



# Annual Report 2025

Empowering people to find new purpose, reach new potential, and write their own life story.



# Who We Are

We envision a world where people with special needs are set up for success and belong to a community where everyone's gifts are valued. Our mission is to empower people to find new purpose, reach new potential, and write their own story.

We:

- Provide meaningful employment for young adults aged 18 and older with developmental disabilities;
- Foster an environment where our employees are mentored, inspired, and equipped to succeed in their jobs and their lives;
- Offer amazing made-from-scratch products; and
- Provide an inclusive, joyful customer experience that keeps people coming back for another scoop.

Our organizational values are to do the right thing, lead from where you are, learn and try new things, integrity first, assume the best, attitude of gratitude, thrive in purpose-driven change, and have the courage to make it happen. We do this one scoop at a time.





## About Us

Founded in 2020 by sisters Amber Schreiber and Lindsay Krumbholz, The Golden Scoop, LLC is a 501(c)(3) nonprofit organization dedicated to providing workforce development training for young adults with developmental disabilities.

Serving the Kansas City community, The Golden Scoop creates innovative and meaningful employment opportunities for uniquely abled individuals through our handcrafted ice cream, in-house roasted coffee, and engaging community events. Each scoop, every cup, and all inspired gatherings are intentionally crafted to spread joy while fostering purpose for everyone involved.

More than an ice cream and coffee shop, The Golden Scoop is a workforce development program that empowers young adults with developmental disabilities to grow their skills, confidence, and independence. We also offer catering and wholesale sales.



# A Message from the President and CEO

This year brought growth, learning, and important progress as we continued to strengthen our operations while staying deeply committed to our mission of creating competitive, inclusive employment and developing transferable skills for our uniquely abled team members.

We continued to focus on expanding our mission and footprint across the Kansas City region to ensure that more individuals with disabilities have access to real, meaningful, and competitive employment through The Golden Scoop and beyond.

We promoted three former super scoopers into new roles, we hired a chief operating officer, and experienced tremendous sales growth. Our retail transactions increased by 69%, our catering events increased by 29%, and our wholesale orders increased by 24%. We have become a model employer.

We're excited about the momentum building around our programs, partnerships, and long-term vision, and we're grateful to have you alongside us as we continue this work together. Thank you for being part of The Golden Scoop family and supporting our associates as they write their own life stories.

With appreciation,  
**Amber Schreiber**  
President and CEO



# Here's the Scoop On Our Accomplishments

## 2021:

- First ice cream and coffee shop opened at 9450 Nall Avenue in Overland Park, Kansas, on April 14, 2021.
- Started with 21 super scoopers

## 2022:

- Began offering catering and whole distribution
- Revamped and rebranded our training program
- Introduced five new flavors

## 2023:

- Launched our customer loyalty program
- Began using Winning Behaviors Assessments to help applaud our associates
- Signed a lease to open a second shop in Overland Park

## 2024:

- Hired an additional 20 super scoopers
- Opened the second location at 10460 W. 103<sup>rd</sup> Street in Overland Park, on September 5, 2024
- Added a freezer truck
- Began selling pints of ice cream in grocery stores

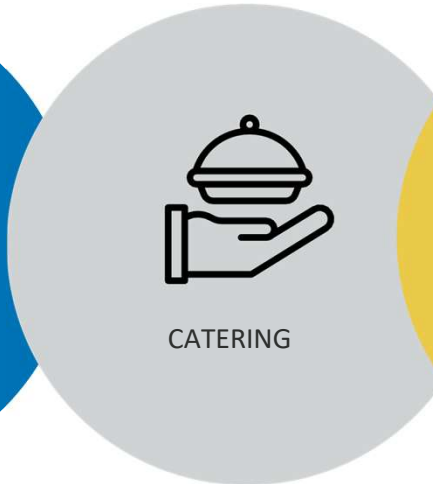
## 2025:

- Provided job skills training to 47 uniquely abled individuals
- Hired a chief operating officer
- Experienced double-digit growth in every service line (retail, catering, and wholesale)



