



Mission

Infinite Ingredient is a 501(c)(3) non-profit whose mission is to actively support the mental and physical well-being of individuals working in the craft beverage industry through outreach, education, and access to resources.

Vision

Infinite Ingredient will create a healthier, more sustainable future in which individuals who work in the craft beverage industry may be supported fully and wholly as human beings—providing the opportunity for individuals to flourish, and the community to thrive.

This mission and vision will be achieved by focusing on these initial goals:

- Raise capital necessary to provide access to strictly confidential Employee Assistance Program benefits for all 150,000* people working in the craft brewing industry (and their families) including but not limited to:
 - **24/7/365 access to Master's level counselors** via telephone
 - **Up to 5 counseling sessions with a Master's level counselor** (in person where available, virtual, or via telephone) per issue, including Family Conflict, Couples/Relationships, Substance Abuse, Anxiety, Depression, etc. with *no annual limit* on the number of issues addressed
 - **Work/Life Resources** including assistance with Adoption, Elder/Adult Care, Parenting, Child Care, Disability Support
 - **Legal/Financial Resources** including Divorce/Custody, Bankruptcy, Budgeting, Estate Planning/Wills, Personal Injury/Malpractice, Major Life Event Planning
 - **Medical Advocacy Resources** including Insurance Navigation, Doctor Referrals, Specialist Referrals, Care Transition, Discharge Planning, Adult Care Coach
 - **Coaching Resources** including Life Transitions, Work/Life Balance, Goal Setting, Improving Relationships, & more
- Once capital is raised, focus will shift to spreading awareness of resource availability, and continued fundraising to ensure that resources continue to remain available beyond year one, eventually leading to the inclusion of international coverage & individuals working at craft cideries and craft distilleries
- Additional goals include:
 - Curate direct, informative, and educational content and conversations around mental health, healthy relationships with alcohol, and physical well-being
 - Initiate partnerships with Colleges and Universities to study both the economic impact of the craft beverage industry regionally and nationally, and the overall health and diversity of the industry in order to understand opportunities for the industry to improve
 - Form partnerships at local and national levels to support access to gym and physical wellness resources



Origin

Founded in the Summer of 2021, Infinite Ingredient was born out of the immense and long overdue need for access to tangible mental health resources for those working in the craft brewing industry. Craft beer and craft beverage as a whole are not benefits-rich industries. Infinite Ingredient seeks to remove common barriers to mental and physical health resources, and make them available to everyone working for craft beverage producers across the world, starting with craft breweries across the US. Founder and Executive Director, Katie Muggli, has been in the hospitality industry for over 20 years, with five years specific to the craft beer industry. She is optimistic that getting resources into people's hands will be an excellent first step in beginning the work necessary to support individuals in the craft brewing industry—so that we can truly lean into the promise of craft beer and craft beverage being a place where everyone can have a sense of belonging, with the tools and ability to thrive.

Other Founding Directors include:

- Kirstin Westby, Wholesale Director, Milk and Honey Ciders
- Ann Reilly, Executive Director, NYC Craft Brewers Guild
- Elle Rhodes, National Sales Director, Du Nord Social Spirits; Co-Founder and Director of Brewing Change Collaborative

Financial Overview

- Launch Goal \$1.2 Million
 - \$900,000 Employee Assistance Program Cost (1 year of coverage with Sand Creek EAP)
 - \$6.00 per person / per year X 150,000 employees
 - \$.50 per person / per month
 - \$100,000 for set-up/marketing resource availability/operation/one employee
 - \$200,000 to roll into following year EAP cost/potential to go international & cover craft cidery and distillery employees

*Employee estimate based on average of 2018-2020 data from the Brewers Association (BA). Those 150,000 eligible employees would be employees working at any craft brewery in the United States that would qualify as a BA member (craft breweries whose annual output is no more than 6 million barrels per year). Membership with the BA or local/state guild is not necessary to access resources, however, we hope to have the support of local/state guilds and the BA to help communicate resource availability once funded.