



Philanthropy Impact Report

2020-2021

Impact Report

Introduction

Let's Eat, Grandma is a highly ranked resume writing service that has equipped over 7,000 professionals with documents that are more likely to assist in landing job interviews. **We are passionate about empowering people in their job searches, but we are also driven to uplift disadvantaged people in our community.** Since the inception of our philanthropy department in 2020, we have focused 1% of our business profits towards addressing issues in our community.

Philanthropic Goals & Missions

Our Philanthropy Mission Statement:

Elevate and empower people in our global community who have experienced barriers in the pursuit of meaningful life and work.

We recognize that people are disadvantaged in many ways that can also be intertwined with other barriers. **We try to address issues on a holistic level but focus many of our initiatives on poverty and homelessness, as we believe this to be one of the largest issues our community faces.** Our philanthropic goals can be narrowed down to three pillars: *Empowerment*, *Connection*, and *Compassion*. Here are the main ways we utilize these pillars:

- **Empowerment:** Our goal is to link those in need with the resources we know best- job search documents and personalized help. We work alongside non-profits to distribute useful resources like resume templates, guides, and workshops to empower people to have more autonomy in their life direction.
- **Connection:** We aim to establish connections with non-profits and the people we are serving through supporting organizations with donations and spending time to get to know the non-profit's needs and delivering those needs. Additionally, we make our own 'homeless care packages' which include snacks, necessary hygiene products, and a note of encouragement and pass those out to those living on the street. More importantly, we take the time to talk to them and connect when we pass these bags out. We learned from our friends from Christ in the City, an amazing nonprofit, that many of those who are homeless experience poverty of friendship, and many haven't even heard their own names in months.

- **Compassion:** Everything we do, we do with the goal of compassion and empathy. Our goal is to serve our community from a genuine and neighborly perspective. Everyone deserves love and support, and we hope to offer this to the community through the resources stated above. Additionally, our goal is to encourage this compassion and altruism in our team. We have had various initiatives like donating to an employee's non-profit of their choice for their birthday, matching donations, fundraising, and distributing resources to serve the community. These serve to remind others to give back to the community and be compassionate.

Here are our 5 main metric-based goals for the upcoming year:

- **Donate at least \$4,000** of resources or money a year to partner organizations
- **Fundraise at least \$3,500 donations in monetary donations** from our team and customers, and encourage them to support various causes
- **Deliver 50 homeless care bags** a year
- **Conduct 4 events with non-profits** a year
- **Have at least 50% of our team participate** in our philanthropic initiatives (donating to our partners, participate in a philanthropic event, etc.)

Impact Report Goals

This impact report aspires to be *fully transparent* about our department spending and inform the community about our initiatives, while also being reflective of how we can improve. This evaluation will investigate components of the Let's Eat, Grandma Philanthropy Program that are performing optimally and should be expanded and replicated in the future along with initiatives that need to be improved. In addition, this evaluation will help determine the funding needs and goals of the Let's Eat, Grandma Philanthropy Program for the following year.

Community Need

Culturally competent interventions such as the initiatives of the Let's Eat, Grandma philanthropy department are needed to combat the rise of poverty, unemployment, and struggle among communities. Poverty is a huge issue that can negatively impact other areas of life such as health, educational and vocational opportunities, mental health, and more. As of 2020, there are [37.2 million people](#) living in poverty in the United States alone, and this number rose 3.3 million from the prior year. People within low-income areas often cannot easily access necessities, much less the guidance regarding job seeking and career development needed to maintain financial security. Moreover, we must consider factors like discrimination, physical and mental health conditions, and other factors that may affect lives alongside poverty. Therefore, it is important for us at Let's Eat, Grandma to step up and provide support to the community and solutions.

