

Report to the Community  
December 2020



# EDWIN'S

LEADERSHIP & RESTAURANT  
*Institute*



*"Today we will win.*

*We'll study our mistakes and become stronger. We will win, each day, we will win."*

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[www.edwinsrestaurant.org](http://www.edwinsrestaurant.org)

## Dear Supporters:

Wow! What a year! 2020 was a year that saw our team come together in ways we didn't even think were possible. What I'll always remember is the fighting spirit of EDWINS students, alumni and staff through unprecedented challenges. Over the course of a Sunday afternoon in March, we reinvented our business focusing on family-style meals that could be enjoyed in the comfort of home. Our Butcher Shop and Bakery remain anchors in the Buckeye neighborhood and are providing more than just bread and meat but household essentials and pantry items. We came back at the Restaurant in May knowing that we had to keep moving forward to provide opportunity for our students. We recently opened edwins too ensuring that our students receive the hands-on experience that our program requires even with the current dining restrictions in place. Everything we do at EDWINS is centered on providing career pathways for returning citizens, empowering families and supporting our community. I'm proud of the work we've done at EDWINS but there is always more we can do.

EDWINS has proven it can successfully provide returning citizens with a path to family-sustaining careers. We are a national model for reentry and have shown that combining elite training with wraparound support prevents people from returning to prison. We are still determined to do more.

Our fight continues with our Management Fellowship. After a successful pilot earlier this year, we have expanded the program as six EDWINS graduates have returned to help us manage all our ventures. The Fellowship is EDWINS' direct response to the lack of trade diversity that, according to 2018 Bureau of Labor Statistics data, notes that a mere 10.7% of food service managers are black.

The program consists of a year-long education in restaurant operations and all Fellows are salaried with health benefits. The curriculum was developed by consulting with restaurant owners and hiring managers from around the country. Fellows will receive the skills necessary to manage restaurants, their staff, and the business's finances while also developing a leadership style that works for them. Continuing education opportunities are incorporated into the program with executives, professional athletes and industry leaders providing instruction and guidance. We plan on ensuring that restaurant management across the nation reflects the diversity of the communities they serve.

It's never been easy for returning citizens this country. They must rebuild their lives while facing barriers at every turn. It's been the same at EDWINS but we continue to push forward.

