work. If you haven't yet, please consider donating. You can do so directly from our website: www.womensbakery.com.

The Women's Bakery is a publicly registered 501(c)(3) non-profit. All contributions are tax deductible. Thank you for your commitment to TWB and to the women we serve.

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Inspire. Empower. Grow.

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