# Products & Services

The Golden Scoop has three core service delivery methods:



## Hank

Shift Manager-in-Training

Employee since 2021

Favorite Flavor: Salted Caramel and Home Run



Initially starting as a super scooper, Hank is extremely proud to be training to become a shift manager. He has really grown in his professionalism in the last few years. The leadership believed in him and promoted him to shift manager-in-training. Hank always has a smile on his face and loves to brag about The Golden Scoop

“The Scoop is one of the best things that has happened to our family!  
Our son has real purpose. He is so proud of his job. He has a life because of The Scoop.”  
– June, Hank’s mom



**KC**

**Super Scooper**

**Employee since 2024**

**Favorite Flavor: KC's Break Time**



KC is outgoing, energetic, and an avid sports fan, who brings his love of his football and softball teams to The Golden Scoop. His comfort in introducing himself to new people has helped him thrive at catering events. Thanks to transportation provided by his mom, KC always shows up ready to serve ice cream, coffee, and/or baked goods and share his stories. He is very proud of his job at The Golden Scoop and particularly loves wearing the headset while working the drive-through window.

“KC is 38 years old and has had many jobs in the community. However, he has thrived at The Golden Scoop due to its inclusivity and accommodations.”

– Marcy, KC's mom



Emmett

Super Scooper

Employee since 2024

Favorite flavor: Home Run



Emmett started The Golden Scoop University with prior retail work experience. He saw the difference between his other employer and The Golden Scoop. Here, Emmett is more comfortable making mistakes and thus has grown more.

He is a people person and loves working the drive-through independently and doing demos at grocery stores to promote our wholesale operations, which have increased a lot since the addition of our new freezer truck last winter. Emmett is very proud of his job here and is applying to several universities with a desire to earn a degree in business.



## Heather

Shift Manager

Employee since 2024

Favorite Flavor: [Home Run](#)



Beginning as an associate, Heather quickly grasped The Golden Scoop's mission and started moving up the career ladder. After leadership recognized her natural skills mentoring other uniquely abled young adults, she received additional training and became a shift manager at our first shop. Building on the interpersonal skills Heather developed during her time in The Golden Scoop University, she set a personal goal to improve her public speaking. In 2025, she proudly spoke to 75 people at a catering event at Intrepid Direct Insurance. Her smile showed her pride in achieving this goal.



## Jacob

Super Scooper

Employee since 2024

Favorite Flavor: **Chocolate**



The Golden Scoop meets staff where they are and works with individual associates to improve their workforce skills. Jacob is a good example of this. He learns by repetition. He works at our first shop, which has a more relaxed pace of work compared to the rush we often get at our second shop. When the shop is slow, Jacob practices his skills using task boxes designed to help associates practice scooping ice cream, labeling cups, and measuring coffee beans. These skills help him to be successful when doing these tasks for a customer. He has a great mentor – Heather – too!



Ian

Content Marketing Specialist  
Employee since 2021

Favorite flavor: **Jude's Rum Cake**



Fresh off earning his bachelor's degree in English, Ian started working as a super scooper, although his passion remained writing. In 2023, he was promoted to a new position at The Golden Scoop as content marketing specialist. In his role, he writes blog posts, newsletters, and digital content for our social media platforms. He also writes articles for some of our partners, including Children's Mercy Hospital and the *Johnson County Post*, where he writes a weekly column called "The Scoop." During his weekly mentorship meetings with the leadership and guidance from an external job coach, Ian continues to sharpen his professional writing skills and build his career.





**John**  
Super Scooper  
Employee since 2024  
Favorite Flavor: **Home Run**



After moving back to Kansas City, John was unable to secure employment. He reached out to his former classmate, Co-Founder Amber Schreiber, for advice. She encouraged him to apply at The Golden Scoop. These last 18 months, he has been working wherever needed between our retail and wholesale operations. He is reaching new potential. John now even works as a fill-in shift manager. "I was very nervous in the beginning, but at the end I told myself I CAN DO IT!" He has worked diligently to learn the skills needed to do each of his roles. Outside of work, John enjoys golfing and played the role of a celebrity driver at this year's Golden Scoop Annual Charity Golf Outing.



