

Arin's Good Girl



Dog Treats

# 2024 Annual Impact Report

Arin's Good Girl Dog Treats  
704.825.5031 | [ArinsGoodGirlDogTreats.com](https://ArinsGoodGirlDogTreats.com)



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**"Everyone deserves a chance to have a meaningful work life."**

- Kelli Howe



# Executive Summary

As Arin's Good Girl Dog Treats (AGGDT) enters its fifth year in 2025, we are proud to reflect on a year of significant growth, impactful achievements, and continued dedication to our mission. In 2024, we made strides toward expanding opportunities for individuals with disabilities, fostering independence, and building a stronger, more inclusive community.

This year, AGGDT has had a profound impact in both the local community and the workforce. Below are some of our key accomplishments in 2024:

- **Employment Impact:** Supported 27 individuals with disabilities providing career development and meaningful employment.
- **Community Engagement:** Engaged in over 100 community events and initiatives, strengthening our presence and fostering new partnerships with local organizations.
- **SEED20 Recognition:** Chosen as one of the top 10 nonprofits in the Charlotte region by Social Venture Partners, Charlotte, for making a community impact through an innovative approach.
- **People's Choice Award:** Awarded second place in the SEED20 People's Choice Award, further highlighting the community's support for our mission.
- **Board Development:** Built a strong, active board of directors committed to guiding AGGDT's continued growth and sustainability.
- **Financial Health and Growth:** Achieved \$100,000 in sales of treats, reflecting a 69% growth over the past two years, highlighting our expanding market reach.

As we look to 2025, AGGDT remains focused on expanding our workforce, increasing community engagement, and continuing our mission of providing high-quality, natural dog treats that not only support pets but also create meaningful opportunities for individuals with disabilities. We are excited about the future and the continued impact we can make together.

Sincerely,



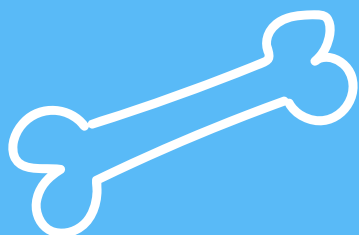
Talia Wucherer  
*Executive Director*



Brandy Paul  
*Chair, Board of Directors*

"We are so grateful to Arin's for giving our daughter the opportunity to develop her independence in a supportive and loving environment."

- Cathryn Beasley



\$100,000

in sales of dog treats achieved, reflecting a 69% growth over the past two years

\$32,000

in grants and donations raised, further fueling AGGDT's growth and community impact.

100+

community engagement events hosted, strengthening relationships and raising awareness for inclusive employment.



individuals with disabilities supported through meaningful employment and career development opportunities

2,700

employment hours delivered to individuals with disabilities, fostering independence and skill growth

1,200

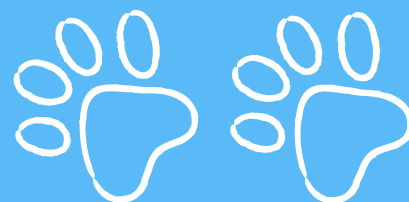
career development hours provided, including training, mentoring, and hands-on work experience

25+

volunteers contributed their time, giving a total of 4,300 volunteer hours to support AGGDT's mission

150+

individual donors engaged, reflecting strong community support for AGGDT's mission.



# Employment and Community Engagement Impact in 2024

In 2024, Arin's Good Girl Dog Treats (AGGDT) continued to make significant strides in creating meaningful employment opportunities for individuals with disabilities. Throughout the year, we supported 27 individuals, providing them with valuable career development and employment experiences. By focusing on independence, skill-building, and community integration, we have helped individuals gain both confidence and practical skills to thrive in the workforce.

## Key Employee Impact Achievements

# 2,700

*employment hours*

were provided to individuals with disabilities, enabling them to contribute to AGGDT's mission and develop critical job skills.

# 1,200

*career development hours*

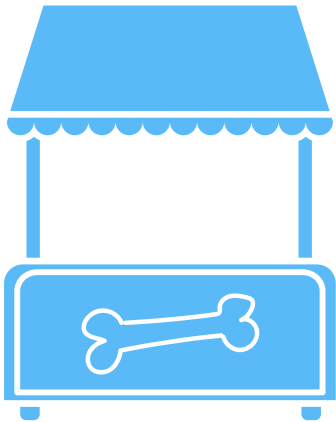
were invested in training, mentorship, and support, helping individuals enhance their professional capabilities and prepare for future opportunities.





