

A photograph of a library interior. In the foreground, there are several round tables with woven tops and wooden chairs with curved backs. In the background, there are tall bookshelves filled with books. A staircase with a wooden railing is visible on the right side. A framed poster is on the wall to the left. The text is overlaid on a white rectangular box in the center.

**Nychella Likery**

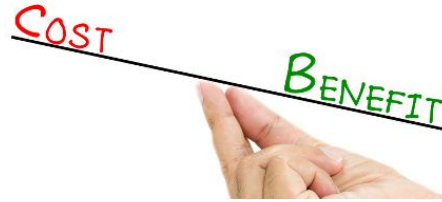
**Make Way for Books**

# Company Overview

- Library + Bakery = Likery
- Founder: Nychella Eichenlaub
- Founded in 2012
- 200+ employees
- 10 stores in Tucson & Phoenix, AZ
- > 50,000 families



# Overview



**Why MWFB**

**Program  
Plans**

**Expected  
Costs**

**Expected  
Benefits**

**Conclusion**

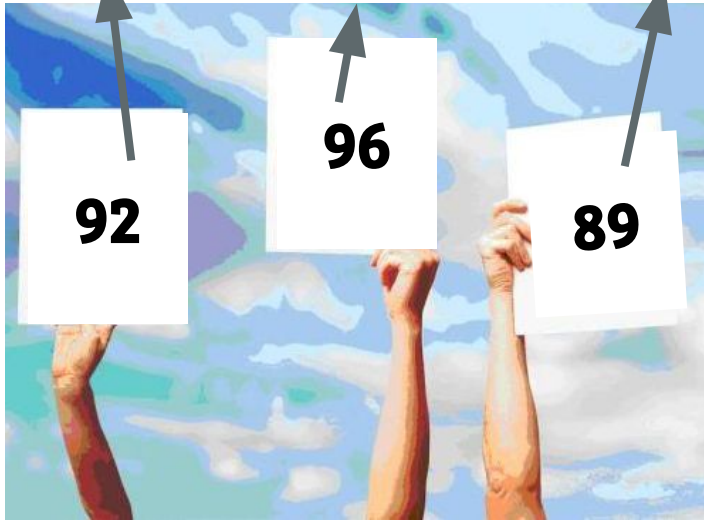




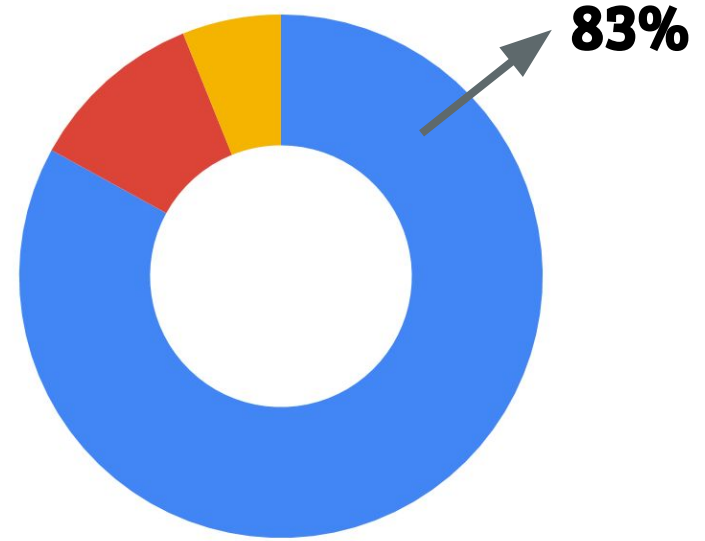
- Founded in 1998 by Dr. Mary Bancroft
- “Give all children the chance to read and succeed”
- Provide books & early literacy workshops
- 300+ preschools & childcare centers, 30,000+ children



**Overall Score**  
**Financial**  
**Accountability & Transparency**



## Expenses Breakdown



● Program ● Administrative ● Fundraising

# Why Nychella Likery + Make Way For Books

- Our missions align!
- Connecting children to children
- Developing meaningful relationships





**Book Donation for  
Membership Reward**

# Program Plans

## Baking with Kids



## Once Upon A Wall



# Book Donation for Membership Reward

- Donate children's books
- One book = 10 points
- 100 points = 10% discount
- Mail the books to MWFB



# Baking with Kids



**KIDS EGGLESS BAKING CLASS**  
Introduce your kids to the world of eggless baking and making class this summer.

**THEY WILL LEARN TO BAKE**

- Eggless Vanilla cupcakes with whipped cream frosting
- Eggless Nutty chocolate brownies

