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Girls Inc. of Metro Denver Launches Crowdfunding Campaign for Mobile Coffee Truck!

April 1, 2019- Girls Inc. of Metro Denver (GIMD)'s Social Enterprise Coffee Shop, Bold Beans, is gearing up to launch our second venture, a mobile coffee truck. The coffee truck will expand operations for Bold Beans and employment opportunities for Bold Baristas. Bold Beans is a girl-led coffee business providing opportunities for teen girls to explore entrepreneurship, gain real-world business skills, and enter the workforce through careers that lead to long-term economic independence.

Currently, Bold Beans café is located inside STEAM on the Platte in Denver's Sun Valley neighborhood. The purchase of a coffee truck will allow Bold Beans to: 1) increase operating hours to include weekends and special events, 2) employ additional girls in paid, hourly positions, 3) provide new opportunities for community engagement, 4) strengthen awareness of GIMD's mission and work, and 5) increase revenue generated through coffee and product sales.

In addition, the coffee truck will provide opportunities for girls to explore additional aspects of small business development including business planning, mobile business marketing, product development, customer/location analysis, and social media drivers.

Jenny Valadez Fraire has been a Bold Barista for over a year and shared, "I am looking forward to the mobile coffee truck because it is a wonderful opportunity to expand our client base and provide people all over Metro-Denver with the chance to support Girls Inc. through a simple purchase. Additionally, our expansion will allow me to step into a leadership role."

Girls Inc. of Metro Denver received initial funding from devoted supporters to get this project off the ground, including Mile High United Way's Women United Innovation Fund and the Daniels Fund. We launched a crowdfunding campaign to encourage support from loyal customers, donors, and friends of Girls Inc., so that the community can support us in our final push to get our coffee truck up and running!

In the last year, Bold Beans employed 20 girls (Bold Baristas) in hourly positions during after-school and summer hours. Hourly positions start at \$10.50 and Bold Baristas have earned over \$30,000 in wages and tips. In addition to paid positions, Bold Baristas participate in monthly business development courses exploring costs of goods sold, profit margins, cash handling, and marketing. The girls also lead the hiring process for all new employees.

Bold Baristas are not the only girls benefiting from Bold Bean's mobile coffee truck expansion. One hundred and fifty girls annually participate in social enterprise pipeline programs focused on economic literacy, business development, and entrepreneurship. GIMD's programming includes early exposure to business development concepts. We encourage girls to be innovative, manage risk, recognize

opportunities, and persist, creating a pipeline of girls interested in exploring entrepreneurship. Nearly 30% of GIMD girls will be the first in their families to graduate from high school and 70% will be first generation college students. GIMD is committed to providing all girls with access to the tools and skills required to be the next generation of female business owners and entrepreneurs.

“We are thrilled to invest in the growth of our social enterprise model and launch a Bold Beans coffee truck, which will be fueled by our strong, smart, and bold girls! It is their innovation and commitment that drive new opportunities for girls across our community, and we are so proud to support them,” says Sonya Ulibarri, President & CEO.

You can support Girls Inc. of Metro Denver’s Mobile Coffee Truck Crowdfunding campaign via a link on their website: www.girlsincedenver.org/boldbeans

ABOUT GIRLS INC. OF METRO DENVER: Girls Inc. of Metro Denver (GIMD) inspires all girls to be **strong, smart, and bold**. Our vision is a world in which every girl values her whole self, discovers her inner strengths, and achieves her goals. GIMD offers comprehensive programs to over 2,400 elementary, middle, and high school aged girls each year from Denver’s underserved communities of color and low-income neighborhoods. GIMD serves a population that is 66% Latina, 12% Black, 12% White, 7% Multiracial, 2% Asian American, and 1% Native American. In 2017, 78% received free school lunch, 58% received public assistance, and 52% lived in a single parent home.

Through direct service, Girls Inc. of Metro Denver builds safe spaces and fosters long-term mentoring relationships for girls. We advocate with and for girls to shift policies and attitudes so all girls can thrive. Girls Inc. opens opportunities to girls today, while making our society more equitable for every girl. With GIMD, girls grow up healthy, educated, and independent.

Girls learn to set and achieve goals, boldly confront challenges, resist peer pressure, see college as attainable, and explore nontraditional fields such as science, technology, engineering, and math (STEM), and lead healthy lifestyles.

Together, we can reach more girls. Learn how you can invest in our work and move us closer to a future where every girl can be **strong, smart, and bold** at www.girlsincedenver.org.

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