



Zoe's cupcake café is a recipe for success

TEANECK (June 18, 2009) — They packed themselves into the storefront at 740 Chestnut St. in Teaneck for the grand opening of Zoe's Cupcake Café and to show their support for the organization's work on behalf of teen moms and their babies. Members of Women United in Philanthropy, New Jersey's first women's giving circle were anxious to see every detail of the new social enterprise that is now officially opened for business. The Café is a retail/wholesale/Internet marketing bakery providing fresh goods (cupcakes, cookies and brownies) as well as, a revenue-generating business and an educational/job training program for teen moms. The Café is run by Zoe's Place Inc., a non-profit organization that provides housing and supportive services to pregnant teens, teen moms and their babies. The organization received a \$100,000 grant award from WUiP last October to open what is called, "a social enterprise."

"We believe the ability to earn a living wage is fundamental to women becoming economically stable and caring for themselves and their families," said Maxine Frampton, director of Women United in Philanthropy. "This project is an opportunity to prevent young mothers and babies from living in poverty — a way to set them on their feet. The girls can work at the Café, earn money and build marketable skills to move forward with their lives. In addition, sales revenue will be used to help sustain the vital programs and services provided by Zoe's Place."

"WUiP members as individuals give to lots of charitable causes but our giving circle picked this project to invest in together after vetting other proposals, because it had the best chance of creating real and sustained change in the lives of these young women," added Jennifer Natale, a member of the giving circle and Zoe's Place volunteer. "We started this giving circle to be effective with our philanthropy. The Café is a great example of something we could not have done alone but can do by joining our efforts. Our work together is innovative, substantial

and, like this project, the impact of our work is long-lasting.”

Members of Women United in Philanthropy contribute \$1,000 or more each year to a pooled grant fund. All members provide feedback about their philanthropic interests and are informed about needs of women in Bergen County. Each spring, WUiP requests proposals from organizations in the community providing services to women. The giving circle seeks creative initiatives that address key problems women face in achieving economic strength and stability. Then in the fall, after proposals are vetted and evaluated, the membership gathers to vote and select a grant recipient. The pooled grant fund is awarded in its entirety each year. Zoe’s Place Inc. was the third high impact grant awarded by the group.

For more information about Women United in Philanthropy or Zoe’s Café visit <http://www.wuip.org/> or call Maxine at 201-291-0601.