

change

their future.



annual report 2019

a letter from the CEO

HELLO FRIENDS,

As Spectrum Designs Foundation enters year 10, we are proud to showcase our achievements in both business and mission. Thinking back to the early days in Stella's backyard barn, neither Stella, Nicole, nor I could have imagined where we find ourselves now. I am in awe of the impact and the daily strides made to help so many people with Autism lead full and productive lives through the world of work.

2019 was a highlight year – our team continued to increase sales, gain and retain satisfied customers, and offer more opportunities to individuals with Autism to experience work and earn a fair wage. We offered over 19,000 hours of meaningful employment to our growing neuro-diverse team. With the goal of promoting from within, two trainees were elevated to paid employees and a first for our Art Department with the hire of an artist on the spectrum. Generous and impactful workforce development grants (from the DOL & Autism Tomorrow) allowed us to offer staff the ability to “try out” new tasks within our operation and broadening skillsets, qualifications and interests. Our successful business model continued to foster conversation and inquiry about how to replicate our model. With the creation of our Managing a Mission manual granted by: Autism Speaks, Million Dollar Round Table, and Next for Autism's *A Night of Too Many Stars* we are now able to share our journey and best practices. The manual will be available on our website in 2020 and available free of charge.

Our enterprise businesses grew in breadth and scope. Spectrum Bakes, doubled holiday orders kept the team busy baking, packaging and shipping through end of year. Our signature granola bar, The Better Bar, has made positive in-roads to specialty grocers, food distributors and corporate business. Spectrum Suds has acquired 70 satisfied, repeat customers and an equipment upgrade enabling the team to accept more business! We were proud to hire our first employee with autism to assist with the needs of the growing businesses and plan to build our neuro-diverse team at Bakes and Suds in 2020.

Our expansion to Westchester, NY went from concept to reality. In October, with the commitment of nine Founding Families, we signed the lease on an 8,000 square foot building in Pleasantville, NY. The building retrofit begins in early 2020. We have already secured client #1 - 5,500 jackets for Metro North through our partnership with New York State Industries for the Disabled. In December, we were awarded a \$240,000 grant from the New York State Regional Economic Development Council to aid in our expansion.

Our organization leadership and staff were invited to speak to groups in business, non-profit and academia, including exciting opportunities to participate in conversations at Google and Microsoft on the west coast.

Our client list grew to include Komatsu, 1-800 Flowers, JPMC, Dell, and Supergoop, along with continued support from loyal customers at Uber, Google, Men on The Move, betches media LLC and Northwell Health.

On behalf of the entire team at Spectrum Designs, THANK YOU for your support, your business, and your presence on this journey. We do not take our charge lightly and will continue to work diligently to propel our business and advance our mission into the next decade.

Cheers,

Patrick O. Bardsley, Co-Founder & CEO



The FACTS

- **1 in 59** children in the United States are born with Autism. *Center for Disease Control and Prevention*
- Autism greatly varies from person to person, **no two people with autism are alike.** *National Autism Association*
- Individuals with Autism face an estimated **90% unemployment or underemployment** rate after school-based services finish at age 21. *National Autism Association*
- **500,000 people** with Autism will be entering the workforce in the next decade. *Autism Speaks*
- Spectrum Designs **employs 44 individuals, 26 of whom are individuals with Autism.** *Spectrum Designs Foundation*
- New York State spent **\$1.3 billion** in promotional products in 2019. *Advertising Specialty Institute*
- **Apparel** is the top promotional product category (followed by health & beauty, technology, food & beverage, travel products) *2019 Consumer Study PPAI Research*
- 90% of consumers say they **remember a brand** because of a promotional item they received. *PPAI*

“Unless you try to do something beyond what you have already mastered, you will never grow.” – RALPH WALDO EMERSON

BOARD of DIRECTORS

- JOTHY NARENDRAN** *President* **STELLA SPANAKOS** *Vice President*
DENISE SMITH *Treasurer* **NICOLE SUGRUE** *Secretary*
MICHAEL PROUNIS *Member* **JOHN BEYER** *Member*

Notable CLIENTS



January

Autism Speaks

We started the year off right by receiving 27,000 shirts to begin printing for the Autism Speaks Walk season!



February

Feeling Swell

CEO, Patrick Bardsley, speaks with Nation Swell about the importance of inclusion in the workplace.

March

Nothin' But a Good Time

We raised over \$99,000 at our Classic Rock event and Spectrum Designs trainee, Chris Troiano sang Let It Be.

April

More in Common

Lead Production Assistant, Josh Mirsky, was highlighted on an ABC/Facebook Localish segment, More in Common



#GrowWithGoogle

CEO and Co-Founder, Patrick Bardsley, and COO, Tim Howe were invited by Google to represent New York State as a top small business in the United States.

JUNE

Going Gaga

We printed the NYC World Pride Parade shirts for Lady Gaga's family restaurants: Joanne and Art Bird.



September

Runnin' Around

Our Chief of Staff ran both the Eden II's Genesis Program's: Blazing Trails 4-mile-run and the New York City Marathon wearing Spectrum Designs printed t-shirts!

October

Triple Threat

Spectrum Suds tripled business in one year!



July

Keeps Getting Better

Spectrum Bakes launches The Better Bar at our Night in White gala.

August

Lillies for Lilly

We partnered with 15-year-old, Gabe Donovan to raise over \$50,000 for a young girl to receive assistive technology.



November

Great Grants

We received a \$240,000 grant from the Mid-Hudson Regional Economic Development Council which allows us to further job training opportunities to those with disabilities.

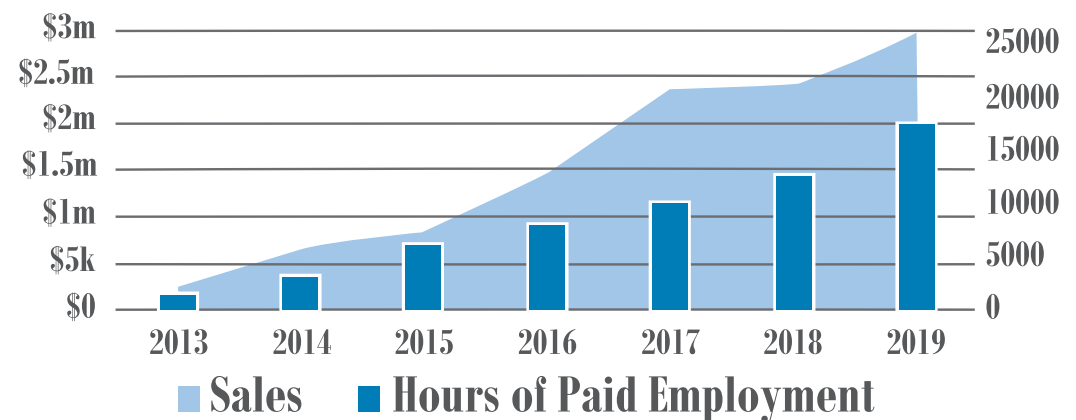
December

Top Notch

- Our Top 5 Clients of 2019:
1. NYSID
 2. betches media LLC
 3. Autism Speaks/RBO Print Logistix
 4. Special Olympics NY
 5. prinkshop

SALES vs HOURS

Sales vs Hours of Paid Disabled Employment by Year 2013 - 2019



RAISING THE BAR

Our three major annual events benefit both Spectrum Designs & Nicholas Center.

LIVE FROM SANDS POINT
— classic rock n' roll —

\$99,000
March

\$225,000
July

NIGHT in WHITE
HONORING THE King FAMILY

GOLF OUTING
MEADOW BROOK COUNTRY CLUB

\$133,000
September