



Announcing Creation of the

JUSTIN BAKER ENDOWMENT FUND



**A CAMPAIGN
FOR
ENDURING IMPACT**



*Give a job, change a life!
Change a life, strengthen our community!*



WHAT IS THE VALUE OF



WORK



RESPECT



CARING



COMMUNITY

WHAT IS THE VALUE OF BAKER INDUSTRIES?

Charlie & Weezie Baker founded Baker Industries in 1980 with a very personal goal in mind...to create a place for their disabled son Justin to work, earn income, learn and grow.

Forty-three years later, Baker Industries has provided more than 12,000 vulnerable, hard to employ adults with an opportunity to come off the sidelines and into the workplace.

Each year, 200 or more adults challenged by disability, parole/probation, substance use disorder and homelessness find work, pay, training and acceptance in a trauma-informed setting that promotes self-esteem, personal growth and success.

» By saying "Yes" to those who have only heard "No" - Baker Industries Changes Lives!



Social scientists and economists agree...a Good Job is foundational to:

- Alleviating Poverty ▪ Reducing Recidivism ▪ Encouraging Recovery ▪ Increasing Family Stability

WHAT MAKES BAKER INDUSTRIES UNIQUE?

Baker Industries is like no other workforce development program in the country! We are unique in three important ways:

1. **We provide real work, for real customers, for real pay.** There is no better training for our participants than joining a team, completing a job and earning a paycheck.
2. **We unite the four diverse populations we serve into One Team** – capable and caring. Everyone is accepted and everyone contributes to achieving our goals.
3. **We deliver practical and effective Job Readiness Training “on the clock”** so individuals never have to choose between earning and learning.



Each year, 25-50 Baker participants graduate to jobs with good local companies. Each job creates an estimated \$20,000+ in economic value to our community!



WHAT WILL THE JUSTIN BAKER ENDOWMENT FUND SUPPORT?

Proceeds of the fund will be available each year to support two specific initiatives essential to helping our program participants meet the challenges of a rapidly changing workforce. To offset the ongoing pressures of inflation, economic cycles and unpredictable financial challenges, these initiatives require long-term funding to ensure generations of vulnerable adults can progress to better lives:

1. Professional Training and Coaching Designed to Build Job Readiness

- ✓ Professional staff support and job coaching.
- ✓ Innovative learning aids, materials and development experiences.
- ✓ Certifications and internships aligned with career pathways.
- ✓ Projected annual cost: \$100K

2. Facilities and Equipment to Increase Access and Support Skill-Building

- ✓ Up-to-date equipment and tools to enhance on-the-job learning and productivity.
- ✓ Site improvements to increase participant access, skills & safety.
- ✓ Projected annual cost: \$50-100K

Over time, we expect the Justin Baker Endowment Fund to generate over \$150,000 per year to drive these strategic initiatives essential to our dynamic and impactful experience. Our supporters – generous foundations, individual donors, employers and community partners – are energized to invest in our program for the long term.



Delivering innovative training in a trauma-informed environment,
Baker Industries Changes Lives!

abundance humanity UNCONDITIONAL
FRIENDSHIP offer make a difference
gratitude kindness UNITE gift
altruism support INSPIRE LOVE thank you
volunteer give back charity
compassion service SHARE NOW community
get involved TIME generosity



HOW CAN YOU MAKE A DIFFERENCE?

In October 2022, a group of Baker Industries' Board Members, Donors and Business Partners took part in a Feasibility Study – personal and confidential interviews conducted by professional consultants. The results of this Study showed great support for the work of Baker Industries and a desire by those interviewed to ensure Baker's future through an Endowment Campaign.

This Campaign will honor Justin - our first hire - and the Bakers – our founders, whose vision and perseverance inspire us each day.

Your gift will directly change lives – helping individuals make the leap from rejection and isolation to opportunity, acceptance and growth.

OUR GOAL: To raise \$2.5 million by December 2027 to fund the endowment.

Gifts to the Fund can be made:

- In a lump sum or distributed over a five-year period
- In cash, stock, life insurance or other investment vehicles

Gifts of \$10,000 or more will receive special recognition in each of our facilities.



When we started Baker, we weren't sure it would be going for decades. But we hoped it would. There is still such a need.

Weezie & Charlie - 2023



HOW WILL THE ENDOWMENT FUND BE MANAGED?

- Gifts directed to the Justin Baker Endowment Fund will be managed separately, through a professional registered financial advisor.
- Use of revenue from the fund will be restricted to the specific strategic investments noted in this document.
- No more than 7% of the fund will be used in a single year, with one exception:
 - To sustain operations in the event of a catastrophic event that immediately threatens the ongoing viability of the enterprise.

A detailed report on usage of Fund proceeds will be issued each year to Contributors to the Fund.



HOW CAN YOU TAKE THE NEXT STEP?

Please lend your generous support to this Endowment Campaign! The long, accomplished history of Baker Industries exists because of the hard work, sacrifice and vision of its founders and caring community of donors.

When opportunities and challenges have presented themselves, our community has always met the moment! This Endowment Campaign ensures the future of Baker Industries and the people we serve.

Join one of our Leadership Team Committees, attend one of the upcoming Receptions, make a thoughtful financial contribution to this campaign, and invite others to do so.

Grateful Thanks to the Justin Baker Endowment Campaign Leaders!!

Honorary Campaign Chairs: Vijay & Susan Aggarwal
Campaign Chair: Wendy Brooks
Communications: Elizabeth Castleman, Linda Sanchez

Special Events: Chandler Hoopes, Joel Vivian
Quiet Phase/Pacesetters: Drew Camerota, Rick III, Turk Thacher
General Campaign: Don Born, Karen Cruickshank, Trupert Ortlieb



We are a Team!
We Support and Encourage Each Other as We Strive for Success Today and Beyond



A CAMPAIGN FOR ENDURING IMPACT

OUR MISSION

EMPLOY those who have the most difficulty in getting and holding jobs.

TEACH the work ethic through real work experience.

PROVIDE job readiness training in a trauma-informed environment.

ACT as a transition step toward outside employment.

HELP those unable to move on reach their highest level of achievement.



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