

**1989**

Women's Bean Project is started by Jossy Eyre out of the Gathering Place, a daytime shelter to give homeless women a sense of self-worth and a chance to earn a small wage.



Eyre uses \$500 of her own money to establish the Project beginning with one staff member, **two program participants**, and three products: Toni's 10 Bean Soup, Marian's Black Bean Soup and Sarah's Spicy Split Pea Soup.



Women's Bean Project founder, Jossy Eyre and program participants.

**1990**

501(c)(3) status awarded in March. First year holiday sales of bean soup mixes totaled \$6,100.

34 UPS shipments were made.

**1991**

Formal board of directors is elected.

Catering business added.



Over 200 UPS shipments were made and sales increased 22% over total 1990 sales.



Denver Mayor Wellington Webb is an early supporter of Women's Bean Project's mission to help women break the cycle of poverty and become self-sufficient.



**1992**

Moved into 4,000 square foot Curtis Street storefront at 2347 Curtis Street on a month-to-month lease.



**1993**

King Sooper's (Kroger) becomes the first grocery store to carry Bean Project soups.



POS display at King Soopers with soups

This embarks a new phase for Women's Bean Project of maintaining an environment that supports growth and facilitates self-sufficiency with the demands for increased production, professionalism and effective business strategies.

**1994**

Organizational revenues reach \$350K; earned income is \$249K or seventy-one percent (71%) of total revenue.

**1995**

Acquired Firehouse #10 building at 3201 Curtis Street from the City and County of Denver for \$185,000. Renovated building with CDBG and other grants.



Grammy Award winner, Bonnie Raitt performs benefit concert and special meet-and-greet for Women's Bean Project at Red Rocks.



Bonnie Raitt with Bean Project founder, Jossy Eyre (above) and program participants at meet-and-greet (below)



Founder Jossy Eyre departs and is replaced by Peggy Driscoll, who moves from her role as Development Director to Executive Director.

Peggy Driscoll is instrumental in building the organization's reputation in the community, its foundation support and its growth in sales.

**1996**

Move into the renovated Fire Station. The improved and increased operating space allows the Project to provide training more efficiently and effectively.

Productivity on the production lines grows 70% and catering revenue grows by 60%. Sales of bean soup mixes (and related products) and catering revenues reach \$370K. Grant support reaches \$470K.



In August, the Personal Responsibility and Work Opportunity Reconciliation Act (Welfare Reform Law) is signed into law. Though the impact of this on Women's Bean Project would not begin to show until nearly three years later, when it would bring about a significant change in the characteristics of the women we serve.

**1998**

Organizational revenues reach \$623K; earned income is \$372K or sixty percent (60%) of total revenue.

Downtown Denver Partnerships selects Women's Bean Project as Nonprofit of the Year.

First Annual Holiday Fair in December with sales of \$7,500.

**1999**

Women's Bean Project reaches **over 200 women** by providing stepping stones to self-sufficiency through transitional employment.

Bertha Lynn, KMGH-Channel 7 Reporter, emcee's 10th Anniversary Bean Ball.



Peggy Driscoll departs and is succeeded by Priscilla Yacovoni as Executive Director.

Second Annual Holiday Fair in November reaches \$30,000 in sales.

## 2000

Women's Bean Project launches website with online catalogue and e-Commerce functionality.

## 2001

The Project increases the scope and capacity of training by increasing participant responsibilities in accounting, shipping and receiving, catering, and other areas of the business.



Women's Bean Project program participants receiving a bean shipment in.

Executive Director Priscilla Yacovoni departs and consultant, Judy Trujillo steps in as Interim Executive Director.

## 2003

Board member Tamra Ryan named new CEO.

Fiscal year ended with a historic high of grant support of \$439,528.

The Project is awarded a multi-year capacity building grant from the Bonfils-Stanton Foundation as part of their Catalyst Initiative.

## 2004

Women's Bean Project hits \$1M in operating revenue.

Women's Bean Project reaches **over 400 women** by providing stepping stones to self-sufficiency through transitional employment.



The Project is chosen in Rose Community Foundation's 3-year BOOST initiative to facilitate business planning and implementation.

Program services are refined based on outcome-based logic model with a structured curriculum and clear policies, procedures and delivery system for the Program.



Third version of the Bean Project's logo with green bean sprout is designed to best represent business model and organizational growth.

## 2005

Catering operations shut down due to consistent losses.

The Project is trained in the Raising More Money (now Benevon) model of fundraising.



Overstock.com carries Women's Bean Project products.

Bob Macdonald is brought on as a full-time Program Services Director and grant writer.

## 2006

The Project launches *Ready, Set, Grow!* (RMM event) with 275 attendees; \$126K in cash and pledges is raised. Donor base doubles.

The Jossy Eyre Society is created for major donors with 15 inaugural members.

Product packaging is updated with professional graphic design, brand, logo, colors and UPC codes.



## 2007

*Ready, Set, Grow!* doubles attendees at 550; \$125K in new cash and pledges. Jossy Eyre Society doubles to 32 members. Individual donations surpass grant dollars for the first time.



Through a collaboration with Emily Griffith Opportunity School for job coaching, a record **graduation rate of 70%** is attained.

## 2008

Women's Bean Project wins a contest thru HGTV to receive renovations to Firehouse #10. A \$100K CDBG grant is awarded to install an elevator in the building and overall renovations are focused on increasing the capacity to serve more women.



Overall value of renovations and in-kind contributions exceeds \$450K.

The Project is featured on PBS NewsHour with Jim Lehrer.



## 2010

A mentor program (job coaching) is created by enlisting professionals within our community, providing one-one-one individualized mentoring and job readiness coaching.

Women's Bean Project is a finalist for Nonprofit of the Year award by Denver Metro Chamber of Commerce.

## 2011

*Ready, Set, Grow!* exceeds its fundraising goal by raising over \$230K in sponsorships and contributions. Record high attendance of nearly 700.

The Project launches a new ERP system to provide infrastructure for all aspects of operations.

## 2012

Women's Bean Project is chosen as the legacy nonprofit partner for the NCAA Women's Final Four in Denver.



## 2013

Women's Bean Project CEO, Tamra Ryan gives TEDTalk during TEDx MileHigh.



Redefining "Unemployable": Tamra Ryan at TEDxMileHigh

The Project receives Psychologically Healthy Workplace award from CO Psychological Assoc.

Tamra Ryan publishes *The Third Law*, a book about the societal obstacles that impoverished and chronically unemployed women face.

Women's Bean Project launches with Walmart.com as part of their Empowering Women Together Initiative.

## 2014

**100% job placement** is achieved for the 3rd year for graduates of the program and a record high **77% graduation rate** is obtained.

Women's Bean Project generates \$2M in operating revenue and **celebrates 25 years** of changing women's lives by providing stepping stones to self-sufficiency through social enterprise.

**Over 800 women have been served** by the Project through transitional employment and have changed lives through self-sufficiency.