

Baking for Good Makes Charitable Splash

BY KRISTEN OLIVERI | JULY 7, 2010 | 0 COMMENTS

At the heart of Dubner's creation is the baking. The company has a list of products tailored for special occasions such as weddings, baby showers or parties. It recently introduced a line of **Fourth of July treats** like sugar cookies shaped like patriotic flags, flip flops, barbeque-themed cookies and a specialty **margarita shortbread cookie** that is sweet and sour in flavor, rimmed with sugar.



Baking for Good, the online bakery that supports charities and non profits, is currently partnering with the **Gulf Coast Fund** to support local organizations in the gulf that gives grants up to \$7,000 for community-led initiatives. **Baking for Good** founder, **Emily Dubner**, sat down with **Appetite for Good** to chat about the new partnership and about the company's future growth plans.

But Dubner's personal favorites are the **cinnamon blondies** and **peppermint brownies** —which also happens to be its biggest seller, along with chocolate chip brownies and sugar cookies. And for those watching their waistlines and trying to eat organic foods, Baking for Good goes a step further. It offers a line of gluten and dairy free products, being sure to cater to clients who have food allergies. All of their ingredients are **all-natural and organic** including the flour, butter and eggs.



Although \$7,000 may not be viewed as a substantial amount for a grant, Dubner is extremely supportive of the **Gulf Coast Fund** because the money can really make a difference for initiatives that might not otherwise get funding. "It's our motto that a little sugar goes a long way," says Dubner. This upcoming October, the company will also partner with **Pink Agenda** to promote **Breast Cancer Awareness** month, a cause Dubner personally champions.

The idea for **Baking for Good**, which was launched in September, stemmed from Dubner's childhood memories of bake sales and was molded into an online format that allows **15% of the profits to be donated to one of the charities it supports**. She decided to leave her job as a management consultant to pursue her dream coupled with a social mission. She also leveraged her past career to work with entrepreneur peer networking groups to bounce ideas off of them to help shape the vision of what **Baking for Good** has become.



And **Baking for Good** has certainly blossomed even from its beginning days. It partners with over **100 nonprofit organization and community causes** and is looking to expand its corporate sponsorships. Baking for Good goes through an extensive screening process to make sure each charity or nonprofit they promote are who they say they are. "We can use **GuideStar** or **Charity Navigator** to check on who they are and there's a legal agreement making sure they're in good standing," notes Dubner. In terms of Dubner's future goals for her company, she's hoping to make Baking for Good the **go-to online source for baked goods and online gifts**.



Dubner hopes that through her company and the charitable organizations she supports, young people will be inspired to give back to their communities in any way they seem fit. "We want people to donate to organizations they care about, and hope beyond that, they can come up with their own ways of giving back and maybe volunteer for specific organizations. There are so many ways of giving back, you just need to find out what's the best thing for you," says Dubner.

And why might such charities want to get involved? Well, it's a great partnership opportunity to promote and raise awareness for their particular charities, but there's also baked goods involved.

And it's worth noting, that if you order a shipment of delicious baked goods, they'll arrive at your doorstep in roughly two days in **eco-friendly packaging**.