Allison

Chief Operating Officer

Hired in 2025

Favorite Flavor: Sarah's Berry Cheesecake



The Golden Scoop has grown tremendously in the past four years. The quantity of associates, combined with our increased production volume since opening our second shop, necessitated adding a chief operating officer. In June, we hired Allison Woodland to oversee the day-to-day operations while assisting with one-on-one associate coaching, maximizing production capacity, streamlining processes, and enhancing our supportive culture. Her personality and experience have been a wonderful addition to The Golden Scoop.



# Our Impact

Each scoop, every cup of coffee, and every treat at The Golden Scoop helps power our meaningful mission.

- 47 super scoopers impacted
- 71 total employees
- 3000 hours of workforce development training
- 35,000 sales transactions in our shops
- 23,300 units of ice cream sold through our wholesale distribution
- 145 catering events
- 1,152 customers enrolled in our loyalty program

“The Golden Scoop culture and support system, plus our amazing associates, make us what we are. The super scoopers have compassion, drive, and the work ethic to showcase their talents.” - Amber



# Major Donors of 2025



Abbie Connelly  
Advent Health  
Alegría Partners LLC  
Anne LeVar-Hash  
B & D Dehaemers Jr.  
Bicknell Family Foundation  
Block Real Estate Services  
Blue Cross Blue Shield of KC  
Bob Adamany  
Bob Fitzpatrick  
Bob Steer  
Brian Huston  
Capitol Federal Foundation  
Castetter Johnson Family Foundation  
Cathy Moyer  
Chad & Lori Meyer  
Constance Cooper Foundation  
Country Club Bank  
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David & Linda Gentile  
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David Parkhurst  
Debra & James Robertson  
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Doug Adams  
Dunn Family Foundation  
Eileen Madelen  
Elizabeth Roepe  
Elizabeth Seltzer  
Enterprise Bank & Trust  
Erica Stalter  
Euronet Worldwide  
George Williams  
Gilbert Hoag  
Grabouski Chiropractic and Wellness  
Greg Orman  
GR's Foundation  
Henri McCracken  
Hunt Family Foundation  
Husch Blackwell LLP  
Ismert Family Foundation  
J. David Cunningham  
J.E. Fehsenfeld Family Foundation  
Jackson Brett  
JE Dunn Family Match  
Jeff Breedlove  
Jenny Hofeditz  
John & Effie Speas Memorial Trust  
John & Bridget Murphy  
John & Joan Melvin  
Jon Boldt  
Justin Watson  
Kansas City Royals Baseball Club  
Kathy & Paul Gorup  
Katie Gould  
Kendall Bank  
Kerry Goebel

Kevin Dunn  
Kevin Goebel  
Kiewit Power Construction Co.  
Kim Manford  
Kirk Foundation  
Lance Melber  
Laura Sargent  
Lester Dryden  
Lewer Foundation  
Marcella Embry  
Matthew White  
Mechanical Contractors of KC  
Michael Brown  
Michele Thompson  
Mid-America Association for Autistic Training  
and Research  
Mike O'Connell & Sara Hicks Family  
Foundation  
Mike Smith  
Molly & Kit Johnson  
Monica Burnett  
Moonshot Solutions  
Morgan Adcock  
NBH Bank  
Nick Bono  
Nicole Picollo  
NorthPoint Foundation  
Novocure  
Outdoor Bank  
Paul Gorup  
Paul Malir  
Penwell-Gabel Funeral Homes  
Q39 BBQ  
R&R Newcomer Fund  
REKC Foundation Inc.  
Renaë & Darrel Hoyer  
Robert Polansky  
Robin Reynolds  
Ross Stadalman  
Sean Burns  
Sherman Family Foundation  
Shirl Nichols  
Steve E. O'Neill  
Suntina Hinton  
The Andersons Inc.  
The Salach Family Foundation  
Thomas & Pamela Greene  
Tim Swan  
Toast Company  
Tom Stewart  
Tyler Harms  
Tyler Pufahl  
UMBFC Charitable Foundation  
Valerie Strickland  
Variety of Greater KC  
Veterans United Foundation



