



For Immediate Release

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Dancing Deer Baking Company and One Family, Inc. Celebrate 12 Years of Helping to End Family Homelessness with “The Sweet Home Project”

Cookie House Sales Boost Low Income Scholars’ Road to Stable Housing

(Boston, MA, October 17, 2012) Sitting around the kitchen table, drinking milk and eating cookies. That’s an image that means sweet home to most of us. But for the roughly 1.6 million children likely to experience homelessness each year in the United States a memory like that is one they likely will not have a chance to create. That is why, 12 years ago, award-winning Dancing Deer Baking Company of Boston and One Family, Inc., a non-profit initiative of the Paul and Phyllis Fireman Charitable Foundation, joined together to establish the “The Sweet Home Project” – a special line of Dancing Deer gourmet cookies and baked goods gifts that give back.

“The Sweet Home Project” helps families move into stable lives and homes of their own by providing funding and support for low-income and formerly homeless single parents to complete their college education and enter family-sustaining careers. It helps parents break the cycle of poverty and, as a result, prevent future homelessness for their families.

Dancing Deer Baking Company donates 35 percent of the retail price of Sweet Home goodies and gifts, year-round, directly to scholarships provided by One Family, Inc. Since the partnership was established in 2001, Dancing Deer has donated over a quarter of a million dollars to support the One Family Scholars Program.

“We are truly grateful to be the beneficiary of “The Sweet Home Project”,” said Valerie Paric, One Family’s Interim Executive Director. “Through our unique partnership with Dancing Deer, we have

helped hundreds of low-income and formerly homeless parents achieve economic independence through higher education.”

“As a company made up of people passionate about food, nature, aesthetics and community, we place an enormous emphasis on giving back,” said Frank Carpenito, President and CEO of Dancing Deer Baking Company. “We work very hard each year to ensure that as our business grows, so does our generosity. We are so pleased that our partnership with One Family on “The Sweet Home Project” has made such a significant difference for homeless families. We look forward to continuing to work together for many years to come.”

Not only does Dancing Deer partner with One Family by donating proceeds from the sale of “The Sweet Home Project” gifts, but the company’s employees donate their time too, actively volunteering at the Annual Gingerbread House Decorating party, as well as participating in One Family fundraising events including the Graduation Ceremony and Families of Inspiration.

This holiday season, for the first time and in recognition of the 12 year anniversary of “The Sweet Home Project”, Dancing Deer is proud to offer holiday gift givers the opportunity to add a dark chocolate Sweet Home House Cookie (\$4.99) to any 2012 holiday gift order during the month of December. It is a wonderful way to give a gift that gives back and help turn a cookie house into a real house for those in need.

About Dancing Deer Baking Company:

Dancing Deer is a company of people who are passionate about food, nature, aesthetics and community. Since 1994, the company has been known for its delicious tasting all-natural brownies, cookies, cakes and baking mixes, which are sold in specialty, natural food and grocery stores nationwide and online (www.DancingDeer.com) as gourmet gift arrangements for consumers and corporations. Dancing Deer has won many national awards and accolades for its distinctive products and innovative business practices, and was one of the first 25 Massachusetts companies to be certified as a Sustainable Business Leader. The company was awarded Elite status by STELLAService in recognition of its high quality customer service. Dancing Deer places an enormous emphasis on giving back to the community, most notably by helping homeless and at-risk families through their [Sweet Home Project](#) initiative. For more information, visit www.DancingDeer.com.

About One Family:

The mission of One Family, Inc. is to end family homelessness in Massachusetts. This mission grows out of a core belief that no parent and child should be without a place to call home in such a richly resourced state. One Family works for change by collaborating with others to develop and implement innovative programs that reverse the widespread, chronic effects of poverty and strengthen lower-income and homeless families. One Family employs a dual approach: working to improve the current response by government and private agencies to homelessness (Systems

Change), and direct service (One Family Scholars) providing a pathway out of poverty through higher education. To learn more about One Family and how you can get involved, visit www.onefamilyinc.org.