

COOKIE KITCHEN NOIR: WORK, WEALTH & WHODUNIT



PC | MAC
MAC | CONSOLES

A mystery where business meets murder, and every choice has consequences.



Authored by: **Clarice Williams, EA, MBA**
Founder & CEO

We Educate & Build Stability

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A Message from Our Founder & CEO

2025 was a year of deepening roots and expanding reach for WEBS Training Center.

We served 2,400 individuals and families across the Washington DC metropolitan area, grew our Georgia presence through the Cookie Kitchen pilot in Douglasville, and received recognition from the Amazon Community Fund for our innovation in community education. We built new partnerships, strengthened existing ones, and laid the groundwork for programs that will carry our mission well into the future.

None of this happens without our volunteers, our partners, and the communities that trust us to show up for them. To every person who gave their time, their expertise, or their financial support to WEBS in 2025, thank you.

As we look ahead to 2026, we are expanding our VITA remote filing program to reach more income-eligible families, preparing to launch Sunday Solutions as a full wrap-around support model, and continuing to build on the success of Salsa Sprouts in both Virginia and Georgia. There is much more work to do, and we are grateful to do it together.

With gratitude,

Clarice Williams, EA, MBA

Founder & CEO, WEBS Training Center, Inc.

2025 Impact at a Glance

2,400

Individuals & Families Served

4

Active Programs

\$134,492

Total Revenue

\$100K+

Cumulative Grants & In-Kind

Amazon Community Fund

Award Recipient — Innovation in Community Education

Douglasville, Georgia — Cookie Kitchen Pilot

Programs active in 2025:

- Low-Income Tax Clinic & STAR Program
- Sunday Solutions Financial Literacy Workshops
- Salsa Sprouts: Indoor Garden Adventure (VA & GA)
- Cookie Kitchen — Douglasville, Georgia Pilot

Key Programs

1. Low-Income Tax Clinic: Tax Controversy Assistance & STAR Program

Our flagship program provides free tax preparation and IRS controversy assistance to low-income, ESL, and ASL individuals and families. In 2025 we continued to guide clients through audits, appeals, IRS notices, and tax disputes, ensuring they understand their rights and receive fair treatment.

Through our STAR (Senior Tax Assistance & Resources) Program, we provided mobile-friendly and accessible tax services to seniors, including those with mobility challenges, ensuring they receive every deduction and credit they are entitled to.

In 2025 we also delivered tax education and recordkeeping training to participants of the Veterans Growing America business incubator, equipping veteran entrepreneurs with the financial knowledge to run their businesses confidently.

“Webs Training Center is saving lives 1 schedule C at a time.”
— Donnell Johns, Google Review

2. Sunday Solutions: Financial Literacy & Wrap-Around Support

Sunday Solutions is WEBS Training Center’s holistic financial literacy and community support program, serving individuals and families across DC, Virginia, and Maryland. In 2025 the program delivered workshops on basic budgeting, credit and debt management, and tax preparation, with a particular focus on ESL and low-income households.

The program is evolving in 2026 into a full wrap-around support model, adding emergency housing assistance, utility support, and workforce development alongside its financial education core.

“Clarice made it so simple to understand when it came to tax strategy. She made sure to keep me grounded.”
— Quintessa McFadden, Google Review

3. Salsa Sprouts: Indoor Garden Adventure

Salsa Sprouts continues to grow as one of WEBS Training Center’s most community-loved programs. In 2025 participants across Virginia and Georgia were guided through hands-on indoor gardening, growing tomatoes, parsley, and green onions for homemade salsa, learning food sustainability, nutrition, and plant care along the way.

The program received media recognition from the Fairfax County Times in 2024 and continued building momentum into 2025 with new gardening kit distribution and expanded community partnerships.

“My cilantro came back to life a few days after using the techniques taught at the event.”
— Olga Odhiambo, Salsa Sprouts Participant

4. Cookie Kitchen — Douglasville, Georgia Pilot

In 2025 WEBS Training Center launched the Cookie Kitchen program in Douglasville, Georgia, an extension of the Salsa Sprouts curriculum that introduces youth and families to culinary creativity, food sustainability, and STEM concepts through baking. The Cookie Kitchen pilot was delivered in partnership with Chef Troy (Chefpaneur / BossCarne.com) and the First Presbyterian Church of Douglasville.