Solutions Funded & Issues Addressed

We, as a company, are dedicated to helping job seekers have access to some of the best job search resources on the market and we extend these resources to those who have been disadvantaged. By partnering with non-profits, we can help as many as possible and widen our scope of altruism. *The tables below show the organizations we have donated to and the issues the organizations address.* As we understand that there is intersectionality of barriers, we donate to various organizations that can address an array of issues. In addition to donations and resume resources, we also deliver some necessities to those on the street. While this may not make a larger systematic difference, **it makes a difference to the individuals we serve.**

Lastly, encouraging altruism among our internal team can allow a ripple effect of positive impact in the community. We encourage our employees to be involved in our events and offer resources to give them an opportunity to give back to the community. More importantly, their willingness to give their time and expertise is the whole reason we can provide some of these resources. **In 2020, we had 4 employees, excluding the director of philanthropy, involved in our initiatives and by 2021, this number jumped to 12 employees. We hope to increase our team involvement more in the upcoming year.**

Financial/Resource Charts & Tables

Considerations of Financial & Resource Data

The data below illustrates the starting two years of the philanthropy department, and consequently illustrates the challenges that come with attempting to establish connections and find our footing. Here are certain factors that influenced the data shown:

- **Small size of business:** While we have high aspirations for our impact in the community, it is important to keep in mind the smaller size of Let's Eat, Grandma. We are looking to grow in the future and with that growth, we hope to expand our philanthropy initiatives as well.
- **First years of the department:** The philanthropy department is in its first few years, and therefore we are still establishing strong connections and finding out where we are most needed. As we make stronger connections and establish trust, we can expand our help.
- **Variability of budget:** Since the philanthropy budget is 1% of Let's Eat, Grandma's profits, our budget can change periodically. Therefore, you will see spending restricted in some periods of times compared to others.
- **Variability of organizations:** From October 2020 to June 2021, we had a birthday donation program in which we donated \$25 dollars on a team member's birthday to any non-profit of their choice. If the platforms asked to pay the transaction fee, we would do so as well. We were unable to continue this, as the budget became very restricted during this time. However, this explains the variety of organizations of our donations in this time frame.

- In the following year, we have focused on donating to a few partner organizations along with providing more of our own resources.
- **Fundraising:** While fundraising is in our current goals, we did not begin fundraising until 2022, so these numbers will not be reflected on this year's reports.

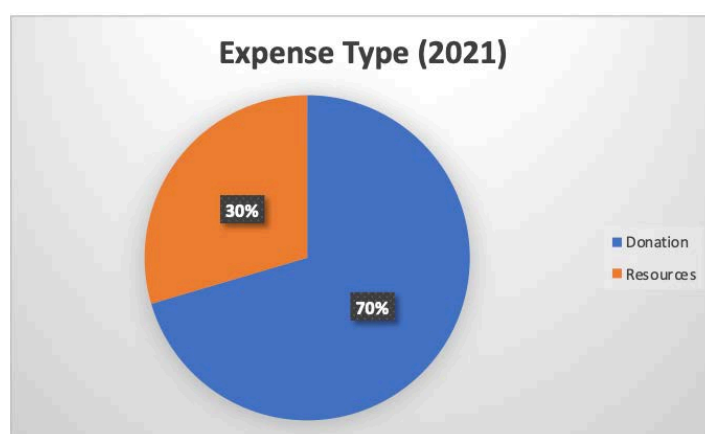
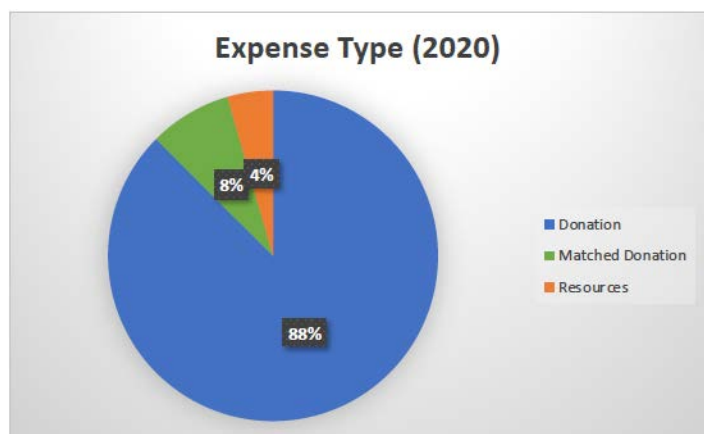
Financial Overview

The tables and charts below reflect our spending for 2020 and 2021, including what we have funded and the organizations we have donated to.