# Employment and Community Engagement Impact in 2024

Our commitment to community engagement extended through participation in four major farmers markets:



**Charlotte Regional Farmers Market**  
1801 Yorkmont Rd | Charlotte, NC

**Matthews Community Farmers Market**  
188 N. Trade St. | Matthews, NC

**Belmont Farmers Market**  
24 South Main St. | Belmont, NC

**Ballantyne Farmers Market**  
15810 Ballantyne Medical Place | Charlotte, NC

At these markets, we provided over 500 community inclusion hours, offering a platform for individuals with disabilities to interact with the public, build social skills, and raise awareness for accessible employment.



# Employment and Community Engagement Impact in 2024

## Community Engagement

In 2024, AGGDT also expanded its reach by presenting at various prominent events:

- Social Venture Partners, Charlotte SEED20
- Microsoft Disability Summit
- North Carolina Division on Career Development and Transition Conference
- NC Assistive Technology Expo
- NC Inclusion Summit

These presentations allowed us to share our work, exchange ideas, and advocate for inclusive employment opportunities for individuals with disabilities.

We also explored innovative solutions to further accessibility in the workforce. AGGDT engaged with a technology group to explore the development of generative AI technology aimed at enhancing workplace accessibility.



Additionally, we partnered with UNCC Research to implement a self-monitoring app that assists individuals in tracking their progress and reduces the need for support staff, providing more independence and efficiency.

AGGDT's efforts in 2024 reflect our ongoing dedication to creating inclusive workplaces, supporting individuals with disabilities, and developing innovative solutions to improve accessibility and employment mobility.

# Selected as one of the Top 10 Nonprofits *in the Charlotte region*

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In 2024, Arin's Good Girl Dog Treats (AGGDT) had the honor of being selected as one of the top 10 nonprofits in the Charlotte region by Social Venture Partners (SVP), Charlotte through their SEED20 program.

SEED20 celebrates and supports nonprofit organizations that are addressing community issues with innovative approaches. This recognition is a testament to AGGDT's ongoing commitment to creating meaningful employment for individuals with disabilities and driving positive social change in our community.

In preparation for the SEED20 event, AGGDT's Executive Director, Talia Wucherer, spent three months (January to March) preparing for her 3-minute pitch. The pitch, which combined elements of a TED talk with a Shark Tank-style presentation, was an opportunity to showcase AGGDT's mission, accomplishments, and future potential.

Talia's dedication and hard work culminated in a dynamic and inspiring presentation delivered on March 26, 2024, in front of a live audience of 500 engaged community members, philanthropists, and business leaders.



