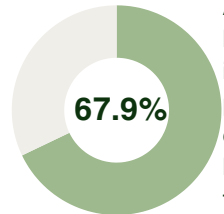




Problem in the Status Quo

Inequality takes many forms, but disability remains one of its most underexamined dimensions, and we chose to focus here precisely because disability-related inequality tends to be treated as a niche concern rather than a structural one. It is neither; it is systemic and it compounds across a lifetime, which was exactly what we wanted to focus on while designing Jinjigwan.

Approximately **67.9%** of children with disabilities have a learning disability, and this number is only increasing. Moreover, while there are governmental programs for such children, it is still limited to basic care, remaining reactive rather than proactive and lacks the protection of their right to development and their right to play. Especially for children from low-income households with developmental disabilities, it is hard to help them learn to support themselves in the future, due to budget constraints. Moreover, such childrens' experience with human relationships becomes limited.



Only **34%** of people with disabilities are employed in Korea, and only **30%** of the employed are employed full-time, with almost half receiving minimum wage. Employment inequality for people with disabilities is deeply entrenched and therefore persistent, and is the result of systemic gaps in hiring practices, public awareness, and institutional will. The general public is simply unaware that such organizations exist, or that purchasing their products is a direct act of economic inclusion. Because employment inequality is often a result of earlier life indicators such as education, Jinjigwan feels the need to address both equally.



Records of Activities



August, 2025

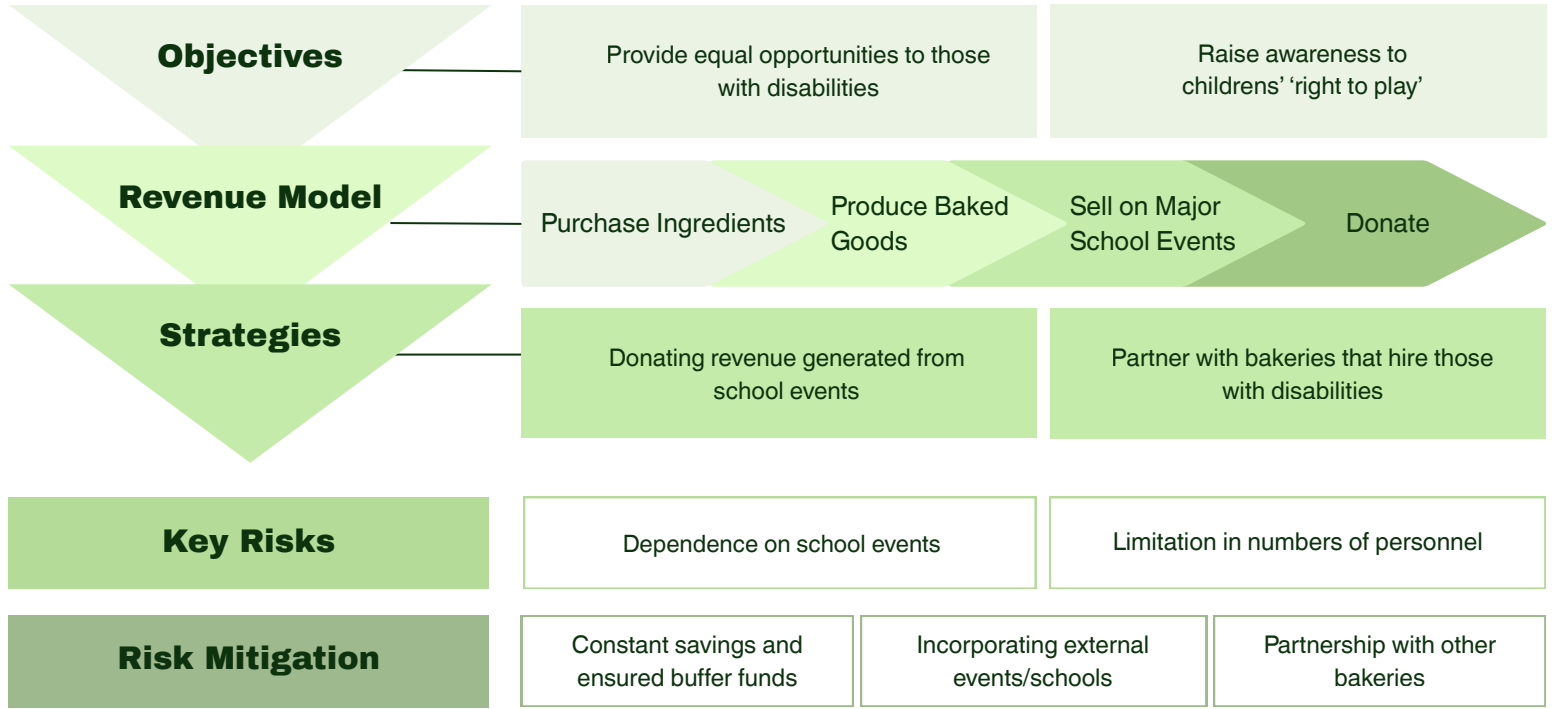


October, 2025



March, 2026

Business Model

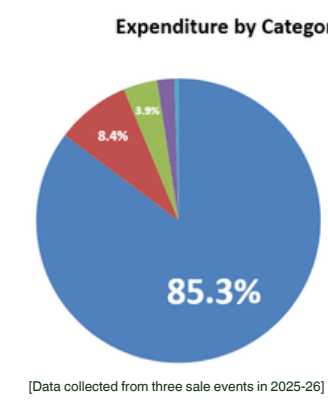




Business Operations



Target Consumers	HAFS students, faculty, and campus visitors
Consumer Values	Quality desserts, convenience, transparent giving, and inclusive consumption