Expense Table & Chart Summary

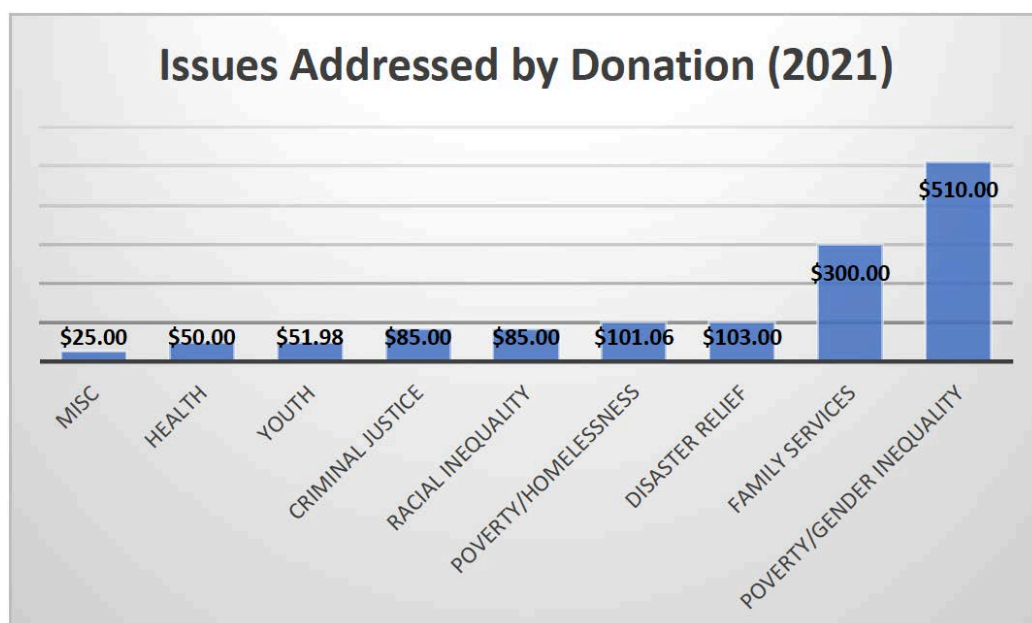
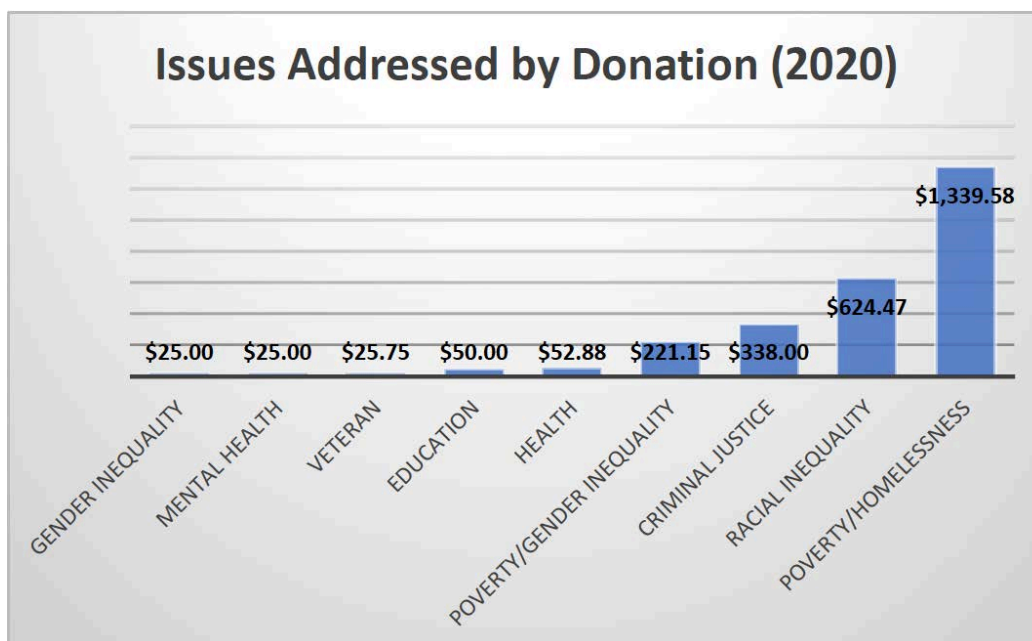
- **In 2020, we spent about \$2,828** in donations, matched donations, and resources.
- **In 2021, we spent about \$1,861** in only donations and resources. Due to a restricted budget, we didn't advertise matched donations as much towards the end of 2020 and throughout 2021.
 - **Note on resources:** Resources includes money spent on items to donate to organizations or people (i.e. homeless care bags, Christmas presents, etc.) and excludes LEG specific resources like resume services and other non-monetary resources; these resources are discussed more in depth in the resource section.
- **In both 2020 and 2021 our largest proportion of spending was in donations.** In 2020, we spent \$2,473 or 88% of our budget on donations while in 2021, \$1,311.04 or 70% was spent on donations and more of the budget was focused on resources.