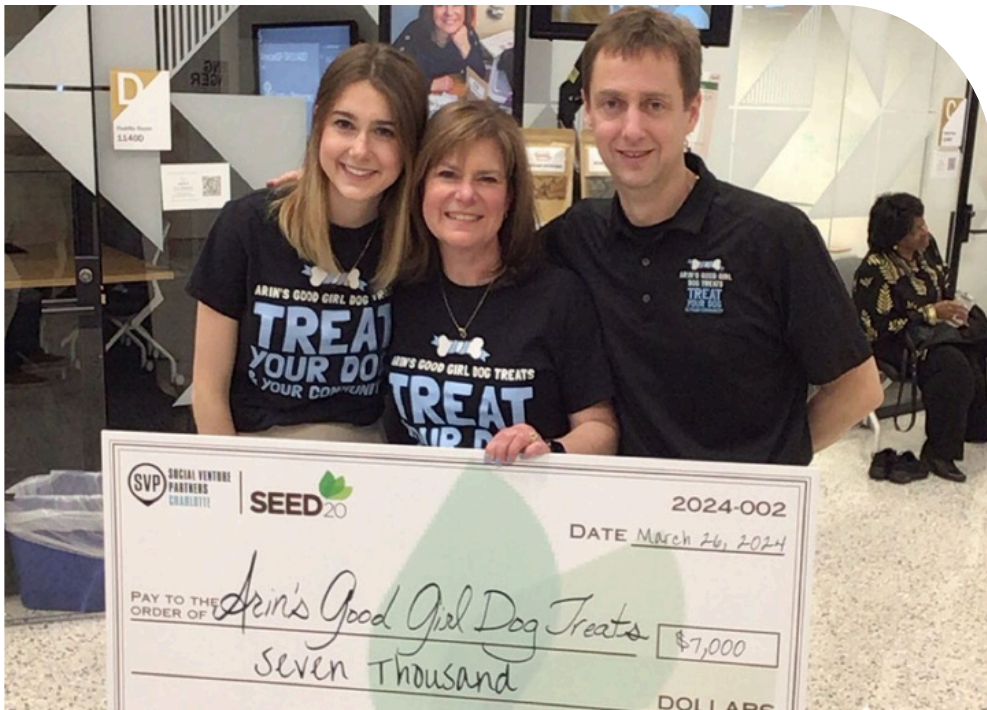


The event culminated in AGGDT earning second place in the People’s Choice Award, a prestigious honor determined by the audience. This recognition resulted in \$7,000 in prize money, which directly supported AGGDT’s mission. Additionally, the event sparked \$8,000 in donations, further fueling AGGDT’s ability to expand its programs and continue supporting individuals with disabilities.

The partnership with Social Venture Partners, Charlotte through SEED20 has been a transformative experience for AGGDT. In addition to the recognition at the event, the program provided invaluable professional development opportunities. AGGDT participated in seven professional development workshops focused on strengthening organizational strategies and leadership.

Furthermore, a SPARK Team of SVP consultants was formed to work with AGGDT, helping to refine its governance structure, develop stronger committees, and build a working board. These collaborations are critical to ensuring AGGDT’s long-term sustainability and impact.

The SEED20 experience has helped propel AGGDT forward, expanding our network, increasing community awareness, and solidifying our role as a leader in inclusive employment. We are incredibly grateful to SVP, Charlotte, for their support, mentorship, and the resources provided through the SEED20 program. We look forward to building on this momentum and continuing to make a difference in the lives of individuals with disabilities.

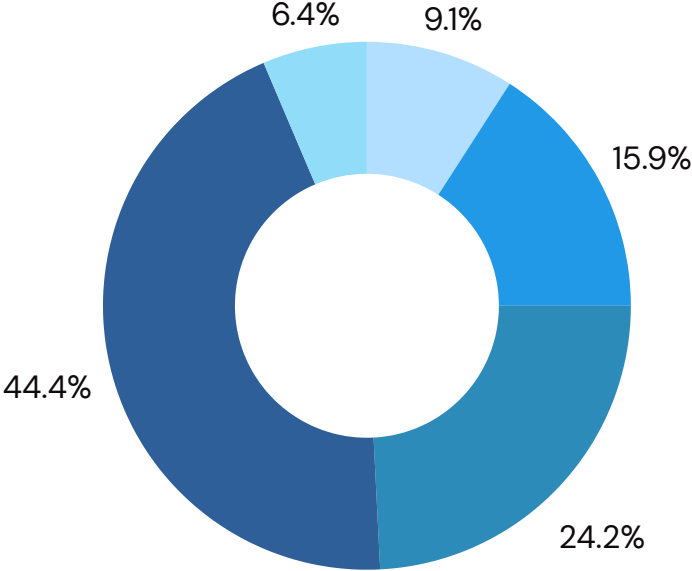


# Finances

## EXPENSES

- Employment: 44.4%
- Occupancy: 6.4%
- Business Expense: 9.1%
- Career Development: 15.9%
- Cost of Goods Sold: 24.2%

