

**jam.**

# **Annual Benefit Corporation Report**

**Fiscal Year 2020  
January 1, 2020 - December 31, 2020**



# Introduction

Parkside Progress Inc. d/b/a JAM Parkside (“JAM”) is a café nestled in the Parkside community in Buffalo, New York. From the start, we aimed to operate in a way that gives back and makes our community a better place to live, work, and play.

JAM was founded as a benefit corporation in 2017. Our benefit purpose is to improve the community, economic, and societal considerations in and surrounding the Parkside community in the City of Buffalo, State of New York, in which the offices and operations of the Corporation is located.

# Coffee & Community

Each year, JAM dedicates time and resources to not only make superb coffee, but to better our community. They are our core pillars—coffee & community





## General Public Benefit

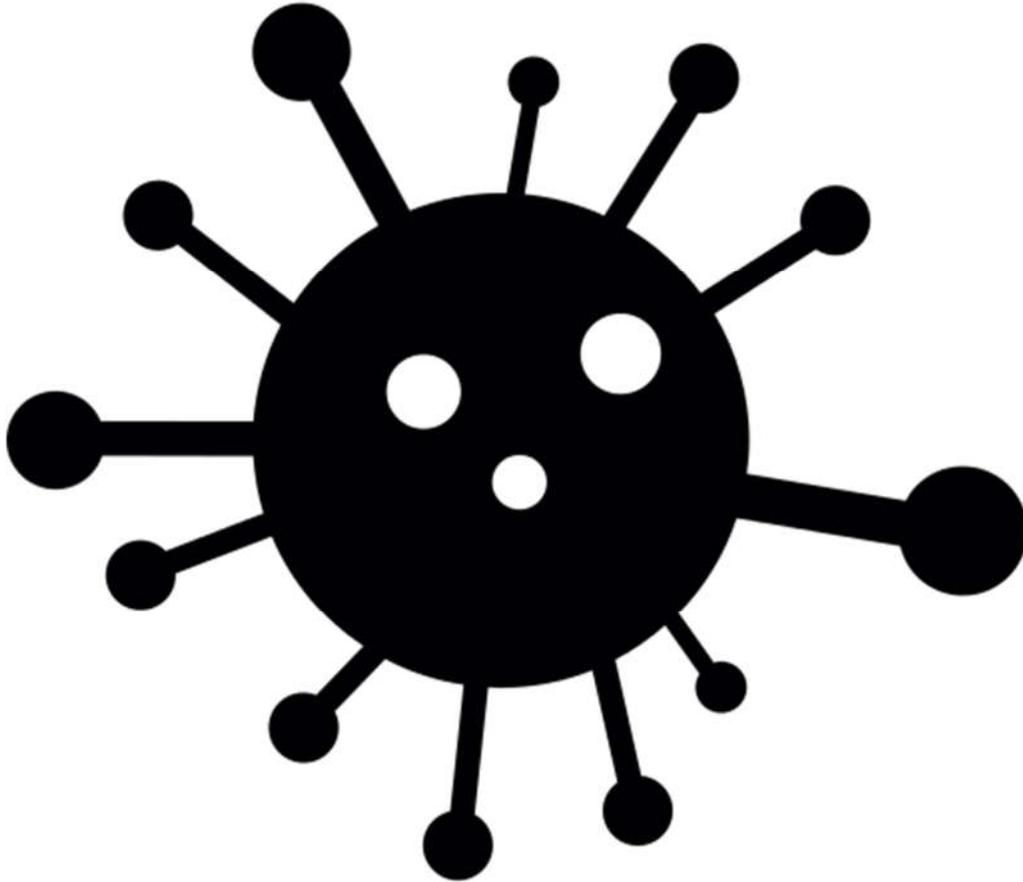
As a Benefit Corporation JAM always has its public benefit front of mind in the decisions we make. When facing possible shutdowns due to COVID-19 we made sure to hold weekly zoom meetings with our staff to make sure that they felt comfortable with the changes we were making and secure in their employment with JAM. We took steps to ensure the safety of our staff, our customers, and our community. We strive to source products from local vendors whenever feasible and to use sustainable business practices. Where we can we use reusable products and relentless work to minimize waste. We support local artists and makers, a partner for local community efforts, and a foundation for the Parkside neighborhood and our surrounding communities. Our goal is to have a material positive impact on our team, our shareholders, our neighbors, and our community. At the start of the morning and the end of the day, it is all about coffee and community.



# Specific Public Benefit

Despite unprecedented challenges, JAM remained consistent in its focus on Community in 2020 and its public benefit. Specifically, we took the following actions in furtherance of our public benefit purpose:

- Partnered with Fueling the Frontlines to deliver hundreds of cups of coffee to frontline workers helping others during the COVID-19 pandemic at Buffalo General Hospital, Crisis Service, and Buffalo Firefighters at Engine 21/Ladder 6/Rescue 1;
- Collected pet food for Pete’s Pet Food Pantry;
- Collected personal hygiene products for survivors of human trafficking through Project Mona’s House during the holidays and at Valentine’s Day;
- Promoted Hillside’s Special Santa program;
- Collected non-perishable food, hats/gloves, and masks for Friends of Night People;
- Collected non-perishable food for Parkside Lutheran’s Blessing Box Food Pantry;
- Installed streetscape improvements along Parkside Ave including awnings and an outdoor public trash can;
- Partnered with local artists to showcase their work in the café;
- Partnered with neighboring businesses on Parkside Avenue Loose Moose and Buffalo Seamery to raise money and support for local small businesses and vendors in the Parkside community;
- Collected 244 pies for Pie it Forward Buffalo;
- Prior to the COVID-19 pandemic we hosted special events for local community groups, and hosted historical talks by Steve Cichon. We plan to continue these events when we are able to;
- Regularly donate gift certificates and/or products to organizations such as Buffalo Home Sellers 5K, Parkside Community Association, Women’s Bicycle Fest, Queen City Pitties, and more!



## Issues faced with creating benefits

Since the start of the COVID 19 pandemic, our public benefit purpose has remained the same but we have had to adjust the ways in which we have engaged with organizations and our community. For example, some organizations have stopped collecting items for donations or moved fundraising events online.

Another adjustment that we had to make was in regard to our recycling and sustainability efforts. While we are still committed to recycling, we switched to single use materials at the start of the COVID 19 pandemic and have not moved back to reusable items or permitting customers to bring their own cups for to-go orders.



## Transparency & Standard

We will provide information through our website and social media regarding our efforts and impact. A copy of this report will be emailed to all shareholders and will also be filed with the New York State Attorney General's Office and made available through our website.

JAM utilizes the Third Party Standard to assesses the effect of the business and its operations upon: a) the employees and workforce of JAM and suppliers; b) the interests of customers; c) the local community and society, including the interests of Parkside the communities our suppliers are located in; and d) the local and global environment.



## In Closing

JAM is set up in the Parkside community as a benefit corporation cafe, aiming to operate in a way that gives back to the community. Like many other aspects of life, community, and business, our public benefit purpose has been impacted by the COVID 19 pandemic. But it has not been put on hold. During this time we have continued to work with community organizations and neighbors to make an impact wherever possible. From collecting items for shelters to improving the Parkside Avenue streetscape, we are continuing to work toward fulfilling our public benefit purpose every day.

**APPENDIX A**  
**SHAREHOLDERS EXCEEDING 5%**

Amber Small  
Monica Cichon  
Jesse Crouse