Expense Type	2020	2021
Donations	\$2,473.53	\$1,311.04
Matched Donations	\$228.30	\$0.00
Resources	\$125.98	\$550.28
Grand Total	\$2,827.81	\$1,861.32



Issues Addressed/Organization Table & Chart Summary

- In 2020, much of our donations focused on poverty/homelessness, as we spent \$1,339.58 on this issue area, with racial inequality coming in second.
- In 2021, we spent the most on poverty/gender inequality, spending \$510 on this issue and family services being our second most donated to.
- The exact organizations that we have donated to and the issue associated with the organization can be seen in the charts below for both 2020 and 2021.





2020 Organization Donations

Year	Organization	Donation Type	Issue Addressed	Amount
2020	Girls on the Run	Birthday Donation	Youth Female Empowerment	\$25.00
	Trauma Research Foundation	Birthday Donation	Mental Health	\$25.00
	Andover Coalition for Education	Birthday Donation	Education	\$25.00
	Newave Studios	Birthday Donation	Education/Arts	\$25.00
	Wounded Warriors Family	Birthday Donation	Veteran	\$25.75
	National Diaper Bank	Birthday Donation	Poverty/Homelessness	\$26.05
	American Cancer Society	Birthday Donation	Health	\$26.38
	BikeMS	Birthday Donation	Health	\$26.50
	Female Coalition Nigeria (End SARS)	LEG Donation	Poverty/Female Empowerment	\$30.00
	Exalt youth	LEG Donation	Youth Criminal Justice	\$85.00
	Arts Business Collaborative (Brown Art Ink)	LEG Donation	Arts/Racial Inequality	\$89.47
	Arts Business Collaborative (Frances Thompson Education Foundation)	LEG Donation	Education/Racial Inequality	\$100.00
	Root and Rebound	LEG Donation	Criminal Justice	\$103.00
	Reentry Roundtable	LEG Donation	Criminal Justice	\$150.00
	Feeding America	LEG Donation	Poverty/Homelessness	\$225.00
	Back on my Feet	LEG Donation	Poverty/Homelessness	\$350.00
	Code 2040	LEG Donation	Racial Inequality	\$435.00
	Dress for Success	LEG Donation	Poverty/Female Empowerment	\$449.24
	Christ in the City	LEG Donation	Poverty/Homelessness	\$480.44
Grand Total				\$2,701.83