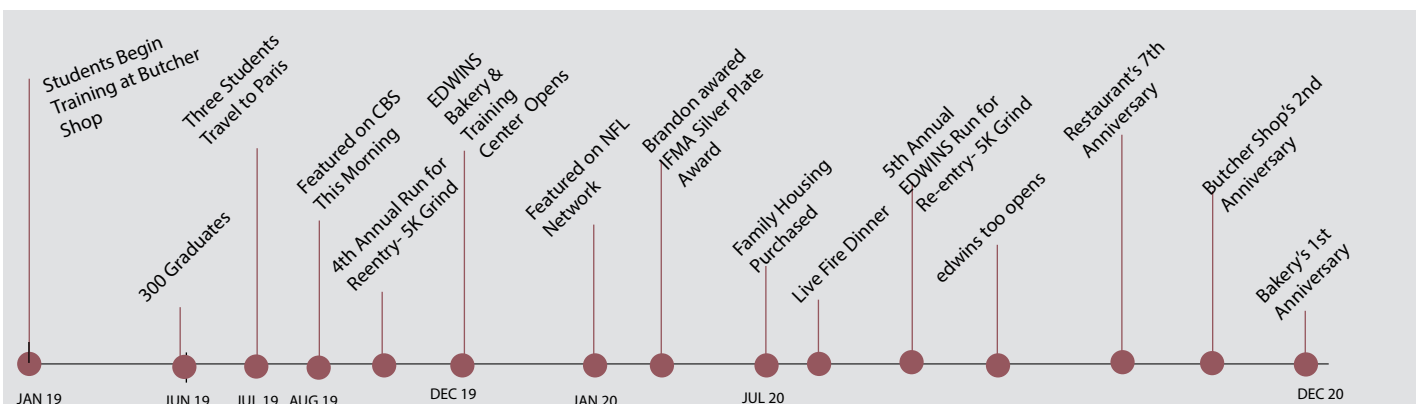
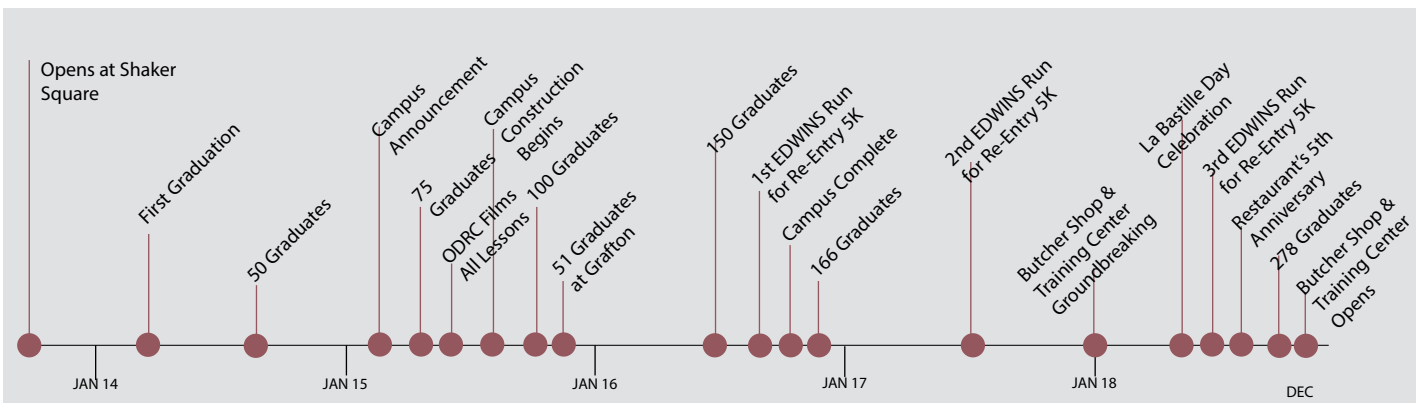
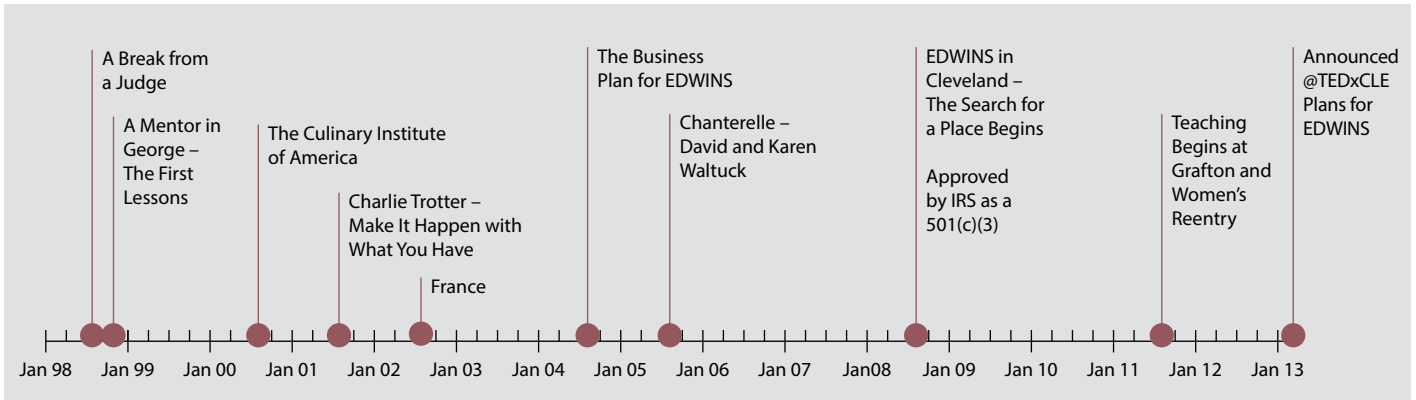
Merci!



Brandon E. Chrostowski  
Founder, President & CEO

# EDWINS Timeline

## EDWINS – How it all began and where we are today



## Student Success Stories



Gregory

"The people here keep me going through the difficult times. I look forward to coming here. I love the chefs and they are great teachers. I'm comfortable here. It's a home for me."

Once you come to EDWINS as a customer, you'll appreciate everything that's coming to the table. We show people what we have learned. You can't go wrong with what they teach you here."



Charlestine

"I push through and keep fighting because I love seeing the looks on our customers' faces when we deliver their meals and drinks. You can immediately tell how you did. Their face says it all."

"The team at EDWINS makes sure that we have everything we need. Our uniforms, our bus passes, our papers and books. They make sure you have all you need to succeed. I'm so glad I came to learn here at EDWINS and I've learned how to do so many things that I didn't know how to do before this program."