**THEY WILL LEARN TO MAKE**

- Cake pops
- 3 variety of chocolates

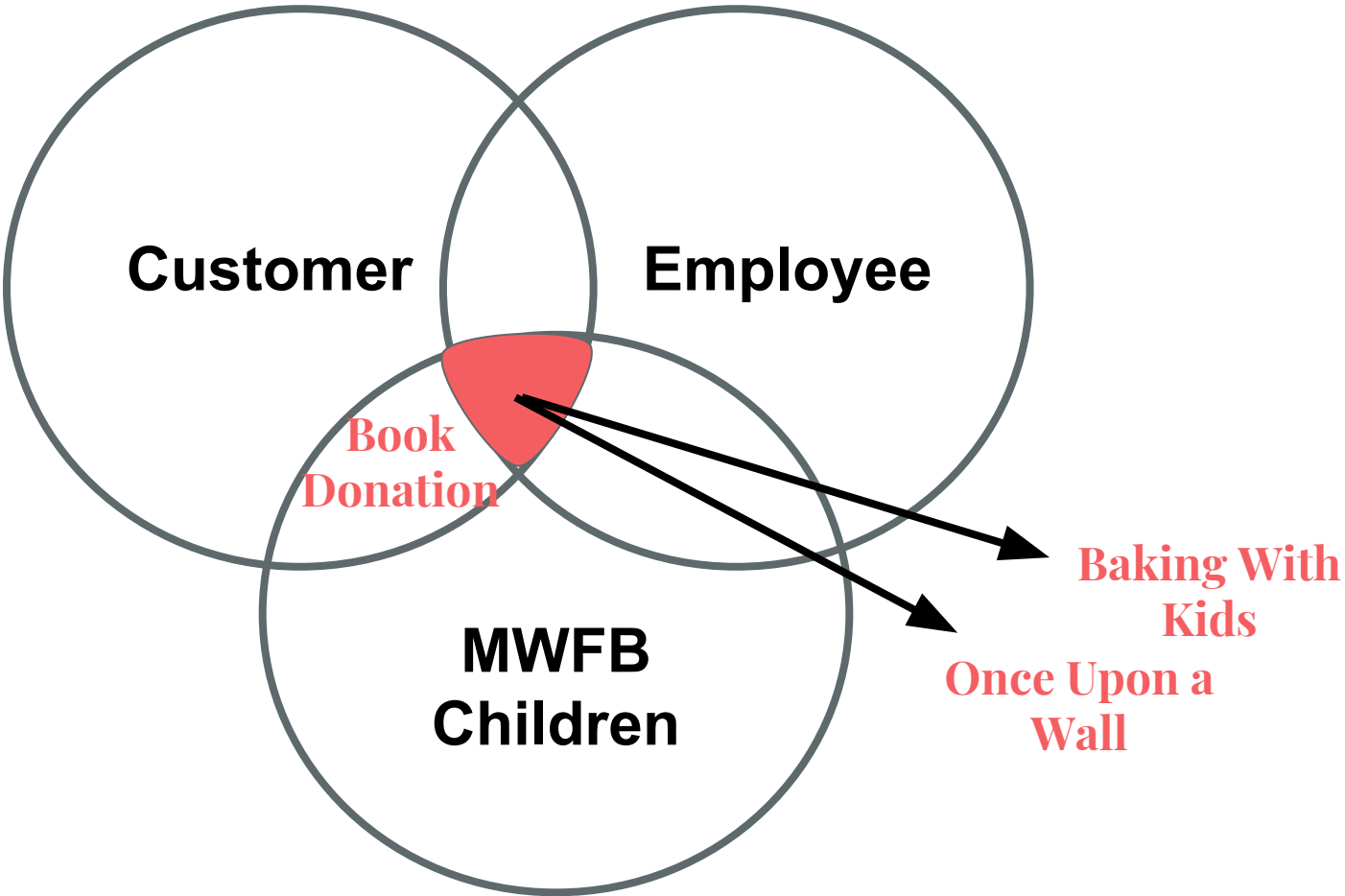
A central graphic with a pink scalloped border. It features the title 'KIDS EGGLESS BAKING CLASS' and a subtitle 'Introduce your kids to the world of eggless baking and making class this summer.' Below the text is an illustration of several children in chef hats. A white box in the center contains two sections: 'THEY WILL LEARN TO BAKE' with two bullet points (Eggless Vanilla cupcakes with whipped cream frosting, Eggless Nutty chocolate brownies) and 'THEY WILL LEARN TO MAKE' with two bullet points (Cake pops, 3 variety of chocolates).

- Quarterly baking workshops
- Employees volunteer as instructors
- Interaction between children
- \$10 for entrance ticket
- Profit will go toward MWFB
- Raffle for employees

# Once Upon A Wall

- Blank Wall Corner
- Employees + Children from MWFB
- Competition between stores
- Social media vote from customers
- Highest vote = Special Group Vacation





# Costs



Shipping:  
\$400



Painting Materials:



Marketing:  
\$3,000



Baking ingredients:  
\$12,000

**Total Expected Cost:  
\$31,300**



Raffle prizes:  
\$4,000



Group Vacation:  
\$5,400

# Benefits

## Tax Deductions

- 15% tax rate
- Cost savings on tax:  
=  $\$31,300 \times 15\%$   
= \$4,695

## Attraction & Retention of Talent

- Build reputation
- More preferable to employees

## Customer Loyalty

- Visible reminder
- “Half of the customers would be more likely to buy products from a firm that endorses a charity” (PR Week)

# Nychella Likery + Make Way for Books



**“Kids Who Read Succeed”**

# References

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