2021 Organization Donations

Year	Organization	Donation Type	Issue Addressed	Amount
2021	Meals on Wheels	Birthday Donation	Poverty/Homelessness	\$25.00
	Planned Parenthood	Birthday Donation	Health	\$25.00
	St. Jude's	Birthday Donation	Youth Health	\$25.00
	Colorado Coalition	Birthday Donation	Poverty/Homelessness	\$25.00
	Nobody Leaves Mid Hudson (For the Many)	Birthday Donation	Misc	\$25.00
	Khepr Institute	Birthday Donation	Youth Empowerment	\$25.73
	CASA	Birthday Donation	Youth Empowerment	\$26.25
	Christ in the City	LEG Donation	Poverty/Homelessness	\$51.06
	Code 2040	LEG Donation	Racial Inequality	\$85.00
	Exalt youth	LEG Donation	Youth Criminal Justice	\$85.00
	Texas Disaster Relief Network	LEG Donation	Disaster Relief	\$103.00
	San Antonio Family Services	LEG Donation	Family Services	\$300.00
	Dress for Success	LEG Donation	Poverty/Female Empowerment	\$510.00
Grand Total				\$1,861.32

Resources

The following tables and charts illustrate exactly all the resources we have donated and what organization we have donated to. Here are the specific resources/services from Let's Eat, Grandma we have given out in the past two years:

- **Various job search guides** catered to adults, recent college graduates, and high school students to prepare for the future
- **Resume templates**
- **Job search webinars**
- **Resume feedback sessions**
- **Homeless care bags**
- **Virtual cards** to those in need (Made by various LEG team members)

Resource Tables & Chart Summaries

- **In 2020, we gave out a total of 145 resources**, with the most resource given out being 91 resume templates to Austin American Marketing Association and Austin Digital Jobs.
- **In 2021, we gave out a total of 50 resources**, with the most being 22 Christmas gifts to San Antonio Family Services for families who couldn't afford gifts. We hope to significantly raise this number in 2022 to surpass 2020 numbers.

