



2025 Annual Report



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Meet the Hugs Cafe Inc. Team

Hugs Cafe Inc. Board of Directors

Ruth Thompson	Lee Ann Parsons
Alex Beard	Mark Potter
Georgiann Leonard	Kellee Rice
Shannon Patterson	Marc Robertson
Matt Fuhriman	Jeanine Roddy
Mark Johnson	Jenay Sherman
Michael Jones	Chris Thompson
Janice Morriss	Dan Wilson
Timothy Newsome	

Hugs Cafe Inc. Leadership

Lauren Smith - Chief Executive Officer
Evan Jones - Chief Expansion Officer
Eric Weinhagen - Chief Programs Officer
Wendy Semper - Human Resources & Executive Services Manager
Jennifer Buschman - Development Manager
Stephanie Van Kirk - Community Engagement Manager
Lindsey Pennington - Marketing Manager
Bwalya Nawa - Hugs Cafe McKinney General Manager
Monique Roberts - Hugs Cafe Dallas General Manager
Bill Crump - Hugs Greenhouse General Manager
Michael Talley - Hugs Training Academy Manager

Hugs Cafe Inc. Ambassadors

Kalyn Bradley	Clay Kendrick
Jack Cunningham	Kit Marchal
Manni Deslarzes	Ashton Roberts
Blaine Hardin	Jacob Shaw
Hunter Heinrichs	Danny Sigler
Ben Jennings	Lydia Stufflebean
Bradley Kelman	Rickey Woods



2025 In Review

4

Impactful Programs

91

Mission-Based Employees

30

Hugs Training Academy Trainees

29,951

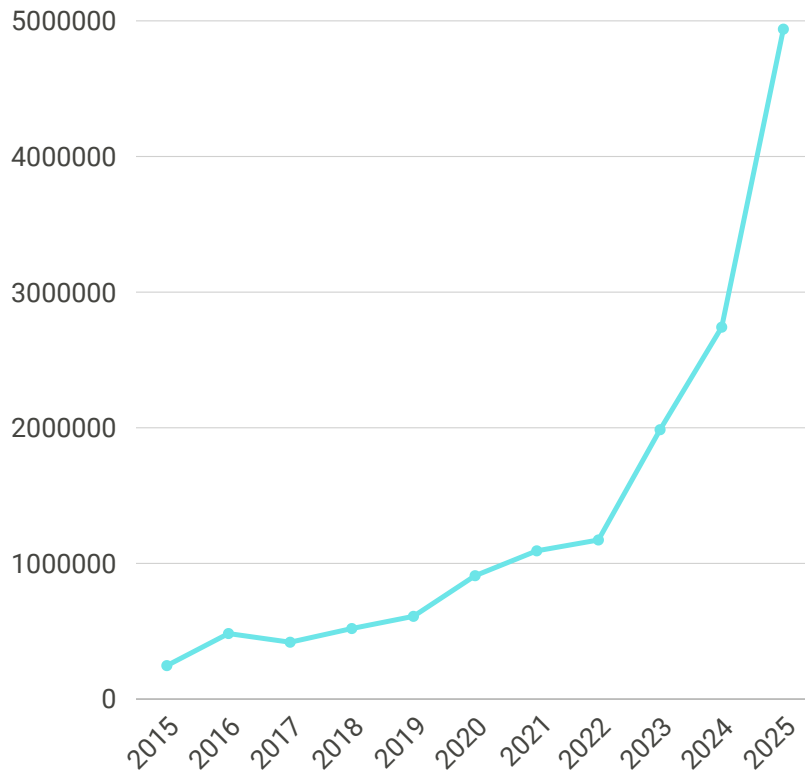
Hours of Meaningful Employment

\$243,491

Paid Out in Meaningful Wages



Revenue Since Hugs Cafe Inc. Founding



2015	\$246,486
2016	\$482,905
2017	\$418,994
2018	\$519,795
2019	\$609,773
2020	\$909,348
2021	\$1,092,677
2022	\$1,172,742
2023	\$1,985,713
2024	\$2,741,693
2025	\$4,938,958



2025 In Review

2025 was a watershed year in the history of Hugs Cafe Inc.

Our flagship McKinney cafe celebrated ten years of operation this year, with seventeen members of our original staff with us a decade later. Hugs Cafe also had its largest expansion to date when we opened a second Hugs Cafe location in downtown Dallas. Hugs Training Academy had an incredible 30 graduates in 2025, several of whom went on to join the Hugs Family as staff at our new Dallas location. Hugs Greenhouse continued longstanding partnerships with organizations such as the City of McKinney, providing beautiful flowers for customers year-round.

Hugs Cafe Inc. was able to expand across the DFW metroplex in many ways this year - our first pop-up, Hugs at the Rook, finished an incredible run in April and was followed by a second Hugs pop-up at White Rhino Coffee in Dallas, where two of our Hugs mission-based staff were trained as baristas. This July, Hugs Cafe began an ongoing partnership with My Possibilities in Plano to provide great meals and employment training to HIPsters.

The mission and impact of Hugs is also growing nationwide. In November, Hugs Cafe Inc. hosted our first Affiliate Partner Summit, bringing together representatives from four Hugs affiliates to learn and grow our shared mission of inclusive employment.

