



## Our Mission

We exist to create a magical experience where passion, purpose, and real, meaningful connection come together; and to bring joy to our community, one cupcake at a time.

## Our Values

### TRUST GROWTH

From our ingredients to our people. We believe in our products, knowing they are the best quality, nourishing, safe, allergy-friendly. We believe in everyone involved in our mission, from the farms and suppliers that deliver our ingredients to our early morning baking team, to our smiling Kelly's employees who hype the shoppe all day long, are committed to our mission of love-infusion. We believe we cultivate trust when we deeply believe in our mission. We believe in our commitment to bring the best products into your life. We also believe that, as humans we endeavor to bring our most real and authentic self into this world. This is who we are.

Is integral to who we are at Kelly's. We believe that in doing the deep inner work with self-improvement brings out the best in us and allows us to evolve to our higher self as humans. We love to surround ourselves with individuals who consistently challenge us and raise the bar in everything they do, not settling for anything less but the best they can do. We demand more from not only others, but from ourselves.

### AUTHENTICITY

Guides our brand and embodies who we are. We believe in open, honest and heart-centred communication in each and every aspect of our business. From the ingredients we use, to how our business practices are impacting the planet, to how we support and lead our staff, to each of our customers, we fully believe in leading our company with integrity and authenticity.

### LEADERSHIP

Is in every role at Kelly's. Each member of our team is empowered to excel and grow into the unique leader that are uniquely them. The only way to be successful as a team is if we are intentional about setting each other up for success. We encourage each other to show vulnerability and we offer full support.

### PASSION

Propels us forward. We love and believe wholeheartedly in what we do and want to share that feeling with the planet. When faced with challenges and setbacks, it's our passion that moves us forward and allows us to come out stronger on the other end.

### COMPASSION

Is about holding space. At Kelly's, we look beyond the bottom line, valuing people above all else. Our team is our vibe and our tribe. We are spreading the power of compassion through active listening, encouraging communication, and showing others that they are valuable and loved. We want everyone who walks in our doors (our team and customers) to feel like they're valuable, they belong, they are family.

### INCLUSIVITY

Sees no barriers and at Kelly's, that means all customers and members of our team are treated equally and fairly regardless of age, gender, race, and sexual orientation (and beyond!). We believe in one love. Our belief in inclusivity extends to our baked goods—all free from common allergens. Everyone has a place at Kelly's. We are all uplifting humanity together.

### LOVE

Is our not so secret ingredient. It embodies our minds, our bodies, and our souls and is in everything we do. From our baked goods, our team, our interactions with customers, we infuse our life with love. We are changing lives for the good, one love filled cupcake at a time.

