

The *story of disability* is one we never imagined living, but after over a decade of embracing our reality and advocating for this community, it's a story we would not change. The very experience that broke us has *mended us* into stronger people. We're more encouraged than ever to expand and deepen our *healing work* alongside people with disabilities by understanding their needs and offering *holistic and dignifying* solutions.

THE PROBLEM

- ★ People with disabilities are the *largest minority group* in the world. 20% of the US population live with disabilities, yet social and spiritual spaces remain generally inaccessible to these millions of people.
- ★ People with disabilities identify finding *a place to belong* and maintaining *meaningful friendships* as primary, yet elusive, factors in their wellbeing.
- ★ 80% of people with disabilities in the US are *unemployed or under-employed*, which precludes the life-affirming opportunity to contribute to *dignifying work* alongside other people with a common purpose.

THE POSSIBILITIES

- ★ Since 2017, Hope Heals has been creating *social and spiritual spaces* where families affected by disabilities have found their *place to belong* in a supportive network of friends that fully know and fully love them. So far, these spaces have been *seasonal and temporary*.
- ★ Inviting people with disabilities into *intentional, inter-ability social communities and workplaces* empirically increases self-reported quality of life for themselves and their *entire family system*.



OUR PROPOSAL

Mend is an accessibility-first coffee shop, retail concept, and community hub offering belonging and belovedness to people of all abilities in thoughtfully designed spaces for gathering, working, and celebrating.

MARKET PROPOSITION

- ★ Hope Heals Camp has *reimagined inter-ability community* by intentionally blurring the lines between caregiver and care receiver with profound results. The same *"we all have a seat at the table"* culture could be powerfully applied to this community hub concept.
- ★ Hope Heals has a *large dedicated following* both online and in Atlanta that creates an automatic local customer base and a destination for regional visitors.
- ★ Atlanta's coffee market, especially inside the perimeter, is not yet saturated. Coffee shops are well suited for offering *dignifying work and reliable social access points* to an inter-ability staff and clientele.
- ★ Consumers are increasingly concerned with the ethical and ecological impacts of their purchases. Mend's retail component will stock *mission-driven goods* that responsibly support under-represented makers.
- ★ The disability community is an untapped market with *significant discretionary income* to spend toward the empowerment of other people with disabilities.
- ★ As a mostly digital and seasonal ministry, this brick-and-mortar expression would allow Hope Heals to *embody our signature brand aesthetics and ministry ethos* in an ongoing format, as well as serve as an interface for in-person connection through community events.

Will you help us
make this vision
a reality?



Who, Why, How & What

WHO — OUR AUDIENCE

We believe the hospitality industry is primed to set the standard for belovedness and belonging through ability-inclusive design and operations. Hope Heals wants to reimagine and expand the community hub of a neighborhood coffee shop by integrating people with disabilities as both employee and consumer.

- ✱ **The Disability Community:** People with physical or intellectual disabilities, plus their friends, family and caregivers
- ✱ **Buckhead Locals:** Neighborhood locals with disposable income who connect with our cause and want to feel good about their spending
- ✱ **Coffee Co-Workers:** Local coffee shop goer looking for new spaces to enjoy good cup of coffee, meet friends, or get some work done

HOW — OFFERINGS

With our relaxed yet elegant, universally accessible, design-forward space, we will seek to elevate the typical disability experience by extending the best hospitality, rather than the minimum accommodation.

Onyx coffee, espresso drinks, and tea

Healthy breakfast fare, plus some of our favorite sweet treats sourced from local bakeries

A small marketplace of socially conscious home goods, apparel, art, books, and curated care packages

Intimate bookable event venue

Thoughtfully programmed inter-ability community events

Monthly membership for unlimited drip coffee, co-working environment, and special event access



WHY — MARKET NEEDS

1 in 5 American adults identifies as disabled. People with disabilities are the **largest minority group** on earth.

U.S. Census Bureau

People with disabilities are **disproportionately underemployed** in the US, with only 17.9% of the disabled adult population employed in 2020.

Bureau of Labor Statistics

At least one-third of non-working people with disabilities cite **inaccessible workplace accommodations** as a major barrier to employment.

IZA Journal of Labor Policy

WHAT — KEY PERFORMANCE INDICATORS

16 employees with disabilities on payroll in our first year of operations with at least a 60% retention rate

12 community events in our first year of operations

Increased self-reported quality of life for **100%** of employees with disabilities

Average of **\$6,000** in coffee and food sales per month in our first year of operations, with a 70% profit margin

Average of **\$15,000** in retail sales per month in our first year of operations with a 50% profit margin

Capital Campaign Goal

\$850,000

More info—
mendcoffee.org