William

"I keep fighting because I have a goal. I want to open my own restaurant and you have to learn every little step to get there. I know that mistakes are going to be made but you have to learn from them and move on."

"At the end of the day, we are delivering a product and service to the customer that keeps them coming back. Every meal is different so it's not the same every day, but you have to still make it to the end of the road."



Larry

It was very clear to be upon being incarcerated that I was not going to let it be a waste of my time. The idea of doing something I enjoyed like baking and cooking seemed too good to be true. That seemed like a fairy tale. I was a group facilitator for the EDWINS culinary club and stayed in contact with the staff. Then upon my release, I came straight to EDWINS and moved into the housing.

I have been able to build up a rapport with the staff. They've done everything for me. I have a roof over my head. I haven't gone hungry. I've made some friends and I've learned a lot. I've never thought of myself as much of a leader. The staff has a lot of faith in me. You just have to prove yourself and put in the time.



## The Issue:

Total correctional population: 6,613,500 (as of 2016, [Bureau of Justice Statistics](#))

The Total Cost of Incarceration: \$1,200,000,000,000

([Institute for Advancing Justice Research and Innovation](#))

Average cost to incarcerate: \$31,978 (2016, [Federal Register](#))

% of those returning to prison within 3 years (recidivism): 43.3%

([United States Sentencing Commission](#))

Average cost to re-incarcerate: \$31,000 (2016, Vera Institute of Justice)

## A Solution:

The cost to educate a student at EDWINS  
in fiscal year 2019: \$4,775



## EDWINS Results

400

Number of  
graduates

145

Number of  
restaurants  
who have hired  
our students

104

Number of graduates  
of our programming at  
Grafton Correctional  
Institution

50

Number of  
restaurants  
eager to hire  
our graduates

30%

Percentage of program  
costs covered by  
restaurant profits and  
restaurant contributions

6

Number of  
new classes that  
begin each year

.8%

Recidivism rate for  
EDWINS graduates

# Financials

EDWINS  
FY19  
Operating Budget

Aug '18 –  
Jul '19  
Actual

## Income

### Program Support

#### Unrestricted

Individuals	28.9%.....	\$637,915
Corporate Support	22.4%.....	\$494,589
Foundation Support	25.4%.....	\$559,242
Restaurant Contributions (Tips)	12.2%.....	\$263,303
Other Income	11.1%.....	\$245,643
<b>Total Program Support</b>	.....	<b>\$2,200,692</b>

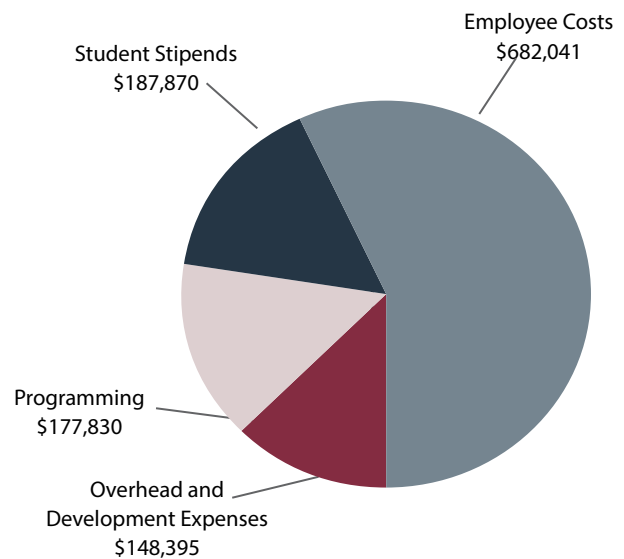
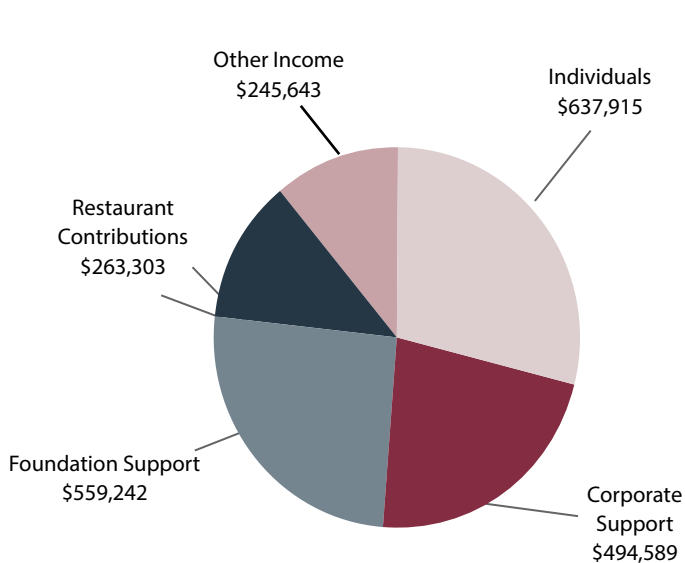
## Expenses

