



# BAKING BREAD TOGETHER AS ONE



## WHO WE ARE, WHERE WE'RE GOING

The idea for Rising Above Bakery arose when Shiri Reuveni-Ullrich, a speech therapist and avid baker, noticed the effect that baking together had on her nonverbal, autistic young adult students: "Most of these individuals were nonverbal. We started baking cookies every week. One day, I moved away from the kitchen and I started noticing the humming in the kitchen. They were finding their voice! That's when the light bulb went off."

Our bakers are mostly young adults with special needs and learning differences who are learning the ways of the bakery while acquiring valuable life skills, pride, and self-sufficiency through the craft of baking.

We opened our doors in 2021. Because of the pandemic, we chose to operate as a cottage bakery out of Shiri's home, where we have perfected a concept that can serve hundreds of people for many years to come. So far, we have trained 15 bakers and built a community of customers who love our great bread and our mission of service.

## WE ARE READY TO GROW, AND WE INVITE YOU TO JOIN US!

**OUR MISSION** is to help develop empowered individuals who possess the skills and self-confidence needed to live independent fulfilling lives. Rising Above Bakery is proof of how inclusiveness can create good business and also be beneficial for the greater community.





*“What I really want is for my bakers to lead meaningful lives, to get up in the morning and know they have a job they love. All I hope is that they gain independence, because independence is empowerment.”*

– SHIRI REUVENI-ULLRICH

## OUR FOUNDER

### SHIRI REUVENI-ULLRICH

Founder and President **Shiri Reuveni-Ullrich** is a pediatric speech therapist and teacher with over 20 years’ experience, primarily working with children and young adults diagnosed with autism. Her focus has always been on developing social skills: from simple greetings, to initiating and carrying a conversation, to being able to complete a job interview. Shiri holds a BS in Communication Disorders from Pace University and an MS in Communication Sciences and Disorders from Long Island University.



## OUR DIRECTORS



### LISA CARSON SECRETARY

Lisa Carson is a career marketing and business development professional for major retailers in New York City and across the globe. She is also a mother to a young adult with Down syndrome.



### LINDA OGDEN DIRECTOR

Linda Ogden taught elementary school for many years before transitioning into adult education. She is Director of Education at an institute of secondary education.



### MARK DAVIDOFF TRUSTEE

Mark Davidoff trained with Chef Peter Kump, and has served as Director of Operations in a number of large hospitality enterprises in New York City. Currently Mark coordinates a college-level culinary program in New York State.



### DANIEL LEADER DIRECTOR

Master bread baker Daniel Leader opened the original Bread Alone Bakery in Boiceville, NY, in 1983. He is the author of three acclaimed books on bread baking.



### SUSAN UNGARO ADVISOR TO THE BOARD

Susan Ungaro’s 40-year career spans leadership positions in publishing and the nonprofit world. She has previously served as editor-in-chief of *Family Circle* magazine and president of the James Beard Foundation.

## OUR TIME TO RISE!

**“In less than two years operating as a cottage bakery, Rising Above Bakery’s impact has proven that there is room in the workplace for change,” says Shiri.**

**“We are raising \$750,000 to secure a storefront bakery in Bergen County, NJ, where we will train dozens of bakers and build community around a self-sustaining not-for-profit service enterprise.”**



*We are developing a self-sustaining, community-oriented business that makes and sells the finest baked goods while employing and imparting meaningful life skills to young adults with a wide range of developmental disabilities.*

## MEET OUR COMMUNITY

### CONNOR'S STORY

Connor's eyes light up when he talks about his experience at Rising Above Bakery. "I love being here. Baking is my thing. It's my passion," says the 21-year-old. Connor's mother Lisa elaborates: "Rising Above Bakery has transformed the life and the trajectory of my special needs adult son. He is a trained and valued employee. He does something **"I love being here!"** meaningful for a living and he takes great pride in his work. As a mother, I know when he goes to work each day that he'll be cared for and loved. As a board member, I understand the importance of growing our business in order to employ as many other bakers as possible and to show the world their value."

### LISA'S STORY

Support volunteer Lisa Klein describes her experience at Rising Above: "I love helping out at the bakery! On my first day I was welcomed with smiles, hugs, and beautiful faces of bakers who were motivated and determined. **"It's so fulfilling"** Volunteering at Rising Above Bakery is so fulfilling knowing that I'm making a positive impact to help the young adults gain skills to become more confident and independent."

### SHARON'S STORY

Sharon Ronan Daniel, a pediatrician who was looking for a new calling, vividly recalls reading about Rising Above Bakery. "I knew at that moment, I wanted to get involved. I called Shiri offering to volunteer for one day a week. Very quickly, one day became two, then **"It warms my heart"** three." Her passion for the bakers and the mission prompted her to join Shiri as Director of Operations. Sharon clearly loves every moment working with Shiri and the bakers, explaining, "This experience warms my heart and fills my soul. My car can't drive fast enough to work!"

### There are a several impactful ways you can support

our important work. From writing a check to connecting us with new customers, businesses, and foundations who might share our mission and our passion, your generosity will be deeply appreciated.

**To donate**, visit our website or mail your check to the address on the back.

**To learn more** about our plans and our need, contact Shiri: 646-541-4595 or [shiri@risingabovebakery.org](mailto:shiri@risingabovebakery.org).



# RISE WITH US!

Join us as we build a self-sustaining, community-oriented service business that makes and sells the finest baked goods while employing and imparting meaningful life skills to young adults with a wide range of developmental disabilities.

**OUR GOAL IS TO RAISE \$750,000.** This will enable us to secure and build out a storefront location in Bergen County, NJ, and to put Rising Above Bakery on a path to financial self-sufficiency. At our new, permanent location, we will

- ◆ Train dozens of bakers, imparting vocational and life skills to young adults of all abilities.
- ◆ Build communities among our bakers and their families; our customers; and the friends and neighbors who will frequent our store.

By training and employing adults with special needs to develop culinary and business skills, Rising Above is living proof that inclusiveness can create good business and also be good for a community. Thank you!

## PLEASE JOIN US

**DONATE ONLINE:**

**RisingAboveBakery.org/donate** (scan QR code)

**or MAIL A CHECK TO:**

Rising Above Bakery, 5 Karow Ct., Chestnut Ridge, NY 10977



5 Karow Ct.  
Chestnut Ridge, NY 10977  
[www.risingabovebakery.org](http://www.risingabovebakery.org)

[shiri@risingabovebakery.org](mailto:shiri@risingabovebakery.org)  
646-541-4595

*Rising Above Bakery is a 501(c)(3) nonprofit organization.*