This chart illustrates the aggregated operational expenses across Jinjigwan's primary sales events, **totaling ₩1,694,530**. Ingredients represent the majority of capital allocation at **85.25%**, with Disposables managed at **8.45%** and Kitchenware at **3.86%**.



Gross revenue experienced an explosive **104.8% growth rate**, scaling from **₩947,630** from the first sale to **₩1,940,503** by the second. This strong upward trajectory reflects expanding brand loyalty within the campus community.

Us In Media

★ 홈 > 고입 > 고입뉴스 > 전국단위자사고

외대부고 세이브더칠드런 MOU체결.. '매달 50만원 기부'

A 이상현 기자 | © 일력 2026.03.30 12:52 | 댓글 0 [Source: VERITAS Alpha]

This article highlights our official partnership with **Save the Children**, focusing on how we successfully turned student-led culinary projects into a sustainable monthly donation model. It covers our major sales milestones and future plans to expand activities to other schools.

외대부고 요리동아리 '진지관', 세이브더칠드런 과 MOU...연 600만 원 기부

진성환 기자 (skyjeun820@naver.com) [Source: Korea Disabled News]

Focusing on the social impact of the MOU, this article details our commitment to donating **6 million KRW** annually to support children with developmental disabilities, emphasizing the value of our student-driven operations and inclusive business approach.



Our Team



Sejin Oh



Minseo Jo



Jungwon Kang



Minjong Sung



Daeho Lee

Partnerships



we save
Save the Children



SPC
SAMLIP



사회복지법인 애덕의집
소울베이커리

Jinjigwan is formally recognized as Save the Children's partner through a Memorandum of Understanding signed on March 24th, 2026. We are now registered as a **WESAVE organization** and are specifically funding a play-based support program affecting **170+ underprivileged children** with disabilities in legally defined low-income households and households whose total income is 120% or less of the standard median income. The play specialists are all university graduates who had majored in special education or with 2+ years of experience and receive training 6 times a year. The play is conducted through play kits catered to children that include clay, origami paper, play instruments, and board games and occasional field trips. The play specialists provide 2 or more consultation sessions with the guardians and 4 annual sessions to relieve parenting stress. Jinjigwan has donated ` 1,500,000 won so far for a total of **6,000,000 won** over one year. One documented case reflects the depth of this intervention: a child with Autism Spectrum Disorder who could not respond to his name or remain seated for five minutes is now expected to transition into a general elementary school classroom.

Even with strong developmental foundations, people with disabilities enter a workforce that is largely unprepared to include them; vocational rehabilitation facilities like **Soul Bakery** and **Happy Bakery&Café** provide structured, dignified work but they operate under limited visibility. Jinjigwan's partnership model addresses this through two channels. First is cultural: through just seven posts, Jinjigwan has gathered **20K+ views** on Instagram alone, a platform we are building into a channel for disability employment awareness through interview-based content on vocational bakeries, chefs, and advocates across the industry. Our content strategy focuses on interview-based storytelling, bringing the human dimension of disability employment to an audience that is already choosing to engage. Second is an economic solution: by bringing their products into the school's consumer environment through **regular campus pop-up markets**, every unit sold returns revenue. Together, these two channels work to make disability employment both culturally visible and economically viable, treating inclusion as a commercial norm that goes beyond just a charity gesture, compounding with every sale and every post.

Connection With SDGs

10 REDUCED INEQUALITIES

SDG 10

Approximately **67.9% of children** with disabilities have a learning disability, yet current policies does not effectively address this. Through our **MOU with Save the Children**, Jinjigwan has donated **1,500,000 KRW** and is on a trajectory to donate **6,000,000** over the course of a year toward a play-based developmental support program. It dispatches specialized play workers to children with disabilities in welfare blind spots who would otherwise lack access to the foundational support that shapes the rest of their lives.

8 DECENT WORK AND ECONOMIC GROWTH

SDG 8

Only **34%** of people with disabilities are employed in Korea, and almost **half receive minimum wage**. This is the result of systemic injustice and the gap that cannot close itself easily. Jinjigwan addresses this through **partnerships with supported employment** in the form of bakeries that provide dignified employment to workers with disabilities. By sharing their products and stories into our school's consumer environment, we treat inclusion as a commercial norm.