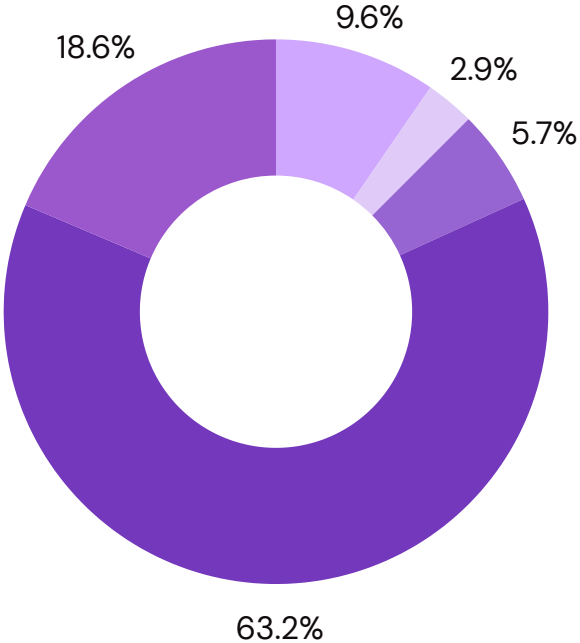
Total Expenses:  
**\$54,345**



## REVENUE

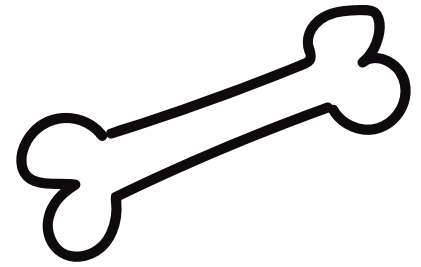
- Contributions: 9.6%
- Grants: 2.9%
- SEED20: 5.7%
- Online Sales: 18.6%
- In-person Sales: 63.2%

Total Revenue:  
**\$121,839**



# Lessons learned

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In 2024, we experienced significant growth at Arin's Good Girl Dog Treats (AGGDT), and with that growth came valuable lessons that will help us continue to improve and evolve.

## Production Process Optimization

As demand for our treats increased, we noticed that production times were rising due to bottlenecks in the mixing process. To address this, we introduced a new process by using two mixers and pre-measuring the dry ingredients the day before production. This change reduced our production time by 30%, enabling us to produce more treats in less time and better meet the growing demand.

## Marketing & Social Media Focus

While our growth has been strong, we recognized a gap in our marketing and social media efforts as we transition to a more online-based sales model. To fill this gap, we hired two new staff members and added two volunteers to strengthen our online presence and expand our digital marketing efforts. This team is now focused on enhancing our social media strategy and driving online sales.

## Board Development

Through our partnership with Social Venture Partners (SVP), we gained insight into the need for a stronger, more focused, and committed board of directors. This led us to prioritize board development, allowing us to transition out some long-standing team members and bring in new individuals with a fresh perspective and strong commitment to AGGDT's success. We have expanded our board and developed a clear job description, committee charters, and a robust application process to ensure the board is aligned with our mission and capable of guiding AGGDT toward its goals.