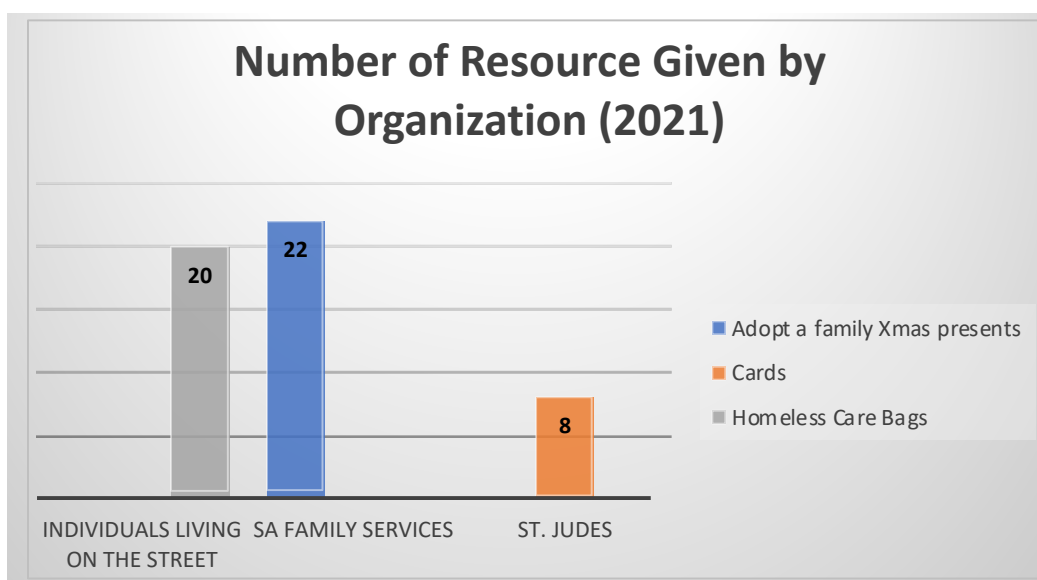
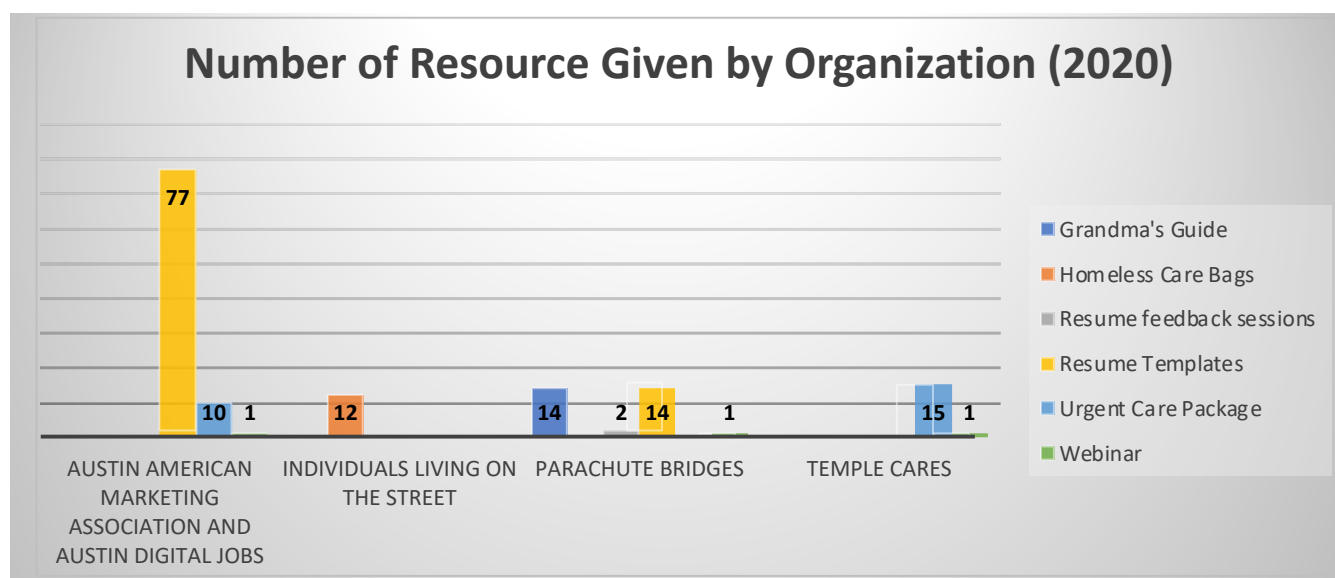
2020 Resources Given

Resource	# of Resource	Total Value
Grandma's Guide	14	\$350.00
Homeless Care Bags	12	\$225.64
Resume Templates	91	\$1,137.50
Webinars	3	\$300.00
Resume feedback sessions	2	\$100.00
Urgent Care Package	25	\$1,225.00
Grand Total	147	\$3,338.14

2021 Resources Given

Resource	# of Resource	Total Value
Family Xmas presents	22	\$280.76
E-Cards to St.Jude's	8	NA
Homeless Care Bags	20	\$178.65
Grand Total	50	\$459.41

Number of Resources by Organization



Key Takeaways from the Data to Progress

- **Establish strong and loyal connections** with more nonprofits
- **Focus on distributing more resume resources**, especially resume feedback sessions and webinars
- **Equally diversify donations** by issue
- **Collaborate with and involve more team members**

Closing Statement

We are very grateful for the non-profits that we partner with and for the organizations making a difference. We are also very thankful for the community for being open to our help and being resilient in the face of trouble. Lastly, I'd like to express gratitude to the team at Let's Eat, Grandma who are always eager to support the team and community. All of this is possible because of the support we get from our amazing team! We will continue to elevate our community and team in addition to listening and learning how to effectively do so.

If you have any questions or would like to get involved with any of our initiatives, contact our Director of Philanthropy at Elyse@letseatgrandma.com.