## Financials

The Golden Scoop's revenue comes from a variety of sources, including sales from our two ice cream and coffee shops, wholesale partnerships with grocery stores and other partners, and catering, along with donations made up of foundation grants, individual gifts, and proceeds from special events (i.e., trivia night and charity golf outing). Every dollar we spend supports our mission, with our largest—and most important—expense being our associates and those who support them.

### INCOME:

<b>Fee for Service</b>	<b>\$405,682.87</b>
In-store Sales	\$293,878.27
Catering	\$88,007.40
Merchandise	\$13,047.15
Rewards Program	\$10,750.05
<b>Foundations</b>	<b>\$276,582.00</b>
<b>Corporate Giving</b>	<b>\$52,660.00</b>
<b>Individuals</b>	<b>\$135,032.40</b>
<b>Special Event Revenue</b>	<b>\$293,672.72</b>
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<b>Total Income</b>	<b>\$1,163,629.99</b>
<b>Net Income</b>	<b>\$48,918.06</b>

### EXPENSES:

<b>Salaries and Wages</b>	<b>\$427,756.48</b>
Officer Salaries	\$136,361.02
Staff Salaries	\$191,737.70
Associate Wages	\$99,657.76
<b>Benefits and Payroll Taxes</b>	<b>\$38,778.96</b>
<b>Payroll Fees</b>	<b>\$10,040.91</b>
<b>Office Supplies</b>	<b>\$27,547.57</b>
<b>Job Supplies</b>	<b>\$2,785.95</b>
<b>Cost of Goods Sold</b>	<b>\$218,466.92</b>
<b>Occupancy</b>	<b>\$204,783.43</b>
Lease	\$137,419.02
Utilities	\$34,448.77
Property Insurance	\$22,822.01
Taxes & Licenses	\$10,093.63
<b>Repairs and Maintenance</b>	<b>\$14,383.29</b>
<b>Professional Fees</b>	<b>\$92,148.33</b>
<b>Dues and Subscriptions</b>	<b>\$2,190.69</b>
<b>Advertising and Marketing</b>	<b>\$42,939.09</b>
<b>Meals and Entertainment</b>	<b>\$3,126.21</b>
<b>Travel</b>	<b>\$166.51</b>
<b>Point of Sales Fees</b>	<b>\$16,564.60</b>
<b>Bank Fees</b>	<b>\$1,543.80</b>
<b>Other</b>	<b>\$11,489.19</b>
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<b>Total Expenses</b>	<b>\$1,114,711.93</b>



# Our Board of Directors

President:

**Kerry Goebel** – Partner and CFO, Goebel Mitts Construction

Board Members:

**Cameron Baraban** – Founder & CEO, AgencyOf

**John Caton** – Insurance Broker, Cornerstone Companies

**Ian Chuang, MD, MS, CCFP** – Partner, Total Health Management, Clinical Services Physician

**Christa Dubill** – Vice President of Chief Communications Office, Blue Cross Blue Shield of Kansas City

**Kevin Goebel** – Partner and CEO, Goebel Mitts Construction

**Sara Hart Weir** – Executive Director, Kansas Council on Developmental Disabilities

**Eileen Madelen** – Co-owner, Autism Services of Kansas



For more information on [The Golden Scoop](#), please visit us in person at 9540 Nall Avenue or 10460 W. 103<sup>rd</sup> Street in Overland Park, or online at [thegoldenscoop.org](http://thegoldenscoop.org) or [facebook.com/thegoldenscoopkc/](https://facebook.com/thegoldenscoopkc/).