### Program Expenses

Employee Costs	57%.....	\$682,041
Student Stipends	15.7%.....	\$187,870
Programming	14.9%.....	\$177,830
Overhead & Development Expenses	12.4%.....	\$148,395
<b>Total Program Expenses</b>	.....	<b>\$1,196,136</b>

FY19 Program Support: \$2,200,692

FY19 Program Expenses: \$1,196,136



The Institute would not exist without the Restaurant, as the Restaurant provides a training ground for students at the Institute. While the Restaurant costs approximately \$1.3 million to run each year, the Restaurant's expenses are entirely offset by its profits, a portion of which the Restaurant is able to then give to the Institute to help cover the educational programming expenses each year.



## EDWINS in the News

### Recent Press

NFL Network, January 23, 2020: [Indivisible Season 2: Cleveland](#)

Cleveland.com, March 3, 2020: [Brandon Chrostowski named Silver Plate recipient](#)

Cleveland Scene, March 16, 2020: [Cleveland Restaurant Owners React to Order that Shuttters Restaurants](#)

CNN, March 25, 2020: [Restaurant responds to the pandemic by feeding their Cleveland community](#)

Cleveland.com, March 26, 2020: [Edwins offers free job-guidance program for restaurant-industry workers affected by coronavirus](#)

Cleveland Magazine, March 29, 2020: [How Cleveland Restaurants Stepped Up To Take Care Of Their Own](#)

WKYC Studios, March 30, 2020: [Local restaurant revamps business to succeed during COVID-19 pandemic](#)

Cleveland.com, May 1, 2020: [Despite the terrible coronavirus price paid by marginalized communities of color, nothing will change if we do not make it change: Brandon E. Chrostowski](#)

Ideastream, May 6, 2020: [What Will Ohio Restaurants Look Like When Dining Rooms Reopen?](#)

Cleveland Magazine, May 28, 2020: [These Restaurants Are Finding New Ways To Elevate The Cleveland Community](#)

International Foodservice Manufacturers Association, June 13, 2020: [2020 Silver Plate Award Winner: Brandon Chrostowski Q&A](#)

ESPN.com, June 25, 2020: [Browns GM Andrew Berry challenges team, fans on social justice after George Floyd killing](#)

Cleveland.com, July 10, 2020: [Edwins' second-chance mission expands to housing in Cleveland](#)

WKYC Studios, July 13, 2020: [EDWINS acquires two multi-family homes to provide housing for their students, graduates:](#)

Freshwater Cleveland, July 16, 2020: [Buckeye becomes a neighborhood of second chances as EDWINS expands its life skills campus](#)

Manhattan Institute, August 20, 2020: [Manhattan Institute Announces Second Cohort of Civil Society Fellows](#)

Cleveland.com, September 30, 2020: [Edwins Too to take over Fire Food and Drink space in](#)

[Shaker Square](#)

Cleveland Scene, September 30, 2020: [Brandon Chrostowski to Extend Edwins' Reach with New Fine-Dining Venture in Former Home of Fire at Shaker Square](#)

Cleveland Magazine, October 28, 2020: [Do Good Cleveland: 69 Organizations Doing Good For Cleveland](#)

Cleveland Scene, November 17, 2020: [First Look: Edwins Too, Opening at Shaker Square this Friday November 20](#)

Cleveland.com, November 18, 2020: [Edwins Tooset to open this week - sneak peek \(photos\)](#)

Richland Source, November 24, 2020: [Hope amid addiction: returning citizens get second chance at EDWINS Institute](#)

Spectrum News 1, November 29, 2020: [Giving Second Chances: Cleveland Restaurant Helps Citizens with Life After Prison](#)

WKYC Studios, November 30, 2020: [Edwins Too now open: Doug Trattner sits down with owner Brandon Chrostowski](#)

New York Post, December 9, 2020: [Another restaurant shutdown will kill a lot of dreams — including for 'second chancers'](#)