**"I love AGGDT because they are helping me become the best "me" that I can be!"**

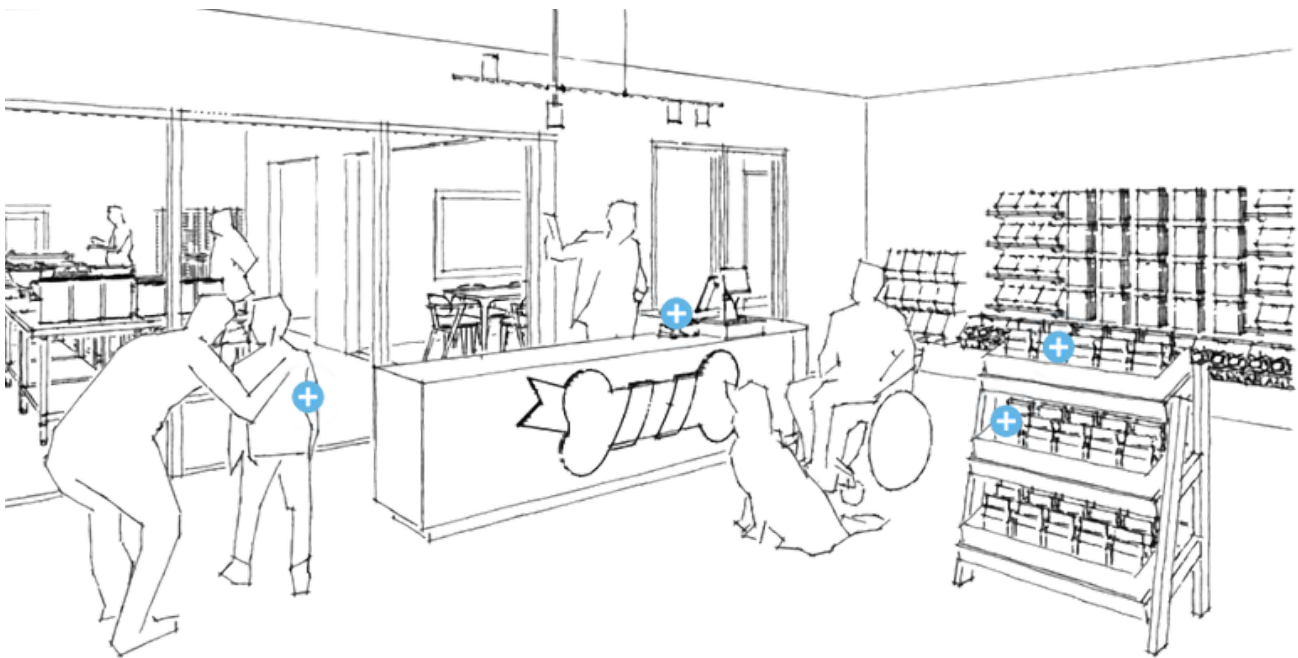
- Kyra Hollyfield



# Looking Forward to 2025 and Beyond

As we look ahead to 2025 and beyond, AGGDT is focused on building a sustainable and impactful future. We have set our sights on several key goals that will drive our growth and community engagement.

## *Storefront and Production Facility*



A key goal for AGGDT's future is to open our own dedicated storefront and production facility. This facility would streamline our production process, allowing us to produce high-quality dog-friendly treats while also offering a café serving human-friendly treats through a strategic partnership with a like-minded organization. With the space to expand, we would be able to increase sales, hire additional bakers, and meet the growing demand for our products. Beyond production, this facility would serve as a hub for community engagement, hosting educational events and programs that promote inclusivity and raise awareness about accessible employment. By establishing a physical presence, we can create a welcoming environment for customers, partners, and the community, all while providing more job opportunities for individuals with disabilities and reinforcing AGGDT's commitment to social impact.

# Looking Forward to 2025 and Beyond

## *Funding and Expansion*

To fund this facility, we recognize the need to grow both our sales and our donations and grants. Securing additional funding will be crucial to making the storefront and production facility a reality. By diversifying our revenue streams and strengthening our donor base, we aim to ensure that AGGDT can continue to grow and serve the community in new ways.



## *Continued Growth & Impact*

In 2025, we will continue to focus on increasing our workforce, expanding our offerings, and creating even more opportunities for individuals with disabilities. Our mission remains centered on providing meaningful employment, career development, and fostering inclusivity in the workforce and the community.

As AGGDT moves forward, we remain dedicated to enhancing the lives of individuals with disabilities, advancing accessibility, and growing our community presence. We are excited about the possibilities ahead and committed to making a lasting impact for years to come.

# We'd like to thank our valued donors for their *generous support*



## *Individual Contributors*

Teri & Claude Wilson  
Cyndi & Tucker Worsham  
Melanie & AJ Foard  
Lisa & Mike Dunevant  
Josette Duncan  
Cary & Marc Rodriguez  
Kelly Melarine  
Ryan Wilson  
Kyle Hilligoss  
Andy Osborne  
Camp Tony  
Tama Morris  
Kathleen & Richard Boyce  
Donna Grant  
Laura & Gregg McClelland  
Debbie Rubenstein  
David Flynn  
Steve Maykowski  
Brandy Paul  
Kelli Howe  
Erin Mejia

Michelle Anderson  
Altomare Family  
Pamala Rooney  
Owen Barkard  
Denise Barkard  
Lynda Wilhelm  
Emily Wall  
Amy & Sergio Miranda  
Karyn Yaussy  
Catherine Lamont  
Elise Dashew  
Ryan & Jordan Hall  
Kathy McKinney  
David Hurwitz  
Jacqueline Smith  
Karen Santiago  
Michael Wollinge  
Tequila Spears  
Michael Cable  
Mikal Ellen Bennett  
Michelle Stalder

## *Business Partners*

Social Venture Partners Charlotte  
Lineberger Animal Hospital  
Create in Us Art Studio  
Common Market Plaza Midwood  
East Frank Superette

Tindol Subaru  
Cakeables  
ZABS Place  
Bear Food





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