SDG 12

By producing and selling our own desserts, we eliminate the reliance on outside grants, corporate sponsorships, or charity donations to keep our doors open. This financial independence guarantees our longevity, allowing us to pursue our mission consistently for years to come. Looking ahead, we plan to deepen our impact as we grow. We will actively work toward **sourcing our ingredients locally** to support regional farmers and reduce our environmental footprint.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

One Life, Three Points of Intervention



Competitive Positioning

1. Self-Sustaining

₩4,000,000+ generated independently

We make and sell our own desserts. We don't need outside help or donations to keep going, which means Jinjigwan can continue this work for a very long time by ourselves.

Since our own profit becomes the donations money, our activities don't change or stop even if outside conditions get difficult.

2. Conscious Buying

₩500,000+ donated monthly

When students at our school buy our desserts, they are not just buying snacks. Their purchase directly helps children with disabilities.

We make the desserts, and our school community buys them. Together, we are making a really good and warm cycle.

3. Food as a Medium

8 baking sessions, 4 sales events

Food naturally makes people think of comfort, care, and society. It's way easier for people to care about a cause through delicious desserts than a distant campaign.

A lot of volunteer work feels like a chore, but our members genuinely love planning recipes and baking because it's fun and creative, and we can keep doing this without getting tired.

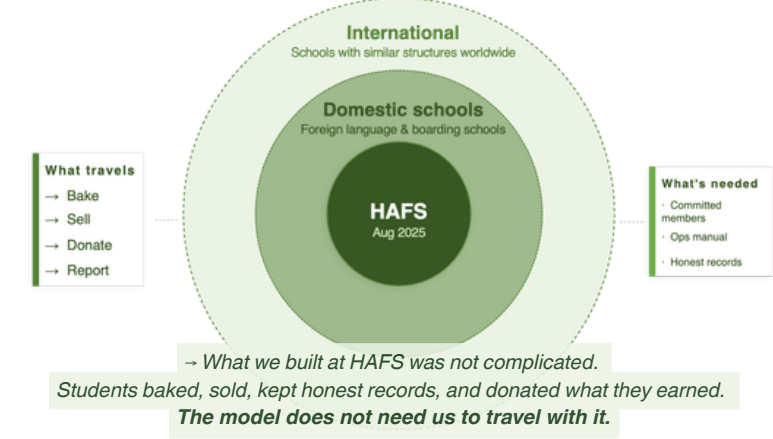
4. Word-of-Mouth

20K+ views with no ads

We didn't spend any money on external advertising. Our reputation came purely from our real actions and students talking about us to their friends.

Even though we've only existed for eight months, we have already become a well-known and trusted group at our school.

Future Plans



Expansion

Within HAFS, we have reached the ceiling of what is possible at a single school. Virtually the entire student body knows who we are, and production is already close to maximum demand. We are building an **inter-school network** starting with domestic institutions that share similar educational environments and values, with the aim of eventually reaching international schools. Each school chapter would operate independently while maintaining consistent standards on operations, hygiene, and donation direction through regular inter-chapter meetings and a shared operations manual. To support this, Jinjigwan is now listed on the **Yongin Lifelong Learning Center Human Network Talent Donation Portal**, which connects us to institutional infrastructure that makes external partnerships more accessible.



What Happens If...

Founding members graduate?	One sales event fails?	Another club copies the model?
→ Ops manual + annual recruitment keeps the cycle going.	→ Monthly donations continue from accumulated reserves.	→ They can copy the structure. Not the origin.

Social Media and Advocacy

Our social media following started within HAFS and has since reached students at other schools. The core of this effort is interview-based content. We are reaching out to **Takagi Lisa of OVGO Baker** in Tokyo, an ethical social enterprise built around sustainable employment and vegan production. We are also contacting Soul Bakery and Haengbok Bakery, Korean vocational rehabilitation facilities that employ people with severe disabilities. We are also reaching out to **Chef Tommie Lee**, owner of Bistrot de Yountville in Cheongdam. He has spoken publicly about raising an autistic son and about cooking as a way of connecting people. That kind of perspective, shaped by lived experience rather than research or policy, is exactly what we want to bring to our audience.

Beyond interviews, we are developing **short-form cooking tutorials and content** around traditional Korean confectionery. The goal is to build an audience that comes back because it wants to, not out of obligation.



Sales Activity

On June 6 and 7, Jinjigwan will hold its **ninth and tenth baking sessions**, followed by a **bake sale on June 8**. In July, we will operate a booth at NOP, the HAFS annual school festival, which will be our largest single-event sales opportunity to date. Four previous sales activities have generated over **4,000,000 KRW in cumulative revenue** and sustained a **monthly donation of 500,000 KRW** to Save the Children. This model works because it does not depend on anything extraordinary. No sponsors, no one-off events. Just students baking and selling on a regular schedule. As we scale, we plan to transition toward locally and ethically sourced ingredients, in line with SDG 12 on Responsible Consumption and Production.



weare.jinji ...
Jinjigwan
Nonprofit organization
Official Instagram Account of
HAFS Cooking Club Jinjigwan
Head Chef @jankimmm @_sejinoh
Sous Chef @m1nx.e0e... more
@jinjigwan.site