

BAKING *for* GOOD

At Baking for Good, “a little sugar goes a long way.”

New York, NY (September 2013) - Baking for Good (www.bakingforgood.com) is a local and sustainable online bakery with a social mission: 15% of the net proceeds from each purchase of delicious, all-natural cookies, brownies, and other sweet treats will go to a cause in any category the customer chooses. The causes span several categories including animals, education, health, veterans, and more. Over \$45,000 in donations has been granted to more than 200 nonprofits in the last four years.

Growing up in Boston, Massachusetts, Baking for Good (BFG) founder Emily Dubner always enjoyed baking, honing her skills at a young age. As a student at Harvard University, Emily continued her baking experiments to the delight of her roommates. Later as a management consultant, Emily gained inspiration from her peers who themselves were pursuing their own entrepreneurial dreams. Believing that nothing brings a smile to people’s faces like a fresh batch of cookies or brownies, Emily turned her pleasurable pastime into a business, launching BakingforGood.com in September 2009.

In September 2012, just 3 years after launching, Emily formally partnered with Hope Jones of Hope, Faith & Gluttony Bakery to respond to the higher volume of orders. Wrapping up the biggest holiday season this past December, BFG is growing its company operations to manage corporate gifting. Starting as a personal mail-order gifting service, BFG has recently gained momentum with large corporations to coordinate personalized gifts to clients and business colleagues. BFG has also expanded its services to include dairy-free, gluten-free, and vegan options. The company also caters locally in NYC, working with Seamless.com to fulfill orders for staff meetings, providing cakes and cupcakes for events such as employee birthday celebrations.

Baking for Good’s handmade treats are sure to thrill any dessert enthusiast. Every purchase of cookies, brownies, and other sweet treats are baked fresh to order, wrapped in eco-friendly packaging and promptly delivered to the recipient’s door. BFG delivers nationwide so customers can satisfy their sweet tooth while also feeling good about giving back with every order.

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