2025 has shown that Hugs has a proven recipe for success, marked by unprecedented program expansions, the most successful North Texas Giving Day in our history, and the building of our new National Headquarters. Thanks to the tremendous generosity and passion of our team and supporters, Hugs looks forward to more amazing years.



Hugs Cafe is the first employment initiative from Hugs Cafe Inc., dedicated to providing meaningful employment in a restaurant setting. Our mission-based employees perform every job there is at our cafe from greeting guests to griddling sandwiches. Offerings at Hugs Cafe include delicious lunch options, all-day breakfast, and our signature cookies - all made with love by our incredible employees.

The Hugs Cafe brand expanded this year, with the second-ever Hugs Cafe location opening in Dallas. This new location employs 30+ more individuals with disabilities, and we are so excited to watch these new team members grow and thrive with our new restaurant.

72

Meaningful Jobs

14,730

Sweet Treats Baked

10,698

Sandwiches Prepared

32

New Hires at Hugs Cafe Dallas





Hugs

GREENHOUSE

8

Meaningful Jobs

Hugs Greenhouse continues to be a premier source for native perennials and bedding plants, while our seasonal Farmers Market stall allows us to connect with the city even further. Hugs Greenhouse also continues to be home to thousands of beautiful holiday poinsettias, lovingly cared for by our team from cutting to customer pick-up.

2,800

Poinsettias Grown

As of 2025, Hugs Cafe Inc. legally owns the land that Hugs Greenhouse sits on, allowing us to raise even more plants, construct more greenhouses, and grow our mission. We look forward to an incredible future at Hugs Greenhouse.

88

Varieties of Native Texas
Perennials Planted





30

Trainees Attended in 2025

15

Trainees Have Received a Job

Hugs Training Academy launched in 2022 and completed its fourth year of programming in 2025. Trainees from across North Texas took our course and received 120 hours of in-person workforce development and job training. Trainees ages 14 and older are able to build employment skills and expand their social networks through our program.

In 2025, several of our Dallas College campus graduates were brought on to our new Hugs Cafe location in Dallas, and Hugs expanded its reach in the community through increased employment partnership opportunities.





24

Classes Held

15

Hugs Home Cooking
Students

Hugs Home Cooking supported the creative and social needs of its participants in 2025 with classes full of diverse cuisine and culinary methods that encourage the building of lifelong friendships. This social class is designed to engage individuals with the kitchen with all the necessary equipment provided and potentially serve as a stepping stone in furthering a passion for the culinary arts. Through the help and support of our incredible teachers and volunteers, two groups of students meet monthly to learn how to make an entire meal from scratch in a supportive environment.



Affiliate Partners

6

Hugs Cafe Inc. Affiliate Partner Organizations

Since its inception in early 2024, the Hugs Affiliate Partner program has experienced explosive growth. Across the country, Hugs Affiliates are opening and operating programs designed to create inclusive employment opportunities and provide crucial job training for individuals with disabilities.

46

Students who Completed the Hugs Training Academy Through Affiliate Partner Organizations

Representatives from Hugs' Affiliate Partners gathered in November for the first Hugs Affiliate Partner Summit, which included three days of programming spanning all facets of program administration, operations, and expansion. This first event of its kind allowed for Hugs Affiliate Partners to connect with and learn from the entire Hugs Team as well as each other. We look forward to continuing this event in even greater ways in the coming years.



Events

Hugs Cafe Inc. continues to prioritize staff events as a way for employees and volunteers alike to bond and celebrate their continued hard work. Hugs events like our annual Hugs Gala and Christmas social were a huge success this year - in fundraising and in celebrating our staff.

In 2025, Hugs Cafe Inc. hosted its second annual staff retreat at Best Day Ever Ranch. The entire Hugs team came together for a day of sharing news, team-building, and fun. Hugs celebrated incredibly successful fundraising events in 2025 as well, including a sold out Hugs Gala and the greatest North Texas Giving Day turnout we've ever had, raising over \$100,000 towards our mission.

62

Community
Engagement Events

66

Attendees at Our
Annual Staff Retreat



Hugs Cafe Inc. Volunteers

Volunteers are an essential part of the Hugs Cafe Inc. programs and mission. Whether it is coaching a Hugs Cafe employee through a new skill or volunteering at one of our special events like North Texas Giving Day or our Byron Nelson concession stand, the time and dedication that our community pours into Hugs is second to none.

All of our programs at Hugs Cafe Inc. utilize a combination of paid supervisors and community volunteers to run each branch, saving significant funds but also helping Hugs create a wide network throughout the metroplex for the Hugs Family and its many beneficiaries.



1,502
Volunteer Shifts Logged in
2025



5,413
Hours Logged by Volunteers

\$150,000
Estimated Savings in Wages



The Future for Hugs Cafe Inc.

One of the biggest projects on the horizon for Hugs is the opening of our national headquarters in McKinney. This custom-made building will be the new permanent home of Hugs Cafe and Hugs Training Academy in McKinney and serve as our administrative headquarters. Construction on the new Home for Hugs is ongoing, and is projected to open mid-2026.

Hugs also looks forward to the advancement of our mission to provide employment for individuals with intellectual and developmental disabilities through a growing Hugs Greenhouse, more Hugs Cafe and Hugs Training Academy locations, and an increasing number of Affiliate Partners nationwide. As we celebrate our first ten extraordinary years, Hugs Cafe Inc. cannot wait for many more to come.