The program reached 1,000+ youth combined across Salsa Sprouts and Cookie Kitchen in the Douglasville area, establishing WEBS as a recognized education and innovation partner in the Atlanta metro region.

This work was recognized by the Amazon Community Fund with an award for innovation in community education, one of WEBS Training Center's most significant achievements of 2025.

"WEBS Training Center...offered volunteers an opportunity to participate in creating gardening kits...helping families grow fresh ingredients for salsa while discovering more about food sustainability."

— Shayda Windle, Fairfax County Times, November 2024

Key Achievements

Amazon Community Fund — Innovation Award

WEBS Training Center was recognized by the Amazon Community Fund for innovation in community education, tied to the Cookie Kitchen Douglasville pilot and our broader Salsa Sprouts programming. This award validates our model of combining financial literacy, food sustainability, and youth education into a single community-centered experience.

Cookie Kitchen Douglasville, Georgia Pilot

The Cookie Kitchen pilot served 1,000+ youth combined with Salsa Sprouts in the Douglasville, Georgia area, in partnership with Chef Troy and the First Presbyterian Church of Douglasville. WEBS now has an established and recognized presence in the Atlanta metro region.

Veterans Growing America Incubator — Tax Education

WEBS Training Center delivered tax and recordkeeping training to participants of the Veterans Growing America business incubator, helping veteran entrepreneurs understand tax obligations, Schedule C preparation, and financial recordkeeping for their small businesses.

George Mason University — Engaged Summer Program Partnership

WEBS Training Center was selected as a community partner for George Mason University's Engaged Summer Program, bringing dedicated student volunteers to support our programs and expanding our organizational capacity through higher education collaboration.

Volunteer Fairfax Community Engagement

WEBS engaged over 500 participants in regional service activities in partnership with Volunteer Fairfax, deepening our presence in Northern Virginia and building community brand awareness.

Loudoun County VITA Site Partnership

WEBS Training Center advanced partnership discussions with Loudoun County Government for a dedicated VITA site in Leesburg, VA, expanding our capacity to serve income-eligible taxpayers in the region.

Rosie Network Service2CEO Program — Cohort Graduate

In 2025 Founder & CEO Clarice Williams completed the Rosie Network's Service2CEO entrepreneurship accelerator as a member of the Northeast Region Rosie Chapter. The Rosie Network is a nationally recognized program that supports military-connected entrepreneurs, including veterans, active-duty members, and military spouses, through structured business training and peer cohort development.

As the spouse of a retired U.S. Air Force veteran with 20 years of service, Clarice brought her background as an Enrolled Agent, nonprofit founder, and community educator into a nine-

module curriculum covering business strategy, market analysis, brand development, financial literacy, and pitch training. The program culminated in a cohort graduation presentation, through which Clarice sharpened the business case for WEBS Training Center's programs and developed a more disciplined framework for communicating impact to funders and investors.

Cookie Kitchen Mysteries — Game Concept & Pitch Development

A highlight of WEBS Training Center's 2025 innovation work was the development of Cookie Kitchen Mysteries, a noir-style, story-driven financial literacy simulation game designed to teach real-world tax and business concepts to youth and families through engaging gameplay.

In the game, players manage a bakery business while navigating IRS audit notices, cash flow shortfalls, late invoices, and real-life emergencies, with every challenge grounded directly in the financial education content WEBS delivers through the Low-Income Tax Clinic, Sunday Solutions, and the Cookie Kitchen Douglasville program. The concept transforms what is traditionally dry curriculum into an immersive, decision-based experience that reaches learners in a new way.

Clarice developed a full-investor pitch deck and an interactive funder demo reel for Cookie Kitchen Mysteries, including a \$50,000 recoverable grant ask to fund prototype development. The pitch was built on the foundation of WEBS' proven community education model and the demonstrated success of the Cookie Kitchen Douglasville pilot. Cookie Kitchen Mysteries represents WEBS Training Center's long-term vision for scaling financial literacy through technology and positions the organization at the intersection of nonprofit education and EdTech innovation.

