

Sugar Plum visions

News from Sugar Plum Bakery

Holiday 2017

Celebrating our Anniversary... and the Holidays!

October 10, 2017, marked the 30th anniversary of Sugar Plum Bakery—it also happened to be **National Cake Decorating Day!** The fact that we're still here, and doing better than ever, is a true testament to our founders, donors, workers, long-term employees and the supportive community that surrounds us. We especially celebrate the Rev. John Jordan and Carl and Deborah Marshall, who brought this idea to life back in 1987.

30
Years

From humble beginnings in our first building, to raising money for our current building, to the hundreds of people with disabilities who've gained job skills and a sense of accomplishment through our organization, it has been an amazing journey. Keeping any retail bakery going for 30 years is a feat in itself. From contests to coverage on the news, we've commemorated this milestone in many flavors. Thank you to everyone who continues to support us—we are changing lives one person at a time.

SEASON'S SAMPLINGS



Holiday Cookies:

Butter sugar cookies, a year-round favorite, take on holiday-themed shapes and are decorated with colorful sugars and icing. Our robust gingerbread cookies are made from scratch with molasses, ginger and cinnamon.



Holiday Rum Ball Cake:

Baby, it's cold outside! Two whole layers of rum-flavored yellow cake, iced with vanilla butter cream and garnished with handmade toasted coconut rum balls. Each rum ball garnishment is intricately iced with holiday-themed designs.

Tuxedo Cake:

Only available in December! Our chocolate-loving patrons anticipate this cake all year long! A moist, chocolate-chip pound cake, iced with rich chocolate and decorated for the holiday.



Our delectable desserts, all made in-house, are perfect for family gatherings and holiday parties.

Call us at
757.422.3913

to place your order today.

www.sugarplumbakery.org

Yule Log

A yuletide tradition with a twist. Yellow sponge cake filled with chocolate butter cream and decorated to resemble a log.

Faux mushrooms and holly berries adorn the cake.



As 2017 draws to a close, please consider Sugar Plum Bakery for your year-end giving.



Our Mission

The mission of Sugar Plum Bakery is to serve the needs of persons with disabilities through training, employment, and education. Sugar Plum Bakery will promote the integration of people with developmental disabilities into society by helping them become independent and working, contributing members of our communities.

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Thad Nowak, President
Ted Britt Automotive Group
Tim Rivas, Vice President
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Community Leader
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(Hon.) G. William Whitehurst
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Executive Director

Thanking those who've made a difference—for decades

I'd like to wish everyone a happy holiday season and Sugar Plum a happy 30th anniversary. For three decades, our board and staff have worked tirelessly to support our mission, so please join me in thanking them.



Thanks also go to you, our donors—for your generous gifts over the years and your support of our Annual Golf Classic, as well as for remembering Sugar Plum in your year-end giving. We could not do this without you!



Thad Nowak, President, Sugar Plum Board of Directors

Sugar Plum gets a makeover

Our 30th anniversary year proved an ideal time to freshen up our interior. The biggest improvement has been our new coffee bar, serving up a variety of hot and cold drinks for the java enthusiast. Be sure to check out our regular specials, including festive holiday concoctions. Our coffee bar also serves pastries and savory hand pies.



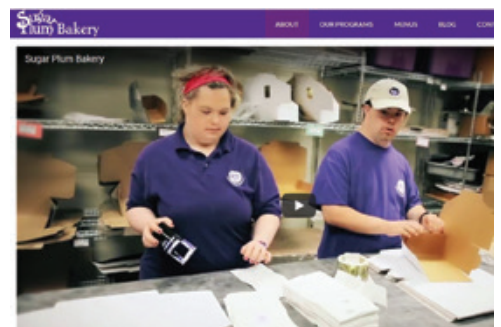
While you're waiting for your coffee, be sure to admire our new wallpaper—replacing the original pattern from our building's 2003 construction. We hope you'll also notice our catchy new menu boards. Of course, what hasn't changed is our important mission, our dedicated staff and our cheerful workers. There's a lot to love when you visit Sugar Plum.



New website features video

In honor of our 30th anniversary, Sugar Plum has officially launched our new website. Our revamped site still features our delectable desserts—but gives greater attention to the special workers who make this bakery a success. Other benefits of the new site include a mobile-friendly format and an easier-to-navigate layout. You can donate online now, too. You'll also be connected with Sugar Plum's partner organizations, to see the many ways our Virginia Beach community is supporting these individuals.

