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Contact: Eileen Egan
eegan@communitymainstreaming.org
516-683-0710

FOR IMMEDIATE RELEASE

**Partnership Celebrated by Community Mainstreaming Associates'
"Sweet Comfort" and COFFEED**

Port Washington, NY – Community Mainstreaming Associates (CMA) is pleased to announce a new partnership between its social enterprise, the Sweet Comfort Bakery & Café, and COFFEED, a privately owned social cause New York City coffee shop/cafe. CMA and COFFEED “kicked off” their new partnership with a celebration on Tuesday September 10, at COFFEED Sweet Comfort.

Now called COFFEED Sweet Comfort, the new endeavor combines CMA’s mission of employing adults with developmental disabilities with COFFEED’s extremely popular product line of single origin coffees. The end result demonstrates how like-minded social enterprises—businesses and/or nonprofits—can collaborate to advance important social missions and generate revenue. Now in its third month, COFFEED Sweet Comfort is off to a great start.

"COFFEED is so incredibly overjoyed to have joined forces with CMA towards their amazing mission of full employment for all people with developmental disabilities. This mission, coupled with the world's best coffees and amazing baked goods, is sure to become a destination for the Port Washington community and beyond!", said CEO/Founder, Frank Raffaele.

CMA is a not-for-profit that provides homes and support services to men and women with intellectual and developmental disabilities. While all CMA services encourage independent

living in the community, many individuals served struggle to find and maintain employment. In response to this growing concern, CMA expanded its focus to address vocational needs. With the goal of offering a practical solution to the problem of unemployment CMA developed a program model that utilized a business as a platform for learning. An affiliate, Community Mainstreaming Enterprises (CME), was formed, specific to this endeavor, and in May 2009 the social enterprise Sweet Comfort Bakery & Café opened. Its mission: to offer employment and community based learning opportunities to people with developmental disabilities.

While the Sweet Comfort Bakery has been a valuable resource to the dozens of adults with developmental disabilities who have worked there since its doors opened in 2009, financially, it has been a difficult program for CMA to sustain.

“Grant funding, and support from individuals and businesses have helped tremendously,” Eileen Egan, CMA’s Executive Director says. “But we needed a long-term solution, one that would allow us to rely on revenue generated from product sales.”

This is where COFFEED enters the picture. By chance, Ms. Egan met one of the COFFEED co-owners at a Yale University Alumni Club (Yale Alumni Nonprofit Alliance) for people involved with non-profits and a mutually beneficial partnership was born. CMA and Sweet Comfort benefit from COFFEED’s experience in restaurant operations and from the sales of their superior coffee products; COFFEED benefits from CMA’s social mission and strong presence in Port Washington, an area they had been considering expanding to.

A privately owned business, COFFEED provides some of the worlds rarest single origin coffees. There is currently a COFFEED café on Northern Boulevard in Long Island City, where they sell a wide selection of coffee as well as sandwiches, salads and an assortment of baked goods. Most importantly to CMA, however, is COFFEED’s commitment to giving back to their community. A portion of their Long Island City revenue is donated to a local charity. Several additional New York City COFFEED locations are in the works, and each will donate a percentage of revenue to a neighborhood charity.

Sweet Comfort and COFFEED entered into a management agreement in mid-July and both parties are thrilled. While CMA and its affiliate, CME, maintain ownership of the bakery, COFFEED has taken on the responsibility of the daily operations and business goals. CMA's commitment to employing adults with developmental disabilities remains unchanged. In fact, the COFFEED team are so committed to the mission they believe there are opportunities for employees with special needs in some of their other locations/operations.

For more information, please call Eileen Egan, Executive Director at (516) 683-0710 or egan@communitymainstreaming.org.

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Photo Caption: CMA's Executive Director, Eileen Egan, Community Mainstreaming Enterprise President, Gerry Levy cut the ribbon with COFFEED partners Saeyoon Kim, Frank Raffaele, Abe King, Gene Gustal along with members of the Port Washington Chamber of Commerce and most importantly, with some of the developmentally disabled adults (Adam Robbins, Ed Gershon and Bobby Lee) whom are employed at COFFEED/Sweet Comfort.