Financial Overview

WEBS Training Center ended 2025 with total revenue of \$134,492.07, a significant increase from \$15,390 in 2024, reflecting the growing confidence of our funders and supporters in the impact of our programs. This growth was driven primarily by grants and contributions, which accounted for 97.5% of total revenue.

Revenue Source	Amount
Grants & Contributions	\$131,117.41
Program Service Revenue	\$2,391.74
Product Sales (Salsa Sprouts Beverages)	\$982.92
Other Revenue (Subscription Refund)	\$141.56
TOTAL REVENUE	\$134,492.07

In-Kind Support

In addition to cash revenue, WEBS Training Center received significant in-kind support in 2025 including:

- Google Ads Grants — enhanced digital marketing reach and community awareness
- Microsoft Software — planning and collaboration tools for organizational operations
- Walmart Spark Good — sponsorship supporting Salsa Sprouts program delivery
- Marketing and mentorship services supporting organizational growth

Financial Transparency

WEBS Training Center is a verified 501(c)(3) nonprofit organization. EIN: 87-3722464. Our Candid (GuideStar) Transparency Seal is displayed on our website. Financial records are maintained in accordance with generally accepted accounting principles and IRS requirements for tax-exempt organizations.

Program Impact & Community Feedback

2,400

Total Participants Served

4

Programs Active in 2025

Community feedback in 2025 continued to reflect the real-world impact of our programs on individuals and families:

“The service and assistance here was absolutely amazing. Kayla was super kind and sweet the entire time. Very very helpful and patient.”

— **Tania Villamor, Google Review**

“My 8 year old daughter loved the financial literacy class they put on at the MLK Jr service day. She asked if we could come back!”

— **Teresa Miller, Google Review**

“Clarice Williams’ presentation on 2025 tax information for businesses and individuals was extremely helpful and informative. I highly recommend reaching out to her.”

— **Katrina Williams, Google Review**

“The WEBS training session for the Veterans Growing America incubator on taxes and tax recordkeeping was incredibly [valuable].”

— **Tanda Johns, Google Review**

Leadership & Governance

Board of Directors

Name	Role
Clarice Williams	President / Founder & CEO
Carol Carruthers	Treasurer / COO
LaToya Houston	Secretary
Donnyell Williams	IT Cyber Operations
Kenneth Pierce, PhD	Educator & Ambassador

WEBS Training Center is governed by a dedicated board committed to financial transparency, program integrity, and community accountability. The board meets regularly to review organizational performance, approve budgets, and guide strategic direction.

Volunteer Acknowledgments

We extend our heartfelt gratitude to the dedicated volunteers who contributed their time, skills, and passion to advance the mission of WEBS Training Center in 2025. Your efforts have made a significant and lasting impact in our community.

Khadra Hassan	ZaCorra Bronson	Angela Lyons
Diego Rodriguez	Mahesh Madineni	Madison Strickland
Joe Miller	Yonas Zerabiruk	Suraphael Yonas
Monique Kennedy	Prem Goel	Calesha Sambo
Farahnaaz Kawusi	Andrew Blair	Jessica Steels-Hunter
Danielle Williams	Donnyell Williams	Danielle Carruthers
Robert Jacobi	Mikayla Strickland	Deepak Reddy Myaka

Thank you for your outstanding contributions and commitment to our cause.

We look forward to your continued support in the years ahead.

Challenges & Lessons Learned

Scaling Programs Across Geographies

Expanding Salsa Sprouts and Cookie Kitchen to Georgia while maintaining program quality in Virginia required careful coordination with local partners. The experience reinforced the value of strong community anchors, like Chef Troy and First Presbyterian Church of Douglasville, who provide local credibility and operational support.

Grant Development as Ongoing Infrastructure

Grant writing continues to represent approximately 80% of the effort required to sustain and grow our funding. In 2025 we recognized the need to build a more systematic and repeatable grant-seeking process. Our pursuit of the Loudoun County Nonprofit Professional Development Grant Cohort and our GMU partnership are direct responses to this need.