Be sure to watch the heartwarming three-minute video on our Mission page. Thank you to Kevin O'Brien and his team at O'Brien et al. Advertising for creating the video.



Our vital ingredient is you.

Regular support from the community enables Sugar Plum Bakery to continue meeting its mission of serving individuals with disabilities. As always, we appreciate every gift that comes to us, and we offer sincere thanks to all of our donors. The following is a list of donors who made contributions between August 17, 2017 and November 7, 2017.

Endowment

Charles Barker Champions
for Charity

Michael and Denise Folck

In Memory of Dean Hurst

Mark and Christine Kelly

William Kolovani

Bill Lenz

John P. Martin

In Memory of Lane Malbon

Martha Moore

Ruth Poland

Marlene Rivas

In Memory of Bill Rivas

Marlene Rivas

In Honor of Tim Rivas

Darwin "Jimmy" Rogers

In Memory of Cameron Auman

Wanda Sannicandro

Nivea Velazquez

E. C. Wareheim Foundation

Griffin and Peggy Williams

General Operating

Gerald Jaffee

Sandy Monger

Harold and Vivian Marshall

CORRECTION

In our fall newsletter, we listed a gift by John Martin. It should have read "In memory of Lane Malbon." We have reprinted it correctly in this issue and apologize for the error.

Bakery sales help offset our expenses, but the reality is, our organization relies on the generous financial support of donors like you.

Your year-end support enables us to sustain our mission and make a positive difference in the lives of individuals with disabilities. Enclosed is a remittance envelope—please make Sugar Plum Bakery a priority when considering your 2017 year-end charitable gifts.

Online giving is now available, too!

Sugar Plum, Inc., is a nonprofit organization. All gifts are tax deductible as provided by law.

Sugar Plum gives back on National Bakery Day

Few sensations compare with the moment you step into a bakery—rows of glistening confections and that intoxicating aroma of baking bread and sugary vapors. In fact, a French study published in 2012 found that the scent of a bakery made people more altruistic—guess Sugar Plum has been ahead of its time!

When our friends at the Retail Bakers of America established the first annual National Bakery Day, we were eager to take part. On September 28, our staff donned the official "Keep Your Dough Local" T-shirts, and we took it a step further—donating 10% of all sales that day to the Vanguard Landing project.



Vanguard Landing is a new planned community for adults with special needs, spearheaded by Debbie Dear, whose daughter Lindsey works at Sugar Plum. We're proud to support this exciting concept, which will be constructed in the Pungo area. It will offer a safe, intentional, interactive and inclusive community where persons with developmental disabilities can thrive and achieve their life's full potential.

Thank you to everyone who participated in National Bakery Day and helped further this mission—mark your calendar for next year's holiday: September 14, 2018!



Channel 3 covers anniversary

On Oct. 10, a crew from WTKR came out to the bakery and shot footage for TV and Facebook Live, in honor of our anniversary and National Cake Decorating Day. It was a great chance to spread the word about our worthy mission and delicious goods—thank you, Channel 3! Rewatch the footage at: wtkr.com/2017/10/10/cake-decorating-at-sugar-plum-bakery/

Skills, life lessons, and confidence: fresh from the oven.

Sugar Plum Bakery
1353 Laskin Road
Virginia Beach, Virginia 23451

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Anniversary contests & specials

Post a Cake, Win a Gift Card:

A new ongoing promotion has been asking people to share their favorite cake posts on Instagram (#SeeHowWePlum) and Facebook. A winner will be drawn monthly and will receive a **\$30 Sugar Plum gift card**. Congratulations to our first winner, Victoria L. Tunis!

T-shirt Tuesday:

Come to the bakery wearing your Sugar Plum tee any Tuesday this February, and receive **10% off** your entire purchase.

30-Cent Coffee Refills:

Purchase our Hydro Flask Travel Mug and receive brewed coffee **refills for 30 cents** until Oct. 2018! Hydro Flask's TempShield™ is double-wall, vacuum-insulated technology that guards the temperature of your drink.

To order a Sugar Plum Sweet Indulgence, call 757.422.3913 or visit the bakery at 1353 Laskin Road.
Open Monday – Friday, 7 a.m. to 6 p.m.; Saturday, 7 a.m. to 5 p.m.

www.sugarplumbakery.org

Check us out on Facebook:

www.facebook.com/sugarplumbakeryvb

*Looking for that
perfect gift?*

Consider a **Sugar Plum Gift Card!** They are an ideal stocking stuffer and make great gifts for teachers, friends, and employees. Gift cards can be purchased in any increment.

