

DESIS
NETWORK
Design for
Social Innovation
and Sustainability

Together We Bake

Empowering woman



Together We Bake
Empowering woman
Washington, D.C.

Beatriz Gonalo

Together We Bake

29 sponsors

20 Employer Partners

Funders.

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Context.

This is one of the case studies of the Kiwibee project. With the presentation of this case study, I intend to look for similar projects and with new strands to add to the Kiwibee farm that already works well but can benefit from new activities.



Together We Bake.

Together We Bake is a replicable model job training and personal development program for women, to help them get jobs/career opportunities within the food service and hospitality industry. Fundamentally it serves to help women gain self-confidence, transferable workforce skills, and invaluable hands-on experience which will allow them to find sustainable employment and move towards self-sufficiency.

The process.

It all started with two ladies who had a dream to help the women in their community. Since one of them had a small bakery business and the other had a background in social work, they decided to combine their strenghts and create this innovative program to help women in need of a second chance.



Governance and Policy Making



Empowerment of women

**Train woman for the
working world**

The world of work for women is difficult. There is a clear preference for the male gender for most jobs, which makes it difficult for women to enter the world of work. It's even more complicated for women who have just come out of complicated situations, such as the transition from prison to normal life, homeless women, women without a job for many years, and abused women.

That's where the program comes in. With three sessions per year (Winter, Spring, and Fall), each session with the duration of eight weeks, the program helps women gain self-confidence, workforce skills, and hands-on experience which will allow them to find sustainable employment and move toward self-sufficiency.

Activism and Civic Participation



Second chances

Giving women who came out of difficult situations help, is such a great and heartwarming thing. A big part of this women, sadly doesn't see or as a change to have a bright future.

Taking those women and fill them with self-confidence by making them actively learn and participate in food production, food safety education, and business administration, life-skills, classes to develop self-confidence, healthy coping strategies, and a strong support network as they move toward self-sufficiency.

Social Interactions and Relations



Collaboration
Volunteering

The “Together We Bake” program is carried out by groups of women. There is a great relationship and closeness between these women, as they often have similar life experiences, so they support each other. There is an opportunity to learn from bakers invited by the program. During the program, after the baking and production part, there's the business team where the participants gain hands-on experience in business administration (inventory, purchasing, order fulfillment, marketing, sales, and social media). Team members work at the Farmers’ Market and practice their public speaking, sales, and marketing skills.

The volunteers are also a very important part of the project. They can be involved in the packaging of the baked goods, help or support in the market, help as counselors of the woman participating in the program, work in the Social Media of the project or work more towards the strategic plan of the program.

City and Environmental Planning



Reduction of unemployment

Independency

With this project, the social innovation behind it clearly helps to reduce unemployment among women. Financial stability and purchasing power will clearly be something that will also come from the project, when women graduate and are finally taking over and in control of their lives again, without depending on the system.

Production, Distribution and Consumption



Sell to the community

**Creation of products
to assist the project**

The project is about the learning process in the food industry for women. When they finish the program, they are ready to enter the work world with the very advanced skills they learned over the 8 weeks. Over this 8 weeks they have hands-on experience in which they work on the programs own brand of bakery goods.

The products are available to buy directly from them at the Del Ray Farmer's Market, in local retail stores and in their website. They also provide services for weddings, corporate gifts, or another bulk packaging of choice.

All the profit goes towards the program.

Skill Training



Bakery skill

Social/Psychological skills

Future Self-sufficiency

This project is all about skill training. From the bakery skill, which is the base of the program to business administration where they learn the inventory, purchasing, order fulfillment, marketing, sales, and social media skill. These are all valences for a future work/career.

Psychologically and socially there's also a very important component of skills that this women learn such as life-skills, classes to develop self-confidence, healthy coping strategies, and a strong support network.

All these skills together is what makes this women rise and get the strength and independency they need after facing hard situations.

Job Creation



Independency

Starting of a new life

This project is about job creation! Not directly, (although some women end up staying with the company as managers or as supervisors) but to train and educate people towards finding a good deserving job/career. After successfully completing the program and passing the “ServSafe” course in order to obtain a certification, the participants are ready to enter the work world. The “ServSafe” certification allows for preferential hiring, a higher starting salary, and opportunities for supervisory positions.

Storytelling and Visualisation

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Together We Bake is a family, a trusted environment, and a supportive, empowering group of ladies. I felt at home as soon as I walked in.

CHELSEE WRIGHT

FALL 2020 GRAD



Sharing stories and victories

Multiple platforms

The Together We Bake Program uses a variety of social media platforms (Youtube, Facebook, Instagram, Twitter, LinkedIn, as well as their website where most of the information is) not only to share the program and the participants' stories but to also encourage those who are scared and discouraged with the direction of your life.

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