Digital Presence & Website Currency

Maintaining a current and credible website remains critical for donor confidence, grant eligibility, and community trust. In 2026 we will perform a full website redesign to reflect our expanded programs, real community photos, and updated VITA filing information.

CPR Champions Program

After exploring the CPR Champions program, we made the strategic decision to sunset it in 2025. While the community need is real, the barriers to launching a sustainable certification program without dedicated instructor capacity could not be resolved within our current resource base. We remain open to revisiting this program when the right partnership and funding align.

2026 Outlook

1. VITA Remote Filing Expansion

In 2026 WEBS Training Center will expand our remote VITA program through getyourrefund.org/webstraining, reaching more income-eligible individuals and families across the DMV region. We are pursuing VITA/TCE grant funding and advancing our Loudoun County VITA site partnership to establish a dedicated in-person filing location in Leesburg, VA.

2. Sunday Solutions — Full Wrap-Around Support Launch

Sunday Solutions will launch as a comprehensive wrap-around support program in 2026, adding emergency housing assistance, utility and rent support, workforce development, and workforce readiness to its existing financial literacy and tax education core. The program will serve DC, Virginia, and Maryland.

As part of this expansion, WEBS Training Center will integrate AI education into Sunday Solutions programming in collaboration with community, academic, and corporate partners. As AI reshapes the workforce across every industry, we are committed to ensuring the individuals and families we serve are not left behind. Our AI education programming will be practical and accessible, helping participants understand how AI tools work, how to use them in everyday life and in the workplace, and how to position themselves competitively in an AI-driven economy. We will pursue dedicated grant funding from corporate technology funders, federal workforce development programs, and community foundations to build and deliver this curriculum.

3. Salsa Sprouts & Cookie Kitchen Expansion

Building on the success of the Douglasville pilot and the Amazon Community Fund recognition, we will deepen our Georgia programming in 2026 through expanded partnerships with Chef Troy, the First Presbyterian Church of Douglasville, and new Atlanta-area community organizations. In Virginia, Salsa Sprouts will continue through Volunteer Fest, community events, and school partnerships.

Alongside this geographic expansion, a key 2026 priority is securing funding to move Cookie Kitchen Mysteries from concept to playable prototype. WEBS Training Center will actively pursue funding, EdTech program grants, and impact investment opportunities, with a target ask of \$50,000 for initial prototype development. Cookie Kitchen Mysteries is more than a game. It is a scalable financial literacy tool that extends the reach of our Low-Income Tax Clinic, Sunday Solutions, and Cookie Kitchen curricula into classrooms, community centers, and homes across the country. In 2026 we will build on the pitch work completed through the Rosie Network Service2CEO cohort, refine our funder demo reel, and pursue partnerships with EdTech investors, gaming studios, and educational technology grant programs that align with our mission. Realizing Cookie Kitchen Mysteries would move WEBS from a community-based program provider to a technology-enabled education organization with national reach potential.

4. Organizational Capacity Building

WEBS Training Center will invest in organizational capacity in 2026 through the George Mason University Engaged Summer Program, participation in Loudoun County's Nonprofit Professional Development Grant Cohort, and pursuit of unrestricted operating funding to support staffing and infrastructure growth.

5. Revenue Diversification

We will continue diversifying revenue through product sales (Salsa Sprouts kits and Lemonade Beverage), grant applications to AARP Foundation, United Way, AmeriCorps, and corporate funders, and an expanded individual donor program anchored by our Candid-verified nonprofit status and new website.

Conclusion

2025 set a strong foundation for the next chapter of WEBS Training Center. The growth in revenue, the recognition from the Amazon Community Fund, the expansion into Georgia, and the deepening of our community partnerships all reflect an organization that is maturing, learning, and building with intention.

We are grateful to every donor, volunteer, partner, and community member who made 2025 possible. We invite you to continue walking with us as we advance our mission: to educate, to build stability, and to leave every community we serve a little stronger than we found it.

We Educate & Build Stability

Join us at webstraining.org

Donate: paypal.com/donate?campaign_id=W3GC7G9GV7Q58

Volunteer: forms.gle/BHwMH9yfdSG3ejBV9

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